

Analysis of the Influence of Raw Material Types for Clothing on the Level of Consumer Interest Aged 18-22 Years in Brand XYZ

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ABSTRACT

Brand XYZ is a global apparel company that emphasizes comfort, durability, and design aesthetics in its product offerings. This study aims to examine the influence of clothing material type on purchase interest among consumers aged 18–22 years. A quantitative research approach was applied, using data collected from 50 respondents via a structured questionnaire on a 5-point Likert scale. Statistical analyses were performed using SPSS, including the Kolmogorov–Smirnov test for normality, a linearity test, Pearson correlation analysis, and simple linear regression. The results show that the data met the normality assumption ($p = 0.859$) and revealed a strong positive correlation between clothing material type and purchase interest ($r = 0.810$, $p < 0.001$). The regression model was found to be significant ($F = 91.728$, $p < 0.001$) with the equation $Y = 1.932 + 0.859XY = 1.932 + 0.859XY = 1.932 + 0.859X$ and an R^2 value of 0.656, indicating that 65.6% of the variance in purchase interest can be explained by the clothing material type. The findings highlight the critical role of material selection in influencing consumer behavior. Practical recommendations for Brand XYZ include diversifying high-quality material options, improving transparency in fabric information, and implementing targeted consumer education campaigns to enhance brand loyalty and purchase intention.

Keywords: Clothing Materials, Pearson Correlation, Purchase Interest, Simple Linear Regression, SPSS.

A. INTRODUCTION

The apparel industry represents one of the fastest-growing sectors in the global economy, characterized by intense competition, rapid product cycles, and a constant need to adapt to evolving fashion trends [1]. The rise of globalization and e-commerce platforms has allowed apparel brands to reach wider markets and adapt product designs to cater to diverse consumer preferences. Within this competitive landscape, material selection plays a vital role, as it determines not only the comfort and durability of clothing but also the overall consumer perception of product quality. For many young consumers, especially those aged 18–22 years, material quality is an important attribute that influences their buying decisions, as they often seek a balance between style, comfort, and long-term usability [2]. This study specifically targets consumers aged 18–22 years based on national statistical data showing this demographic is the most active in fashion adoption and online purchasing behavior [3].

Despite the recognized importance of material type in the apparel industry, there is still a lack of empirical research that specifically measures its effect on purchase interest among younger consumers [4]. Many brands, including Brand XYZ, have focused on style, marketing campaigns, and pricing strategies, sometimes overlooking the fact that material type itself can

significantly influence purchasing decisions. Young consumers are increasingly aware of fabric quality, sustainability, and performance attributes such as breathability, elasticity, and ease of maintenance. Without sufficient understanding of how material type impacts purchase interest, brands risk misaligning their product development with market expectations, potentially leading to reduced customer satisfaction and loyalty [2].

In the context of Brand XYZ, the type of raw material used in clothing production directly affects consumer evaluations of comfort, style, and perceived value [5]. This study follows a logical flow, starting with an exploration of consumer preferences for clothing materials, followed by an analysis of how these preferences translate into purchase interest. The research specifically targets the 18–22 age group, as this demographic segment is often at the forefront of trend adoption and tends to have a high influence on peer purchasing behavior. By using statistical techniques such as correlation and regression analysis, the study seeks to quantify the strength and direction of the relationship between material type and purchase interest, ultimately providing data-driven recommendations for Brand XYZ's product strategy [6].

Based on the identified gaps and the scope of the study, the main research question can be formulated as follows to what extent does the type of clothing material influence the purchase interest of consumers aged 18–22 years in the context of Brand XYZ [2]. This central question is supported by sub-questions aimed at identifying the nature of the relationship (positive or negative), its strength, and its statistical significance. Additionally, the study seeks to determine the proportion of variation in purchase interest that can be explained solely by material type, providing an empirical foundation for product development and marketing decisions [7].

The urgency of this research lies in the increasing consumer awareness regarding fabric quality and the growing demand for transparency in material sourcing. As consumers become more selective, brands must ensure that their material choices meet both functional and emotional needs [8]. The primary objective of this study is to examine and measure the influence of clothing material type on purchase interest among consumers aged 18–22 years. The expected benefits are twofold: (1) providing Brand XYZ with actionable insights for improving material selection and marketing strategies, and (2) contributing to the academic literature by offering empirical evidence on the role of material type in shaping consumer behavior within the apparel sector [9].

B. LITERATURE

The apparel industry has evolved into a fast-paced and highly competitive market driven by globalization, consumer demand, and technological advancements. Fashion cycles have shortened dramatically, requiring brands to respond quickly to emerging trends. One of the central determinants of a garment's market success is the quality of its raw materials [10]. Clothing material quality not only affects the durability and comfort of a product but also significantly shapes consumer perceptions of brand value. High-quality fabrics such as premium cotton, linen, silk, or advanced synthetics like polyester blends and spandex are often associated with better performance, aesthetic appeal, and higher pricing [11]. Academic studies have shown that perceived fabric quality plays a substantial role in shaping purchase decisions, especially in competitive retail environments where multiple brands offer similar designs.

Young consumers, particularly those aged 18–22 years, are highly responsive to product attributes that align with their lifestyle and personal image [12]. Research in consumer psychology suggests that this demographic tends to prioritize clothing that reflects their identity, supports comfort, and aligns with current trends. Material type is a critical factor because it directly influences tactile sensations, ease of maintenance, and perceived quality. Sustainable and eco-friendly fabrics are increasingly favored by younger buyers due to growing environmental awareness. Studies in textile and fashion management also reveal that young

consumers are more likely to compare material types across competing brands before making a purchase, highlighting the importance of material transparency in marketing communications [13].

Raw material selection is closely tied to brand positioning strategies in the apparel industry. A brand that consistently uses high-quality materials builds a reputation for reliability, while brands with inconsistent material quality risk losing consumer trust. For Brand XYZ, understanding raw material preferences is crucial to sustaining market relevance in the 18–22 age segment. Previous studies indicate that consumer perceptions of raw materials are shaped by multiple dimensions: comfort, durability, visual appeal, and ethical sourcing. For instance, research on brand equity has shown that positive perceptions of material quality contribute to repeat purchases and word-of-mouth referrals, which are particularly impactful among younger consumer networks .

The relationship between clothing material type and purchase interest can be examined through the lens of perceived value theory [3]. This theory suggests that consumers evaluate products based on a combination of functional benefits (e.g., comfort, durability) and emotional benefits (e.g., style, status). When the material type meets or exceeds expectations in both dimensions, purchase interest tends to increase significantly [14]. Quantitative studies using correlation and regression analysis have consistently found a positive and statistically significant link between fabric quality and purchase intention. For example, empirical research in the fashion retail sector has shown that improving material quality can lead to measurable increases in customer satisfaction scores and sales performance, especially in premium and fast-fashion segments [15].

Correlation and regression analyses are frequently applied in marketing and consumer behavior research to identify and measure relationships between product attributes and purchase decisions. Pearson's correlation coefficient (r) is particularly useful for evaluating the strength and direction of a linear relationship between two continuous variables, such as material type rating and purchase interest score. Simple linear regression further allows researchers to quantify the predictive effect of an independent variable (material type) on a dependent variable (purchase interest) [16]. In the context of Brand XYZ, applying these methods enables the identification of whether material type is a significant predictor of consumer interest and the extent to which it explains variations in purchasing behavior [17]. These statistical techniques not only support hypothesis testing but also provide actionable insights for product development and marketing strategies [18]. Unlike previous studies that mainly analyzed pricing or brand image, this research emphasizes the direct quantitative influence of raw material type on purchase interest in the 18–22 age group for Brand XYZ, thus contributing a specific empirical gap [1].

C. RESEARCH METHOD

This research was conducted in November 2023 and focused on consumers aged 18–22 years who have experience purchasing clothing products from Brand XYZ. The variable “Jenis Bahan Baku” (X) was measured by asking respondents to rate the quality of clothing materials (such as cotton, polyester, linen, and spandex) on a 5-point Likert scale, from “very poor” to “very good.” The variable “Minat Beli” (Y) was measured using statements such as “I am interested in purchasing clothing made of this material,” rated on a 5-point Likert scale from “strongly disagree” to “strongly agree”. The questionnaire consisted of two main sections: demographic data and research variables measurement. The sample consisted of 50 respondents, selected using proportional random sampling to ensure representativeness within the targeted age range. The questionnaire was distributed both online and offline to reach a diverse group of respondents. The research workflow followed these flowchart below:

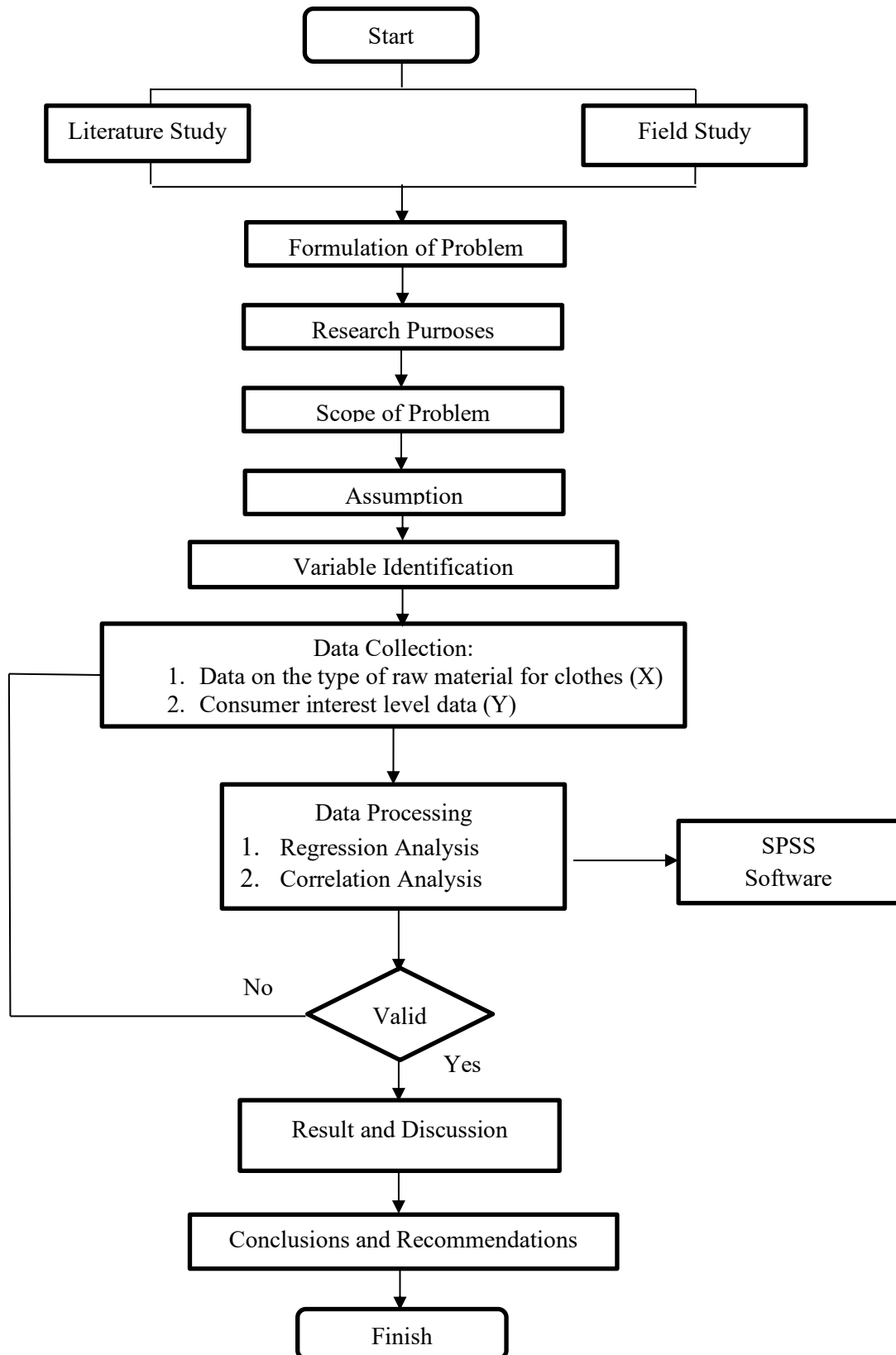


Figure 1. Flowchart
Source : Data Processing

D. RESULT AND DISCUSSION

D.1. Data Collection

The results of statistical analysis based on the data obtained from 50 respondents aged 18–22 years who have purchased clothing products from Brand XYZ. The analysis was conducted using SPSS to examine the influence of clothing material type on consumer purchase interest. The discussion includes the results of the normality test, linearity test, correlation analysis, and simple linear regression, as well as the interpretation of these findings in relation to the research objectives. The primary data for this study were collected through a questionnaire using a 5-point Likert scale. The responses were compiled into numerical scores for each variable, namely the type of clothing material (X) and consumer purchase interest (Y). The raw data from 50 respondents are presented in Table 1 below

Table 1. Raw Data of Clothing Material Type and Consumer Purchase Interest

Raw Material Type	Consumer Interest Levels
11	9
12	12
14	13
10	7
12	13
9	10
14	11
13	15
13	14
12	8
11	10
15	15
12	10
12	11
14	12
9	10
12	12
13	9
15	15
12	9
11	12
12	12
13	12
13	14
15	15
9	12
15	13
15	14
15	13
14	15
6	3
4	5
12	10

Raw Material Type	Consumer Interest Levels
3	4
12	12
3	8
10	9
11	11
9	9
15	15
4	6
10	12
13	12
10	12
9	9
12	13
13	12
12	8
11	10
15	15

Source : Data Processing

D.2. Normality Test

The normality test was conducted to determine whether the residuals in the regression model follow a normal distribution, as this is one of the key assumptions in parametric statistical analysis. The test used in this study was the Kolmogorov–Smirnov (K–S) test, which is suitable for medium-sized samples such as the 50 data points collected in this research. The null hypothesis (H_0) for this test states that the residuals are normally distributed, while the alternative hypothesis (H_a) states that the residuals deviate from normality.

Using a significance level (α) of 0.05, the SPSS output revealed a significance value of 0.859, which is greater than 0.05. This indicates that H_0 is accepted, meaning that the residuals are normally distributed. A normal distribution of residuals implies that the regression model is unbiased and that statistical inference (such as hypothesis testing and confidence intervals) can be conducted reliably. Additionally, the normal probability plot (P–P plot) showed that the residual points closely followed the diagonal reference line, further supporting the normality assumption.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	1.71169863
Most Extreme Differences	Absolute	.085
	Positive	.058
	Negative	-.085
Kolmogorov-Smirnov Z		.604
Asymp. Sig. (2-tailed)		.859

a. Test distribution is Normal.

b. Calculated from data.

Figure 2. One Sample Kolmogorov Test

Source : Data Processing

Figure 2 shows the Kolmogorov–Smirnov test result where the residual points follow the diagonal line, confirming normality. This result is important because violations of the normality assumption can lead to incorrect conclusions about the statistical significance of the predictors. Since the data in this study met the normality requirement, further analyses such as correlation and regression could be performed with confidence.

D.3. Linearity Test

The linearity test is performed to verify whether the relationship between the independent variable (type of clothing material) and the dependent variable (consumer purchase interest) can be accurately represented by a straight-line equation. The null hypothesis (H_0) for this test states that there is no linear relationship between the two variables, while the alternative hypothesis (H_a) states that a linear relationship exists.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
type_raw_material*	Between Groups	(Combined)	349.016	12	29.085	8.882	.000
		Linearity	308.662	1	308.662	94.256	.000
		Deviation from Linearity	40.354	11	3.669	1.120	.374
level_interest_user_age_18_until_22	Within Groups		121.164	37	3.275		
Total			470.180	49			

Figure 3. Linearity Test

Source : Data Processing

Figure 3 illustrates the linearity test output, indicating a significant linear relationship between material type and purchase interest. The test was conducted using the Linearity function in SPSS, with the results showing a significance value of 0.000 for the linearity component. Since this value is less than the α level of 0.05, H_0 is rejected and H_a is accepted. This confirms that there is a statistically significant linear relationship between the type of clothing material and purchase interest among consumers aged 18–22 years.

Establishing linearity is a crucial step before conducting regression analysis, as regression models assume a straight-line relationship between predictor and outcome variables. If the assumption of linearity had been violated, the regression equation would have misrepresented the true nature of the relationship, potentially leading to misleading predictions. In this study, the confirmed linearity ensures that the regression equation derived later is a valid representation of the observed data trend.

D.4. Correlation Analysis

To measure the strength and direction of the relationship between the type of clothing material and consumer purchase interest, a Pearson Product–Moment correlation analysis was performed. Pearson's correlation coefficient (r) ranges from -1 to $+1$, where values closer to ± 1 indicate a stronger relationship, and the sign denotes the direction (positive or negative). The null hypothesis (H_0) for this analysis states that there is no significant correlation between the variables, whereas the alternative hypothesis (H_a) states that a significant correlation exists.

Correlations			
		type_raw_material_shirt	level_interest_user_age_18_until_22
type_raw_material_shirt	Pearson Correlation	1	.810**
	Sig. (2-tailed)		.000
	N	50	50
level_interest_user_age_18_until_22	Pearson Correlation	.810**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Correlations test

Source : Data Processing

Figure 4 presents the output of the Pearson correlation test. The r-value of 0.810 and significance of 0.000 confirm a strong positive correlation between clothing material type and purchase interest. This means that as the quality of raw materials increases, consumer purchase intention also rises significantly. The analysis yielded an r value of 0.810 with a significance level of 0.000. Since the p-value is less than 0.05, H_0 is rejected, indicating that the correlation is statistically significant. The value of $r = 0.810$ suggests a strong positive correlation, meaning that higher scores for clothing material type are associated with higher levels of purchase interest. In practical terms, as the quality or desirability of the material improves, consumer willingness to purchase increases correspondingly.

This finding is consistent with consumer behavior theory, which suggests that tangible product attributes—such as material quality—are highly influential in shaping purchase intentions. In the context of Brand XYZ, this strong correlation provides empirical support for focusing on fabric selection as a key factor in product development and marketing strategy. Furthermore, this result lays the foundation for the subsequent regression analysis, which will quantify the extent to which material type can predict purchase interest.

D.5. Simple Linear Regression Analysis

The simple linear regression analysis was conducted to determine the extent to which the independent variable, type of clothing material (X), can predict the dependent variable, consumer purchase interest (Y). This method not only evaluates the statistical significance of the relationship but also quantifies how much change in purchase interest can be explained by variations in the material type.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.656	.649	1.83438

Figure 5. Model Summary
Source : Data Processing

Figure 5 shows the model summary of the regression analysis. The R^2 value of 0.656 indicates that 65.6% of the variation in purchase interest can be explained by clothing material type. This demonstrates that material type is a substantial predictor of consumer buying decisions. The regression model was developed using the Ordinary Least Squares (OLS) method in SPSS. The results from the Model Summary indicated a correlation coefficient (R) of 0.810, consistent with the Pearson correlation analysis. The coefficient of determination (R^2) was found to be 0.656, meaning that 65.6% of the variability in consumer purchase interest can be explained by the clothing material type. The remaining 34.4% is influenced by other factors such as design, price, color variety, marketing campaigns, and personal consumer preferences.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	1.932	1.024		1.887	.065
level_interest_user_age_18_until_22	.859	.090	.810	9.577	.000

Figure 6. Coefficients Result
Source : Data Processing

Figure 6 displays the regression coefficients used to form the regression equation. The positive slope value (0.859) confirms that every one-point increase in material quality leads to an increase of approximately 0.859 points in purchase interest.

From the Coefficients, the regression equation obtained is:

$$Y = 1.932 + 0.859X$$

Where:

- Y = Predicted purchase interest score
- X = Clothing material type score
- 1.932 = Constant (intercept), representing the baseline purchase interest when the material score is zero.
- 0.859 = Regression coefficient (slope), indicating that for every one-point increase in the material score, the purchase interest score increases by approximately 0.859 points.

The p-value associated with the slope coefficient was 0.000, which is less than the 0.05 significance threshold, confirming that the type of clothing material has a statistically significant effect on purchase interest. This supports the hypothesis that material type is a key determinant of consumer purchasing decisions in the targeted demographic.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	1.932	1.024		1.887	.065
level_interest_user_age_18_until_22	.859	.090	.810	9.577	.000

Figure 7. ANOVA Result

Source : Data Processing

Figure 7 presents the ANOVA results, where the F-statistic value of 91.728 with a significance level of 0.000 validates that the regression model is statistically significant and can reliably predict purchase interest based on material type.

The ANOVA further reinforces this conclusion, showing an F-statistic of 91.728 with a significance level of 0.000. This result means that the regression model as a whole is statistically significant and can reliably be used to predict consumer purchase interest based on material type.

The Normal Probability Plot (P-P plot) and residual scatterplot also indicate that the assumptions for regression analysis—such as normality of residuals, homoscedasticity, and independence—are met. The P-P plot shows points distributed closely along the diagonal reference line, suggesting normal distribution of residuals, while the scatterplot shows no obvious patterns, indicating constant variance.

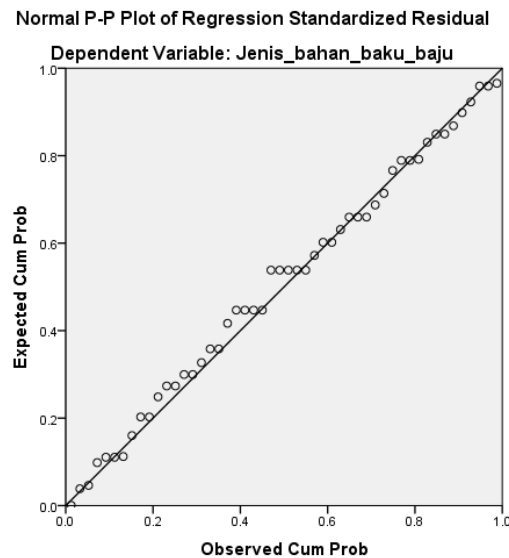


Figure 8. Normal Probability Plot (P–P plot)

Source : Data Processing

Figure 8 illustrates the P–P plot of regression residuals. The points are distributed closely along the diagonal line, confirming that the residuals follow a normal distribution, thereby fulfilling one of the key assumptions of regression analysis.

From a managerial perspective, these findings imply that Brand XYZ can increase purchase interest among consumers aged 18–22 by selecting and promoting high-quality materials. Given that over 65% of purchase interest variance is explained by material type, investing in superior fabric quality and transparency about material specifications could significantly strengthen the brand's market positioning.

D.6. Interpretation of Results

The results show a strong and statistically significant relationship between material type and purchase interest among consumers aged 18–22 years. This aligns with previous research indicating that consumers in this age group place considerable value on comfort and quality when making purchase decisions. The regression analysis confirms that material type is a substantial predictor, explaining over 65% of the variance in purchase interest.

However, approximately 34.4% of the variation remains unexplained, suggesting other factors such as price, design, brand image, and promotional strategies may also influence purchase decisions. This highlights the need for Brand XYZ to adopt a multi-faceted marketing approach that integrates these elements alongside material quality improvements [5].

E. CONCLUSION

This study confirms that the type of clothing material has a strong and statistically significant influence on purchase interest among consumers aged 18–22 years for Brand XYZ. The Pearson correlation coefficient of 0.810 indicates a strong positive relationship, meaning that higher ratings of material quality are associated with higher purchase interest. The regression analysis further supports this finding, with the model explaining 65.6% of the variance in purchase interest, highlighting the substantial role that fabric selection plays in consumer decision-making.

While material type is a key determinant, the remaining 34.4% of purchase interest variation is influenced by other factors such as design, price, brand perception, and promotional strategies. This suggests that Brand XYZ should adopt a holistic marketing and product development strategy, integrating superior fabric quality with appealing designs and competitive pricing to maximize consumer appeal.

From a managerial perspective, investing in high-quality materials, providing transparency about fabric specifications, and aligning product offerings with the preferences of young consumers can significantly enhance market positioning. These results also contribute to the academic literature by providing empirical evidence of the relationship between material quality and consumer interest, offering a foundation for further studies exploring other variables that influence purchasing behavior in the apparel industry.

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