

The influence of healthy lifestyle and price perception on purchase Warung Ahin Vegetarian Medan

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ABSTRACT

This study investigates the influence of a healthy lifestyle and price perception on purchase intention at Ahin Vegetarian in Medan. Employing a quantitative research design with primary data sources, the research targets prospective consumers who intend to make purchases at Ahin Vegetarian during the 2024 period, although the exact population size remains unknown. A total of 110 respondents were selected using incidental sampling techniques. The results of the partial t-test indicate that a healthy lifestyle does not have a statistically significant effect on purchase intention. Conversely, price perception shows a significant and positive impact on consumers' intention to buy. The findings from the simultaneous test demonstrate that both variables, healthy lifestyle and price perception, jointly exert a significant influence on purchase intention. Furthermore, the coefficient of determination (R^2) reveals that a portion of the variation in purchase intention can be explained by these two independent variables. These results suggest that while health-oriented behaviors may shape general consumer attitudes, price perception is a more decisive factor in influencing specific purchasing decisions within the vegetarian food market. This study provides practical implications for business owners and marketers in the vegetarian food industry, highlighting the importance of perceived price value in stimulating consumer interest and enhancing sales performance.

Keywords: healthy lifestyle, price perception, purchasing interest.

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RESEARCH & PUBLISHING



1. INTRODUCTION

The development of a vegetarian diet that is used as a diet for health, because it can reduce and avoid the emergence of various types of diseases. The case of unhealthy food that is currently rampant is the excessive use of chemicals. One way for the government to meet food safety standards is to use organic products that do not use any chemicals. The development of plant-based products in Indonesia is a new trend for people who want to lose weight or diet. A healthy lifestyle is an individual's adjustment in such a way as to achieve basic life values that fulfill health (Aprilia & Marhamah, 2023). A lifestyle with an increasingly better pattern or a healthy lifestyle will have an impact on purchasing decisions. Consumers with a healthy lifestyle are more likely to buy organic, low-sugar, low-fat foods, or products that have certain health labels. Consumers who prioritize a healthy lifestyle tend to be more aware of the benefits of vegetarian foods, such as low saturated fat, high fiber, and rich in vitamins and minerals. Price perception is a way for consumers to see prices as high, low, and fair (Aprilia & Marhamah, 2023). Price greatly determines consumers' purchasing decisions. If the price is too high, the target market cannot reach the goods and the value for consumers will be reduced. Conversely, if the price is too low, the seller will encounter obstacles in gaining profits or consumers will assume that the quality of the goods is poor. Marketing strategies such as discounts or savings packages can increase purchasing interest, especially for new consumers. Consumers who believe that vegetarian foods provide significant health benefits or support environmental sustainability tend to be more willing to pay higher prices.

Consumer behavior is the main key that must be understood and utilized by business actors so that consumers buy the products or services they market. Consumer purchasing interest is something related to the consumer's plan to buy a particular product, as well as how many units of the product are needed (Sandala, et al., 2021) . Interest in making a purchase gives rise to motivation that continues to be recorded in the mind and becomes a very strong feeling that in the end when a consumer has to fulfill his needs will actualize what is in his mind. For a healthy lifestyle, more and more people are realizing the importance of a healthy diet to prevent diseases such as obesity, diabetes, and hypertension. This encourages them to choose foods that are low in fat, rich in fiber, and free of cholesterol, such as vegetarian foods (see Table 1).

Table 1. Sales Data of Warung Ahin Vegetarian Medan

Year	Sales Amount
2020	228,780,000
2021	251,112,000
2022	245,001,000
2023	312,021,000
2024	285,172,000

Source : Warung Ahin Vegetarian Medan

Sales from 2020-2024 saw an increase and decrease in sales. This increase in sales occurred due to various factors, namely the rapid development of *e-commerce*, marketing and economic growth. Meanwhile, there was a decrease in sales due to various factors, namely the *Covid-19 pandemic* in the 2020-2021 range, lack of innovation, limited access to stores due to road closures, and limited facilities. This study aims to investigate the influence of healthy lifestyle orientation and price perception on consumer purchasing interest in vegetarian food, with a particular focus on Warung Ahin Vegetarian Medan as a case study. The research seeks to understand how health-conscious consumer behavior and perceived price fairness drive purchasing decisions in the context of plant-based diets, which are increasingly adopted as a preventive health measure. The novelty of this research lies in its contextual focus on the Indonesian vegetarian food market, which remains underexplored despite its growing relevance amidst shifting dietary patterns and sustainability concerns. Unlike prior studies that often generalize consumer health behavior, this study integrates localized sales performance data and evaluates real business challenges faced by a vegetarian food enterprise over a five-year period (2020–2024). By linking health-driven consumption motives with price sensitivity and sales fluctuations during critical periods such as the COVID-19 pandemic, this study

provides a nuanced understanding of consumer dynamics in the emerging vegetarian food industry in Indonesia.

2. LITERATURE REVIEW

2.1. Purchase Interest

Purchase interest is a person's desire or intention to buy a product or service. Purchase interest usually arises after a person is aware of the product, understands its benefits, and feels that the product can meet their needs. There are 4 types of purchase interest, namely 1) Transactional Interest, 2) Referential Interest, 3) Preferential Interest, 4) Exploratory Interest (Dewi & Achsa, 2021) . Consumer purchase interest has certain stages, namely 1) Attention, 2) *Interest*, 3) Desire , 4) Action (Binalay, et al. 2022). Several main factors that influence purchasing interest and purchasing behavior consist of several determinants, these factors include 1) Cultural factors consisting of: culture, subculture, social class, 2) Social factors consisting of: groups, family references, roles and status, 3) Personal factors consisting of: age and life cycle stage, position, economic situation, lifestyle, personality and self-concept, 4) Psychological factors consisting of: motivation, perception, learning, beliefs and attitudes (Hidayati, 2018). The indicators of purchasing interest are as follows: 1) *Awareness* , 2) *Knowledge* , 3) *Liking* , 4) *Preference* , 5) *Conviction* (Satria, 2017) .

2.2. Healthy Lifestyle

A healthy lifestyle is a lifestyle that is applied to maintain optimal physical, mental, and emotional health. A healthy lifestyle can be implemented by implementing several methods, namely 1) Better Quality Sleep, 2) Healthier Life, 3) More Balanced Life, 4.) More Positive Thinking, 5) Preventing Attacks of Various Diseases, 6) Increasing Self-Confidence, 7) Fresher and More Attractive Appearance (Kriswanto, et al. 2021) . The benefits of a healthy lifestyle are 1) Feeling calm, safe and peaceful, 2) Self-confidence, balanced life, good sleep, 3) Healthier and happier appearance, 4) Success in work, 5) Enjoyment of social interaction (Kriswanto, et al. 2021) . There are several healthy lifestyle patterns that can be applied to achieve a healthy lifestyle pattern. According to a healthy lifestyle pattern, namely 1) Eat fruits and vegetables every day, 2) Drink 8 glasses of water, 3) Exercise regularly, 4) Get enough rest, 5) Maintain a positive attitude, 6) Quit smoking (Kriswanto, et al. 2021) . Indicators of a healthy lifestyle are 1) Consumption patterns, 2) Activities, 3) Mindset (Aprilia & Marhamah, 2023) .

2.3. Price Perception

Price perception is an amount of money or other form of payment that must be paid by consumers to sellers in exchange for goods or services received. The objectives of pricing are 1) Maximizing Profit, 2) Gaining market share, 3) Return on Investment (ROI) / Return on Business Capital, 4) Maintaining Market Share, 5) Price Stabilization Objectives, 6) Maintaining Company Survival (Alfiyanto, et al. 2018) . The assessment of the price of a product is said to be expensive, cheap or moderate for each individual is not the same, depending on the individual's perception which is influenced by the environment and conditions of the individual himself (Setyarko 2016) . In general, there are 3 types of pricing methods, namely 1) Pricing based on costs, 2) Pricing based on competitor prices, 3) Pricing based on demand (Alfiyanto, et al. 2018) . Pricing indicators are 1) Price Suitability, 2) Benefit Suitability, (Aprilia & Marhamah, 2023). The following is the research hypothesis testing.

H₁: A Healthy Lifestyle has a significant effect on Purchase Interest at Ahin Vegetarian Medan.

H₂: Price Perception has a significant influence on Purchase Interest at Ahin Vegetarian Medan.

H₃: There is a Healthy Lifestyle and Price Perception that has a significant influence on Purchase Interest at Ahin Vegetarian Medan.

The theoretical framework in this study will explain the relationship between each variable which can be seen in Figure 1 below.

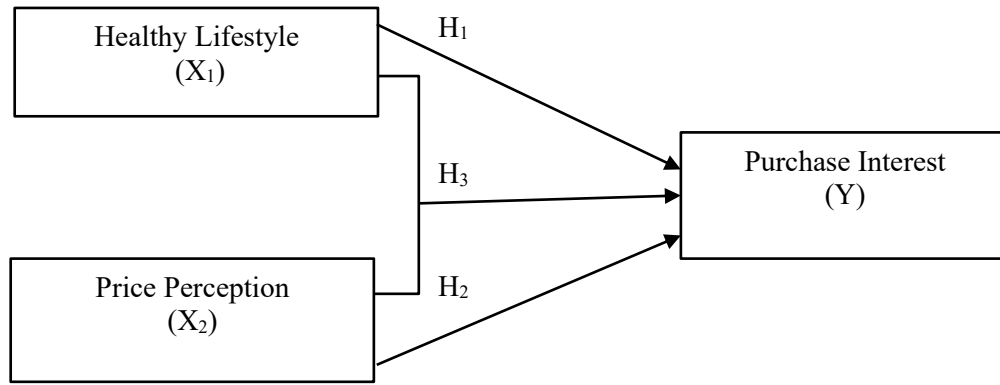


Figure 1. Theoretical Framework

3. RESEARCH METHODS

The type of data uses quantitative data. Quantitative data is data in the form of numbers whose characteristics are always in numeric form (Wahyudi, 2017) . The research population that will be used in the study is the entire community in the city of Medan who have an interest in buying at Warung Ahin Vegetarian Medan during the 2025 period, the number of which is not known for certain. The sample size was taken using formula. The formula is used because the population size is not yet known for certain and suggests that the minimum sample size is 5-10 times the indicator variable (Fatma, et al., 2021) . In the study there are 11 indicators, so the number of indicators used is the minimum sample = number of indicators x 5 = 11 x 5 = 55 respondents, Maximum sample = number of indicators x 10 = 11 x 10 = 110 respondents. In this study, the researcher determined the number of samples to be used as 110 respondents using incidental sampling. Incidental sampling is a sampling determination technique based on coincidence, namely anyone who happens to meet the researcher can be used as a sample if the person who happened to be met is considered suitable as a data source (Irsyadunas, 2018) (see Table 2).

Table 2. Operational Definition of Research Variables

Variables	Indicator
Purchase Interest (Y)	1. Awareness. 2. Knowledge. 3. Liking. 4. Preferences. 5. Conviction
Healthy Lifestyle (X₁)	1. Consumption Patterns, 2. Activities, 3. Mindset
Price Perception (X₂)	1. Price Compliance, 2. Suitability of Benefits

Source: Processed Data, 2025

To obtain relevant data in the study, it was conducted by means of interviews assisted by research instruments, namely questionnaires given to respondents, direct observation, and literature studies. The technique of collecting data through questionnaires was carried out by asking questions to parties related to the problem being studied. To assess the respondents' responses, the author used a *Likert scale* . The multiple linear regression model (multiple linear regression method), which is used to determine whether there is a significant influence of the independent variable on the dependent variable, is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Information :

- Y : Interest in Buying
- X₁ : Healthy Lifestyle
- X₂ : Price Perception
- α : Constant
- β₁...β₂ : Regression Coefficients
- e : Error

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

Respondent characteristics are used to provide an overview of respondents obtained from the respondent's identity listed in the questionnaire. The results of data collection conducted on 100 respondents obtained Respondent characteristics based on gender, the dominant respondents are female. Respondent characteristics based on age with the dominant respondents aged 31-40 years. Respondent characteristics based on the last education with the dominant respondents S1. Respondent characteristics based on type of work are mostly employees.

4.2. Validity Test and Reliability Test

4.2.1. Validity Test

Table 3. Results of Purchase Interest Validity Test (Y)

No.	Statement	rvalue	rtable	Conclusion
1	I am interested in buying food at the Ahin Vegetarian stall	0.865	0,361	Valid
2	I am interested in eating food at the Ahin Vegetarian stall because of its taste.	0.896	0,361	Valid
3	Consumers are looking for information on where to buy delicious vegetarian food.	0.798	0,361	Valid
4	Consumers get information about vegetarian food from neighbors or friends.	0.786	0,361	Valid
5	Consumers decide to make vegetarian food purchases at the Ahin Vegetarian stall	0.819	0,361	Valid
6	Consumers will make repeat purchases of vegetarian food at the Ahin Vegetarian stall	0.776	0,361	Valid
7	Consumers make purchases of vegetarian food at the Ahin Vegetarian stall because of references from friends/relatives.	0.728	0,361	Valid
8	Consumers can recommend food at Ahin Vegetarian stalls to people close to them.	0.896	0,361	Valid
9	Consumers buy food at the Ahin Vegetarian stall because it tastes good.	0.478	0,361	Valid
10	The food choices at Ahin Vegetarian stalls are varied.	0.481	0,361	Valid

Source: Processed Data, 2025

Based on table 3 above, the results of the purchase interest validity test have a count of r greater than the rtable value of 0.361. It can be concluded that all statement instruments of the purchase interest variables used are valid.

Table 4. Results of the Healthy Lifestyle Validity Test (X₁)

No.	Statement	rvalue	rtable	Conclusion
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1	I always eat healthy food three times a day	0.915	0, 361	Valid
2	I eat vegetables and fruits at every main meal.	0.912	0, 361	Valid
3	I do sports 3 times a week	0.852	0, 361	Valid
4	I have enough rest time after working or doing heavy activities.	0.914	0, 361	Valid
5	A healthy diet has a big impact on health.	0.856	0, 361	Valid
6	Choose healthy food even though it is more expensive than fast food	0.842	0, 361	Valid

Source: Processed Data, 2025

Based on table 4 above, the results of the healthy lifestyle validity test have a count of r greater than the rtable value of 0.361. It can be concluded that all statement instruments of the healthy lifestyle variables used are valid.

Table 5. Results of the Price Perception Validity Test (x_2)

No.	Statement	rvalue	rtable	Conclusion
1	The prices offered by Ahin Vegetarian are still within reason with the menu they should be on	0.820	0, 361	Valid
2	The price is in accordance with the quality of the product	0.855	0, 361	Valid
3	Consumers feel that the prices offered are still reasonable for this type of vegetarian food choice.	0, 843	0, 361	Valid
4	If the price of vegetarian food is lower and the benefits are appropriate, consumers tend to buy it more often.	0, 697	0, 361	Valid

Source: Processed Data, 2025

Based on table 5 above, the results of the healthy lifestyle validity test have a count of r greater than the rtable value of 0.361. It can be concluded that all statement instruments of the healthy lifestyle variables used are valid.

4.2.2. Reliability Test

Table 6. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	<i>N of Items</i>
Purchase Interest (Y)	0.907	10
Healthy Lifestyle (X ₁)	0.941	6
Price Perception (X ₂)	0.802	4

Source: Processed Data, 2025

Based on Table 6 above, it shows that the results of the reliability test seen in *Cronbach's Alpha* are greater than 0.60 as the limit value of an instrument so that this study is said to be reliable.

4.3. Descriptive Statistics

The following are the results of descriptive statistical testing:

Table 7. Descriptive Statistics Results

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Healthy Lifestyle (X ₁)	110	14	30	21.89	3,884
Price Perception (X ₂)	110	10	20	14.95	2,640
Purchase Interest (Y)	110	21	50	35.86	6,087

Source: Processed Data, 2025

In table 7, the number of data used is 110 which are consumers who will buy at Ahin vegetarian stalls during the 2024 period. The results of the descriptive statistical test of purchasing interest (Y) produced a minimum value of 21 out of 10 statement items given, a maximum value of 50 out of 10 statement items given, an average value of 35.86 and a standard deviation value of 6.087. The results of the descriptive statistical test of a healthy lifestyle (X1) produced a minimum value of 14 out of 6 statement items given, a maximum value of 30 out of 6 statement items given, an average value of 21.89 and a standard deviation value of 3.884. The results of the descriptive statistical test of price perception (X2) produced a minimum value of 10 out of 4 statement items given, a maximum value of 20 out of 4 statement items given, an average value of 14.95 and a standard deviation value of 2.640.

4.4. Classical Assumption Test

4.4.1. Normality Test

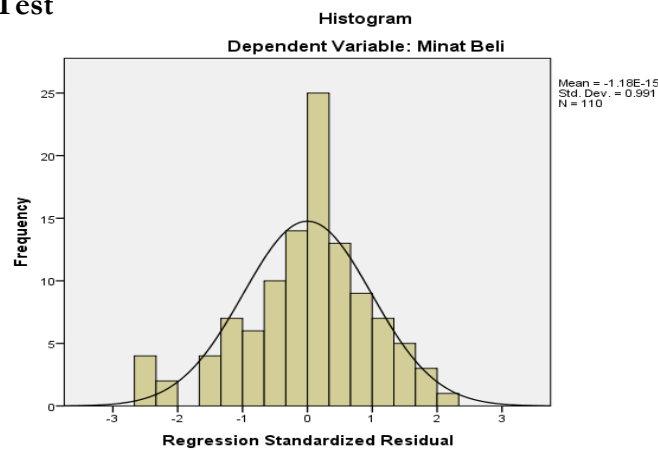


Figure 2. Histogram Graph

Based on Figure 2 above, it can be explained that the data forms a curve graph that tends to be symmetrical to the mean (U). The results of this test indicate that the data is normally distributed.

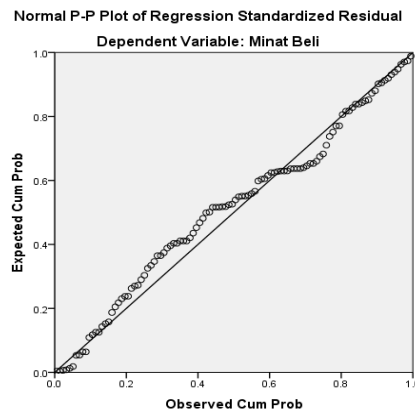


Figure 3. Normal Probability Plot

Based on Figure 3 above, it can be explained that the data is spread along the diagonal line. The results of this test indicate that the data is normally distributed.

Table 8. Results of Normality Test (*Kolmogorov Smirnov*)

Model	<i>Unstandardized Residual</i>
N	110

Test Statistics	0.082
Asymp. Sig. (2-tailed)	.068 ^{c,d}

Source: Processed Data, 2025

Based on Table 8 above, the *Asymp. Sig. (2-tailed)* value is greater than 0.05, which is 0.068. The results of this test indicate that the data is normally distributed.

4.4.2. Heteroscedasticity Test

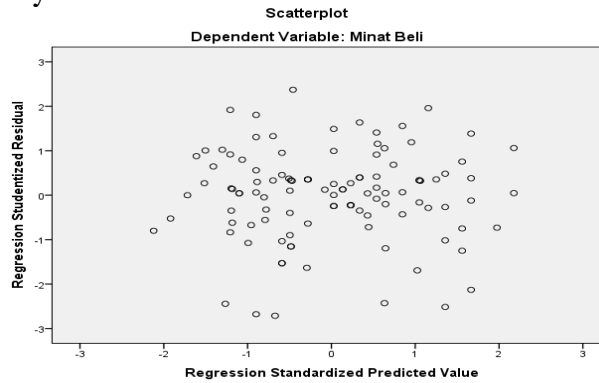


Figure 4. Heteroscedasticity Test (*Scatterplot*)

Based on Figure 4 above, it can be explained that the data processing points are spread below and above the origin point (number 0) on the Y axis and do not have a clear pattern. The results of this test indicate that there is no heteroscedasticity or homoscedasticity.

4.4.3. Multicollinearity Test

Table 9. Multicollinearity Test Results

Model	Tolerance	VIF
(Constant)		
Healthy lifestyle	0, 523	1,914
Price Perception	0, 523	1,914

Source: Processed Data, 2025

Based on table 9 above:

- a. *tolerance* value (α) for the healthy lifestyle and price perception variables has a value greater than 0.10, namely 0.523.
- b. *variance inflation factor (VIF)* value for the healthy lifestyle and price perception variables has a value smaller than 10, which is 1.904. The test results above indicate that the independent variables (healthy lifestyle and price perception) do not experience multicollinearity.

4.5. Multiple Linear Regression Analysis

Table 10. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	8,355	2,417
Healthy lifestyle	0.923	0.138
Price Perception	0.489	0.204

Source: Processed Data, 2025

Based on table 10 above, the multiple linear regression analysis equation in the research is

$$\text{Purchase Interest} = 8.355 + 0.923 \text{ Healthy Lifestyle} + 0.489 \text{ Price Perception} + e$$

The equation above can be explained as follows:

- a. The constant (α) of 8.355 shows that if the value of the healthy lifestyle and price perception variables is 0 (zero) or nonexistent, then the purchase interest value will increase by 8.355 units.
- b. The regression coefficient (β) of the healthy lifestyle variable of 0.923 shows that if the value of the other independent variables is 0 (zero) or remains the same and the healthy lifestyle increases by 1 unit, then the purchase interest value increases by 0.923 units.
- c. The regression coefficient (β) of the price perception variable of 0.489 shows that if the value of the other independent variables is 0 (zero) or remains the same and price perception increases by 1 unit, then the purchase interest value increases by 0.489 units.

4.6. Hypothesis Testing

4.6.1. t-test

Table 11. t-Test Results

Model	t	Sig.
(Constant)	3 . 456	. 001
Healthy lifestyle	6 . 671	. 000
Price Perception	2 . 402	.018

Source: Processed Data, 2025

Based on table 11 above, the healthy lifestyle variable has a t-value of 6.671 which is greater than the t-table value of 1.9821 and is significantly smaller than 0.05, which is 0.000. The test results show that H1 is accepted, which means that a healthy lifestyle has a significant effect on purchasing interest in Ahin vegetarian Medan. The price perception variable has a t-value of 2.402 which is greater than the t-table value of 1.9821 and is significantly smaller than 0.05, which is 0.018. The test results show that H2 is accepted, which means that price perception has a significant effect on purchasing interest in Ahin vegetarian Medan.

4.6.2. F Test

Table 12. F Test Results

Model	F	Sig.
Regression	69,290	. 000

Source: Processed Data, 2025

Based on table 12 above, the variables of healthy lifestyle and price perception have an Fcount value of 69.290 which is greater than the Ftable value of 3.08 and significantly smaller than 0.05 which is 0.000. The test results show that H3 is accepted, which means that healthy lifestyle and price perception have a significant effect on purchasing interest at Ahin vegetarian Medan.

4.6.3. Coefficient of Determination Test

Table 13. Results of the Determination Coefficient Test

Model	R	R Square
1	.751	. 564

Source: Processed Data, 2025

Based on table 13 above, the R Square value is 0.564 or 56.4%. This means that 56.4% of the purchase interest variable can be explained by the healthy lifestyle variable and price perception. While the remaining 43.6% of the purchase interest variable can be explained by other variables not examined in this

study, such as *Influencer marketing* , *Quality of service* , Consumer satisfaction, Product quality, Brand image, Health awareness .

4.6.4. Variable Contribution

Table 14. Results of Variable Contributions

Model	Variables Entered	Variables Removed	Method
1	Healthy lifestyle		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	Price Perception		Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. *Dependent Variable:* Purchase Interest
Source: Processed Data, 2025

From the test results, it is known that the healthy lifestyle variable has a more dominant influence on purchasing interest because its position is at the top after the price perception variable (see Table 14).

4.7. Discussion of Research Results

4.7.1. The Influence of Healthy Lifestyle on Purchase Interest

In the first hypothesis test, it shows that the healthy lifestyle variable has a t-value of 6.671 which is greater than the t-table value of 1.9821 and is significantly smaller than 0.05, which is 0.000. The test results show that H1 is accepted, which means that a healthy lifestyle has a significant effect on purchasing interest at Ahin Vegetarian Medan. The results of this study are in line with previous studies conducted by [Rosalin et al. \(2022\)](#) and [Salsabila et al. \(2023\)](#), which stated that a healthy lifestyle has a significant effect on purchasing interest.

4.7.2. The Influence of Price Perception on Purchase Intention

The price perception variable has a t-value of 2.402 which is greater than the t-table value of 1.9821 and is significantly smaller than 0.05, which is 0.018. The test results show that H2 is accepted, which means that price perception has a significant effect on purchasing interest at Ahin Vegetarian Medan. The results of this study are in line with previous studies conducted by [Afriani et al. \(2024\)](#), [Agustin and Amron \(2022\)](#), [Savitri and Wardana \(2018\)](#), [Haitao \(2022\)](#) which state that price perception has a significant effect on purchasing interest at Ahin Vegetarian Medan.

4.7.3. The Influence of Healthy Lifestyle and Price Perception on Purchase Interest

The variables of healthy lifestyle and price perception have an Fcount value of 69.290 which is greater than the Ftable value of 3.08 and significantly smaller than 0.05 which is 0.000. The test results show that H3 is accepted, which means that healthy lifestyle and price perception have a significant effect on purchasing interest in Ahin vegetarian Medan. Based on the results of the determination coefficient test, it is known that healthy lifestyle and price perception can explain the relationship with purchasing interest. In addition to the variables, the R Square value is 0.564 or 56.4%. This means that 56.4% of the purchasing interest variable can be explained by the variables of healthy lifestyle and price perception. While the remaining 43.6% of the purchasing interest variable can be explained by other variables not examined in this study, such as influencer marketing, quality of service, consumer satisfaction, product quality, brand image, health awareness.

5. CONCLUSIONS

This study examined the influence of a healthy lifestyle and price perception on consumer purchase interest at Warung Ahin Vegetarian Medan. Based on the results of quantitative analysis with 110 respondents, both independent variables healthy lifestyle and price perception were found to significantly affect consumer purchase intention, both partially and simultaneously. A healthy lifestyle was shown to positively influence purchasing interest, indicating that individuals who actively maintain health-conscious behaviors are more inclined to consider vegetarian options like those offered by Warung Ahin. Similarly, price perception also had a statistically significant and positive effect, affirming that consumers are highly responsive to fair and value-justified pricing strategies when making dietary choices. Among the two variables, a healthy lifestyle emerged as the more dominant factor, although price perception remains a critical determinant. The R^2 value of 0.564 indicates that 56.4% of purchase intention can be explained by these two factors, while the remaining 43.6% is influenced by other aspects such as service quality, brand image, or health awareness. These findings highlight that while consumers' internal motivations rooted in lifestyle preferences are vital, strategic pricing remains a key tactical lever in stimulating market response. For vegetarian food businesses aiming to expand their consumer base, aligning health-oriented marketing messages with accessible and perceived fair pricing can serve as a robust approach to boost purchase interest and improve business performance.

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