

**THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND
CONTENT MARKETING ON PURCHASE INTENTION OF OLIVIA
BAKERY PRODUCTS IN MADIUN CITY****Widya Malinda Sari¹⁾, Hari Purwanto²⁾, Dian Citaningtyas Ari Kadi³⁾**¹Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: widyamalinda73@gmail.com²Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: hari.purwanto@unipma.ac.id³Management, Faculty of Economics and Business, Universitas PGRI Madiun
email: dian.citaningtyas@unipma.ac.id***Abstrak***

Niat Beli merupakan salah satu indikator penting dalam perilaku konsumen yang dapat menggambarkan seberapa besar minat konsumen terhadap suatu produk. Penelitian ini bertujuan untuk menganalisis Pengaruh *Brand Image*, Kualitas Produk, dan *Content Marketing* terhadap Niat Beli konsumen pada produk Olivia Bakery di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner dan pengambilan sampel sebanyak 384 responden konsumen Olivia Bakery. Data dianalisis dengan bantuan software IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh negatif dan signifikan terhadap Niat Beli, Kualitas Produk berpengaruh positif dan signifikan terhadap Niat Beli, serta *Content Marketing* juga berpengaruh positif dan signifikan terhadap Niat Beli. *Brand Image*, Kualitas Produk dan *Content Marketing* berpengaruh secara simultan terhadap Niat Beli pada produk Olivia Bakery di Kota Madiun.

Kata Kunci: *Brand Image*, Kualitas Produk, *Content Marketing*, Niat Beli.

Abstract

Purchase Intention is one of the important indicators in consumer behavior that can describe how much consumer interest in a product. This study aims to analyze the influence of Brand Image, Product Quality, and Content Marketing on consumer Purchase Intention on Olivia Bakery products in Madiun City. This study uses a quantitative approach with a survey method through a questionnaire and sampling of 384 Olivia Bakery consumer respondents. Data were analyzed with the help of IBM SPSS software version 25. The results of the study indicate that Brand Image has a negative and significant effect on Purchase Intention, Product Quality has a positive and significant effect on Purchase Intention, and Content Marketing also has a positive and significant effect on Purchase Intention. Brand image, Product Quality and Content Marketing simultaneously influence Purchase Intention on Olivia Bakery products in Madiun City.

Keywords: *Brand Image, Quality Product, Content Marketing, Purchase Intention.*

A. INTRODUCTION

The contribution of the food and beverage industry can be observed through the significant growth of various types of businesses in this sector, both small and large scale. One subsector that has shown stable growth and remains in demand to date is the bakery industry. Quoting from Warta Ekonomi, the growth of the bakery industry in Indonesia has shown a positive trend in recent years. This is influenced by many factors, such as the increasing number of middle-class residents, the rising incomes of the younger generation, and changes in consumer consumption patterns that are increasingly moving towards an urban lifestyle. Madiun City has a population of 201,851, with the majority of them in their productive age, indicating high potential for consumption of food products, including bakery products. This consumption behavior is influenced not only by demographic conditions but also by psychological factors explained through the Theory of Reasoned Action approach. This theory states that behavioral intentions, including purchase intentions, are shaped by social norms and individual attitudes toward the behavior (Widya Resindra et al., 2020). These factors require further analysis to understand how purchase intentions are formed among consumers in Madiun City.

Olivia Bakery, a business player in the bakery industry in Madiun City, is a relevant object for further study to understand how these various factors play a role in shaping consumer purchasing intentions. Olivia Bakery, which is under the auspices of CV. Cinta Rasa Olivia, which originates from the region, is a company engaged in the bakery and cake industry, founded in 1997 in East Java, namely Kediri, with the mission of providing high-quality products using selected ingredients and the best production processes. Olivia Bakery itself already has 15 (fifteen) branches spread across various cities including Tulungagung, Blitar, Kediri, and one of them is Madiun. The Olivia Bakery Madiun branch itself will open at the end of 2024, namely in early December.

As the company strives to build its identity and product excellence, consumer perception of the brand, or brand image, is a crucial aspect reflecting the success of Olivia Bakery's marketing

strategy. Brand image can be seen from several indicators, such as brand attributes, brand benefits, and attitudes toward the brand (Aaker, 1997). Therefore, brand image is a crucial variable that needs to be analyzed in determining consumer purchase intention at Olivia Bakery. Olivia Bakery's uniqueness also lies in its aesthetic and elegant product packaging, making it perfect as a souvenir or special gift. With a combination of authentic flavors, attractive designs, and maximum freshness, Olivia Bakery is not just a bakery but a manifestation of their attention to quality and public taste. Furthermore, Olivia Bakery also displays a strong brand identity through elegant product packaging, the tagline "Made Fresh for You," and the consistency of color and visual design across its various stores. All of these elements strengthen purchase intention, demonstrating that Olivia Bakery is a modern brand that prioritizes quality, service, and emotional value.

Consumer purchase intention involves the willingness and desire to purchase and make repeat purchases, which is crucial in designing an effective marketing strategy. One phenomenon that reflects consumer purchase intention towards Olivia Bakery is the desire to make repeat purchases, which can be seen from the stable number of transactions each month despite a slight decrease, namely from 6,885 transactions in January to 6,431 transactions in March. This stability indicates that consumers are not only interested in purchasing the product for the first time, but also feel satisfied and want to buy again, which is a strong indication of the formation of initial loyalty towards the Olivia Bakery brand. The transaction data can be seen in table 1 below.:

Table 1. Olivia Bakery Transaction Data in Madiun City

No.	Month	Week to				Total
		1	2	3	4	
1.	January	1.731	1.653	1.798	1.703	6.885
2.	February	1.708	1.600	1.580	1.674	6.562
3.	March	1.670	1.588	1.607	1.566	6.431

Source: Primary Data Processed in 2025

Based on Table 1 above, it can be explained that the number of transactions in January was recorded at 6,885, then experienced a slight decrease to 6,562 in February, and to 6,431 in March, with an average of more than 6,000 transactions per month. This decrease is not significant and tends to be stable, which indicates that consumers have begun to make repeat purchase decisions

for Olivia Bakery products. This shows that despite being a new brand, consumers' purchase intention towards Olivia Bakery products has been firmly established.

Building on the backdrop indicated above, the main goal of this study is to find out how customers' intentions to buy Olivia Bakery goods in Madiun City are influenced by brand image, product quality, and content marketing. This study is important because it may offer empirical proof of how much brand image, product quality, and content marketing influence consumers' intentions to buy Olivia Bakery goods in the given setting.

1. Literatur Study

a. Theory of Reasoned Action

According to Roh et al., (2023), the Theory of Reasoned Action (TRA) plays a significant role in predicting an individual's future behavior based on their previous attitudes and behavioral intentions. This theory attempts to explain the relationship between attitudes and actions in the context of human behavior. This theory also emphasizes that expectations regarding the results of an action influence an individual's decision to act, so that the relationship between attitudes, social norms, and behavioral intentions becomes the basis for predicting a person's actions in the future.

b. Theory of Planned Behavior

This theory is developed from the Theory of Reasoned Action and assumes that individuals behave rationally, considering information and consequences before making decisions. According to Pasaribu & Radikun, (2021) the Theory of Planned Behavior is based on the assumption that individuals act rationally, where before making a decision or taking action, they first process available information logically and carefully consider the various consequences of their choices.

c. Brand Image

Brand image is a collection of perceptions formed based on consumers' interpretations of information and experiences related to a brand (Peter & Olson, 2010). Brand image plays a role in helping consumers recognize the needs and desires represented by the brand and distinguishing it from other competing brands. From a semiotic perspective, products are understood as symbols, where the meanings they contain are reflected in the brand image. For companies, brand image represents a unique and purposeful brand identity, strategically shaped to respond to market needs. Furthermore, brand image also reflects the projection of consumer personality, as reflected in symbols such as mascots.

d. Product Quality

Product quality is a combination of various important aspects, including product characteristics and properties, which are used to assess the extent to which the product has improved and is able to meet consumer needs (Tjiptono & Diana A, 2016). This quality not only includes the product's capabilities in terms of durability, reliability, ease of operation and maintenance, but also reflects how consumers perceive value and the level of satisfaction they experience.

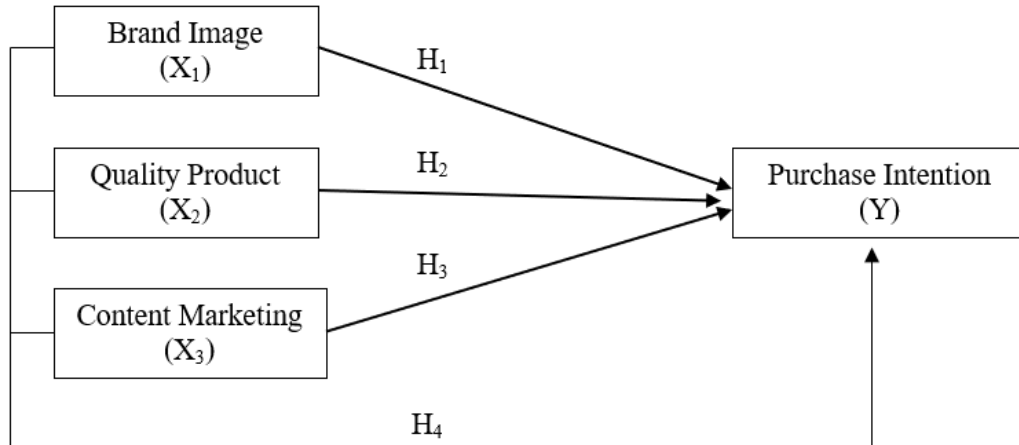
e. Content Marketing

According to Anas & Senjani, (2023) Content marketing is defined as digital materials designed to attract, engage, and influence audiences in their purchasing decision-making process. The presence of relevant and valuable content through social media makes online marketing a more adaptive and responsive tool to today's market dynamics. Content marketing shifts the persuasive approach and instead provides information that creates value for consumers. This information can be interesting, useful, informative, or simply entertaining, but consumers must benefit from it. Using content marketing means providing relevant information to the target market, which requires an understanding of the company's target market and their interests.

f. Purchase Intention

Purchase intention reflects how much a consumer wants to buy which arises as a result of the product evaluation process and other psychological factors (Ferdinand, 2006). According to Windyaswara & Cokku, (2024) Purchase intention refers to a consumer's readiness to purchase a particular product or service. This concept is seen as the result of the interaction between consumer interest and the opportunity to make a purchase.

2. Conceptual Framework and Hypothesis



Source : Research Modification Andreana & Giantari, (2023); Triatmaja & Ekawati, (2023); Lieb, (2012)

Picture 1. Conceptual Framework

H₁ : Brand Image significantly influences to Purchase Intention on Olivia Bakery products in Madiun City.

H₂ : Product Quality significantly influences to Purchase Intention on Olivia Bakery products in Madiun City.

H₃ : Content Marketing significantly influences to Purchase Intention on Olivia Bakery products in Madiun City.

H₄ : Brand Image, Product Quality, and Content Marketing significantly influences to Purchase Intention on Olivia Bakery products in Madiun City

B. METHOD

Purposive sampling was used in the study, which used a quantitative methodological approach. Respondents were chosen according to predetermined inclusion criteria (Sugiyono, 2020). A questionnaire was used as a data collection tool. Data analysis used multiple linear regression analysis assisted by IBM SPSS Version 25. The sample in this study was taken from consumers who had purchased Olivia Bakery products at least once or intended to purchase again, with respondents at least 17 years old.

C. RESULTS AND DISCUSSIONS**1. Test Results****Descriptive Statistical Test**

Ghozali (2018) Descriptive statistics provide a general overview and explanation of research data, including the mean, standard deviation, variance, range, kurtosis, sum, minimum and maximum, and skewness. The results of this test can be seen in Table 2.

Table 2. Descriptive Statistical Test Results

	<i>Descriptive Statistics</i>				
	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Brand Image	384	5.00	15.00	13.0755	1.51132
Product Quality	384	13.00	40.00	34.9766	3.13607
Content Marketing	384	8.00	25.00	21.6484	2.37125
Purchase Intention	384	4.00	15.00	12.9427	1.65791
<i>Valid N (listwise)</i>	384				

Source : *Output SPSS 25*

Validity Test

The degree to which an instrument accurately assesses the construct or dimension it is designed to evaluate is known as its validity. Product-moment correlation analysis is frequently used to evaluate validity (Sugiyono, 2020). When the obtained r-value is greater than the crucial r-value indicated in the r-table, the questionnaire is considered to be genuine. Since the computed r-value is higher than the r-table value (0.190) and the significance level is less than

0.05, the validity test findings in this study show that the instrument is valid, thus all questions and statements in the research questionnaire can be used and can be trusted as data for this study.

Reability Test

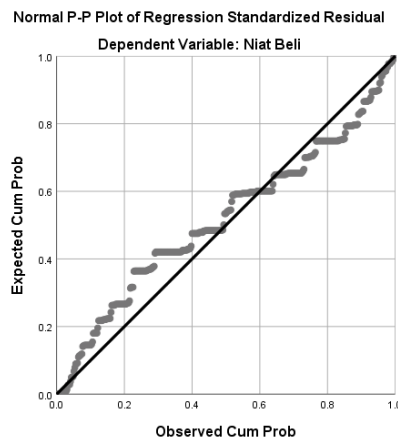
Table 3. Reability Test Results

Variabel	Nilai <i>alpha</i> hitung	<i>Cronbach Alpha</i>	Keterangan
Brand Image	0.611	0,60	RELIABEL
Product Quality	0.775	0,60	RELIABEL
Content Marketing	0.739	0,60	RELIABEL
Purchase Intention	0.676	0,60	RELIABEL

Source : *Output SPSS 25*

The purpose of the reliability test is to determine whether there is an influence between two or more variables. Table 3 shows that all variables have a Cronbach's alpha value of more than 0.60, indicating that each instrument is reliable.

Normality Test



Source : *Output SPSS 25*

Picture 2. Normality Test Results

The normality test is used to determine whether the data used in the study is normally distributed. Picture 2 illustrates that the data distribution in this study tends to be normal. This

is indicated by the distribution of the points around the line and forming a pattern following the diagonal line.

Multicollinearity Test

Table 4. Multikolinieritas Test Results

Independent Research Variables	Variable Influence Factor (VIF)	Tolerance	Explanation
Brand Image (X1)	2.055	0.487	No Multicollinearity Occurs
Product Quality (X2)	2.554	0.392	No Multicollinearity Occurs
Content Marketing (X3)	1.764	0.567	No Multicollinearity Occurs

Source : *Output* SPSS 25

In table 4, the tolerance value for all variables is greater than 0.10, which indicates that there is no multicollinearity in the variables.

Heteroscedasticity Test

Table 5. Heteroskedastisitas Test Results

Variabel Bebas Penelitian	> α	Sig	Explanation
Brand Image (X1)	0.05	0.568	No Heteroscedasticity Occurs
Product Quality (X2)	0.05	0.101	No Heteroscedasticity Occurs
Content Marketing (X3)	0.05	0.222	No Heteroscedasticity Occurs

Source : *Output* SPSS 25

Table 5 shows that the Glejser test sig for each variable is greater than 0.05, meaning that heteroscedasticity does not occur in the brand image, product quality and content marketing variables.

Autocorrelation Test

Table 6. Autokorelasi Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.639 ^a	.408	.403	1.28065	1.976

a. Predictors: (Constant), Content Marketing, Brand Image, Product Quality

b. Dependent Variable: Purchase Intention

Source : *Output* SPSS 25

The autocorrelation results in Table 6 show that the Durbin Watson (DW) value is 1.976. This value will then be compared with a 5% significance value with a sample size of 384 and 3 independent variables, resulting in a dU value of 1.842 and a (4-dU) value of 2.158. It is concluded that there is no autocorrelation problem, as there is no positive or negative autocorrelation. This is proven by assessing $dU (1.842) < d (1.976) < 4 - dU (2.158)$.

Partial Analysis (T-Test)

Table 7. Partial Analysis (T-Test) Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.457	.731		1.993	.047
	Brand Image	-.253	.064	-.241	-3.936	.000
	Product Quality	.359	.034	.695	10.399	.000
	Content Marketing	.104	.037	.151	2.830	.005

a. Dependent Variable: Purchase Intention

Source : Output SPSS 25

Explanation of each test of each variable as follows:

- Brand Image has a t count of -3.936 with a significance of 0.047. The t table value is 1.966, which means that the t count is $-3.936 < t \text{ table } 1.966$, so H1 is rejected.
- Product Quality has a t count of 10.399 with a significance of 0.000. The t table value is 1.966, which means that t count $10.399 > t \text{ table } 1.966$, so H2 is accepted.
- Content Marketing shows a t count of 2.830 with a significance of 0.005. The t table value is 1.966, which means that the t count of $2.830 > t \text{ table of } 1.966$, so H3 is accepted.

Simultaneous Significance Test (F Test)

Table 8. Simultaneous Significance Test (F Test) Results

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	429.517	3	143.172	87.297	.000 ^b
	Residual	623.223	380	1.640		

Total	1052.740	383
a. <i>Dependent Variable:</i> Purchase Intention		
b. <i>Predictors:</i> (Constant), Content Marketing, Brand Image, Product Quality		
Source : Output SPSS 25		

It can be seen in table 8 that the F count value is $87.297 > F$ table of 2.63 with a significance level value of F of $0.000 < \alpha 0.05$. This shows that the variables of brand image, product quality, and content marketing simultaneously have a positive and significant influence on purchase intention on Olivia Bakery products in Madiun City, so H4 is accepted.

Coefficient of Determination (R^2)

Table 9. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 ^a	.408	.403	1.28065

a. *Predictors:* (Constant), Content Marketing, Brand Image, Product Quality
Source : Output SPSS 25

The results of the coefficient of determination show that R Square is worth 0.408 or 40.8% and the remaining 59.2% is influenced by other variables.

2. Discussions

a. The Influence of Brand Image on Purchase Intention

The partial test results show that the brand image variable has a calculated t of $-3.936 < t$ table 1.966, which means that Brand Image has a negative and significant effect on Purchase Intention. Olivia Bakery's specialty lies in its aesthetic and elegant product packaging, making it perfect as a souvenir or special gift. With a combination of authentic flavors, attractive designs, and maximum freshness, Olivia Bakery is not just a bakery, but a manifestation of their attention to quality and public taste. However, the results of the study show that brand image has a negative and significant effect on consumer purchase intention. This means that although Olivia Bakery has built a brand identity through product quality and attractive marketing strategies, the brand image is still not strong enough to be a determining factor in forming

purchasing decisions, especially in Madiun City. Although Olivia Bakery has formed a brand image through product attributes, taste benefits, and promotions, a brand image that is not yet strong, inconsistent, or not in line with the values of local consumers in Madiun can contribute to a decrease in purchase intention. This shows that the success of forming a brand image is not only determined by marketing communications, but also by how the brand is perceived comprehensively and continuously by consumers. In the context of the Theory of Reasoned Action theory which states that behavioral intentions are formed from attitudes towards behavior and subjective norms, these results reflect that a positive attitude towards the Olivia Bakery brand has not been optimally formed in consumer memory. This means that consumers have not yet sufficiently built confidence or desire to purchase the brand's attributes, benefits, and image.

b. The Influence of Product Quality on Purchase Intention

The partial test results show that the product quality variable has a t-count of $10.399 > t$ -table of 1.966, which means product quality has a positive influence on purchase intention and a significance of $0.000 < 0.05$, which means product quality has a significant influence. This finding indicates that consumer perceptions of product quality, including taste, appearance, and durability, play an important role in driving purchase intentions, although there are still challenges related to product shelf life. The results of this study indicate that Olivia Bakery consumers highly value the quality of the products offered in terms of taste, appearance, and freshness, thus forming a positive perception that drives purchase intentions. In the context of Olivia Bakery, product quality is the main determinant because consumers prioritize consumption experience, freshness, and taste over price alone. Thus, the results of this study reinforce that product quality remains an important factor in driving purchase intentions, especially in the food industry that prioritizes direct experience and sensory satisfaction.

c. The Influence of Content Marketing on Purchase Intention

The partial test results show that the content marketing variable has a t-count of $2.830 > t\text{-table}$ of 1.966 , which means that content marketing has a positive influence on purchase intention and a significance of $0.005 < 0.05$, which means that content marketing has a significant influence. Olivia Bakery, which has just expanded its market to Madiun City despite having been established since 1997, has received a positive response in a short time, as reflected in sales transaction data from January to March. One factor supporting this achievement is Olivia Bakery's active use of social media such as Instagram and TikTok to convey information about new products, promotions, and customer testimonials. The implication of this finding is that content marketing has a positive and significant influence on purchase intention, so Olivia Bakery needs to continue optimizing its digital content strategy. The content presented must be relevant, informative, consistent, and easy to understand in order to attract attention and build consumer interest. Social media management should not only display promotions, but also educate and build emotional closeness with the audience.

d. The Influence of Brand Image, Product Quality, and Content Marketing on Purchase Intention

The results of the simultaneous test show that the calculated F value is $45.303 > F\text{ table}$ of 2.63 , with a significance level of $0.000 < \alpha 0.05$. This means that brand image, product quality, and content marketing together have a positive and significant effect on Purchase Intention. This finding indicates that the stronger the consumer perception of brand image, product quality, and content marketing presented, the greater the urge to make a purchase. The implication of this finding is that companies need to manage these three aspects in an integrated manner. Strengthening brand image can be done through visual identity and service reputation. Product quality must be maintained in terms of taste, appearance, and freshness while content marketing needs to be continuously developed to be relevant, informative, and attractive. With good

synergy between these three variables, Olivia Bakery can form a complete positive perception and encourage an increase in purchase intention in a sustainable manner.

D. CONCLUSIONS

Based on the limitations of the study, which was only able to examine the variables of brand image, product quality, and content marketing to test how much they can influence brand switching decisions at Olivia Bakery in Madiun City. The final conclusion obtained is that brand image has a significant negative effect on purchase intention, while product quality and content marketing have a significant positive effect on purchase intention at Olivia Bakery in Madiun City. The results of the simultaneous test show that brand image, product quality, and content marketing together have a significant positive effect on purchase intention at Olivia Bakery products in Madiun City.

E. SUGESSTIONS

This study has limitations in the objects and variables used, so it is recommended that future research expand the scope of the research object, for example by comparing several different bakeries or regions to obtain more general results. Furthermore, future researchers can add other variables beyond brand image, product quality, and content marketing, such as price, promotion, customer satisfaction, or brand trust to examine their influence on purchase intention more comprehensively. The use of qualitative or mixed methods can also be considered to gain a deeper understanding of consumer behavior..

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