



The Influence of Advertising and Product Bundling on Smartphone Purchase Intentions at Art Celluler: The Mediating Role of Customer Attitude

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ABSTRACT

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This study explores how advertising and product bundling influence smartphone purchase intention at Art Celluler, both directly and indirectly through customer attitude. Using a quantitative approach and purposive sampling, data were gathered from 100 respondents via offline questionnaires. Analysis was conducted with Structural Equation Modeling using the Partial Least Square method in SmartPLS 4. Results reveal that advertising significantly drives purchase intention directly, but does not shape customer attitudes. In contrast, product bundling has a strong impact on both customer attitude and purchase intention. Interestingly, customer attitude itself does not significantly influence purchase intention, and the mediating role of attitude was found to be insignificant for both advertising and bundling. These findings highlight the strategic value of direct advertising in prompting immediate consumer action, while product bundling emerges as a dual-force strategy—enhancing perception and driving sales. For marketing managers, this suggests prioritizing clear, compelling promotions and bundling offers rather than relying solely on attitude-shaping campaigns. Firms in competitive retail environments can optimize their promotional mix by focusing on tangible value propositions that directly convert interest into action.

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INTRODUCTION

In today's digital era, the smartphone industry is evolving rapidly, not only in terms of technological features and design but also in its marketing strategies. As competition tightens, consumers are faced with an overwhelming number of choices. This abundance has made it increasingly difficult for businesses to stand out and capture consumer interest. The smartphone is no

longer a luxury, but a necessity that supports communication, productivity, entertainment, and access to information. As a result, companies must continuously innovate and adapt to changing consumer behaviors. According to Statista (2024), global smartphone shipments reached over 1.3 billion units, highlighting the massive size and influence of this industry. This research is important because it investigates how businesses can effectively influence consumer purchase intentions amidst market saturation. By examining marketing strategies such as advertising and product bundling, this study contributes to a broader understanding of what drives consumer decision-making. In an environment where attention is scarce, identifying key triggers of consumer interest is vital not only for company growth but also for enhancing the customer experience across the retail landscape.

Despite the continuous growth of the smartphone market, many businesses—especially local retailers—struggle to influence consumer purchase decisions effectively. The core issue lies in understanding what truly drives consumers to choose one product or brand over another. While factors such as product quality and price remain essential, the role of marketing strategies in shaping customer attitudes and purchase intentions is becoming increasingly critical. However, not all marketing efforts yield the desired impact. Advertising campaigns often fail to resonate, and product bundling strategies may not always appeal to target audiences. Moreover, many small and medium enterprises (SMEs) in developing regions lack the tools and data insights to refine their marketing efforts. This leads to ineffective promotional strategies and missed opportunities. Understanding how consumer attitudes mediate the influence of advertising and bundling on purchase intent can help businesses create more targeted and meaningful campaigns. Thus, identifying these behavioral factors is crucial for both improving sales performance and fostering stronger connections between brands and consumers, particularly in competitive and resource-limited market contexts.

At the retail level, particularly in semi-urban and rural areas, smartphone stores like Art Celluler operate within a unique set of market dynamics. Unlike urban retailers, they cater to consumers with limited access to product options and promotional events. This often leads to higher brand loyalty but also demands greater marketing precision. Observations at Art Celluler reveal that consumers are heavily influenced by promotional strategies such as visually compelling advertisements or attractive product bundles. However, not all consumers respond equally. Some are driven by price-saving offers, while others are more persuaded by the perceived brand image or emotional appeal created through advertisements. Interestingly, some bundling strategies result in higher conversions, while others appear ineffective or even

off-putting. These inconsistencies point to an underlying behavioral factor—customer attitude—which may be acting as a key mediator. Furthermore, with increasing smartphone penetration in rural regions (GSMA, 2023), understanding consumer psychology at this level becomes even more vital. Hence, this phenomenon underscores the urgency of analyzing how advertising and bundling influence purchase intention through customer attitudes in a local retail setting.

Numerous studies have explored the impact of advertising and product bundling on consumer behavior. For instance, Keller (2001) emphasized the role of brand communication in shaping consumer perceptions, while Chandon et al. (2000) found that bundling enhances perceived value, especially when products are complementary. Similarly, Kotler and Keller (2016) highlighted how emotional appeal in advertising can influence brand loyalty and purchase decisions. However, other research presents conflicting findings. Srinivasan and Ratchford (1991) discovered that irrelevant or excessive bundling may actually deter consumers, and Keller (2001) also cautioned that ineffective messaging in advertisements can lead to negative brand perception. These discrepancies suggest that the effectiveness of these strategies may depend on intermediary factors like customer attitude. Furthermore, while prior studies often focus on either advertising or bundling in isolation, few have examined their combined effects, especially in the context of small local retailers where market dynamics differ from global or urban environments. This gap presents an opportunity to reevaluate these strategies within a more integrated and contextual framework.

Existing literature often overlooks the mediating role of customer attitude, despite its importance in behavioral models like the Theory of Planned Behavior (Ajzen, 1991). Most studies treat consumer attitudes as outcomes rather than as influential factors in the decision-making process. Yet, consumer attitude is a critical psychological state that reflects how individuals evaluate a product or brand. When positive, it may lead to purchase intentions; when negative, it may deter action, regardless of the marketing effort. This study positions itself at the intersection of these variables—advertising, product bundling, customer attitude, and purchase intention—to assess their interrelationships. Additionally, the majority of prior research has been conducted in highly urbanized markets or through online platforms, leaving a geographic and demographic gap in rural and semi-urban retail settings. This gap is particularly important to fill, as marketing strategies may function differently across cultural, economic, and technological contexts. Therefore, this study aims to contribute to the literature by offering fresh insights grounded in real-world observations of a local Indonesian smartphone retailer.

This research provides a novel contribution by integrating two widely

used marketing strategies—advertising and product bundling—within a mediated model that incorporates customer attitude as an essential variable. The state-of-the-art approach lies in its contextual application: analyzing these relationships within the specific market environment of a rural smartphone store in Indonesia. Unlike prior research that largely focuses on urban e-commerce or multinational retail chains, this study brings attention to local consumer behavior, which is often shaped by unique cultural and economic factors. Moreover, by using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis, this study allows for the examination of complex variable interactions, offering empirical depth that many prior descriptive studies lack. The insights generated could serve as a strategic roadmap for SMEs, helping them optimize marketing approaches based on consumer psychology. Ultimately, the research is not only theoretically significant but also practically valuable for retailers seeking to build customer-centric strategies in competitive and underserved markets.

Given the inconsistencies in previous findings and the unique market dynamics faced by local retailers, this study poses the following research problem: How do advertising and product bundling influence purchase intention, and to what extent is this relationship mediated by customer attitude? The working hypothesis suggests that while advertising and bundling strategies independently influence purchase intentions, their effectiveness may be either strengthened or diminished depending on the consumer's underlying attitude. This argument is grounded in the Theory of Planned Behavior (Ajzen, 1991), which identifies attitude as a predictor of behavioral intention. By testing this mediated relationship, the research aims to determine not only which strategies are most effective but why they are effective in specific contexts. The findings are expected to refine strategic marketing efforts by emphasizing psychological alignment between messaging and consumer perception. For Art Celluler, the implications are clear: investing in emotionally engaging advertisements and value-oriented bundles could enhance customer experiences and drive sustainable growth. Therefore, this research serves both academic inquiry and real-world application in the domain of marketing management.

The practical contribution of this research lies in its potential to guide marketing managers, especially in small and medium-sized enterprises (SMEs), to adopt more data-driven and behaviorally informed strategies. For business management, understanding the mechanics behind customer attitude as a mediating factor enables more precise targeting, positioning, and promotional design. In the context of Art Celluler and similar smartphone retailers, the study provides a framework to evaluate the ROI of marketing investments—

distinguishing which initiatives lead directly to sales versus those that improve perception but not necessarily action. Additionally, this research contributes to strategic marketing planning, encouraging businesses to view promotional tools not as isolated tactics but as part of an integrated consumer journey. From a broader perspective, the findings can support policy recommendations for improving digital literacy and access to marketing tools for rural businesses. In an increasingly saturated market, aligning communication strategies with consumer psychology isn't just beneficial—it's essential. This research equips managers with the insights needed to innovate more effectively, engage customers meaningfully, and ultimately drive better business outcomes.

METHOD

This study focuses on Art Celluler, a smartphone retail store offering a variety of leading smartphone brands. The primary objective is to analyze the impact of marketing strategies—specifically advertising and product bundling—on consumer purchase intention, with customer attitude serving as a mediating variable. The research emphasizes how consumers perceive and respond to advertisements and bundling offers, and how these perceptions influence their decision-making processes. The subjects of this study are consumers who shop at Art Celluler, particularly those who have been exposed to the store's advertisements or have considered or made purchases through product bundling promotions. To gather relevant data, the study employs a questionnaire-based survey, targeting respondents who have interacted with Art Celluler either through in-store experiences or marketing exposure. The questionnaires are distributed both offline (in-store) and online to ensure accessibility and reach a broader respondent base.

A purposive sampling technique is used, meaning respondents are selected based on specific criteria relevant to the study. These include individuals who have seen advertisements for Art Celluler and/or have purchased or considered purchasing bundled smartphone packages. This approach ensures that participants have sufficient context and experience related to the marketing strategies under investigation. The population includes all customers of Art Celluler who have been exposed to its promotional efforts, while the sample size consists of 100 respondents. The initial calculated sample size was 96.04, which was rounded up to 100 to enhance statistical robustness and analytical clarity.

Once the data is collected, it is analyzed using quantitative methods, particularly Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach via SmartPLS 4 software. This method enables the researcher to test hypotheses and evaluate the direct and indirect relationships between

advertising, product bundling, customer attitude, and purchase intention. The analysis is designed to offer in-depth insights into how these marketing variables interact and ultimately influence consumer behavior in the context of a local smartphone retail environment.

RESULT AND DISCUSSION

Result

1. Validity Test

a. Convergent Validity

Convergent validity testing is assessed based on the factor loadings (>0.70) of the indicators measuring the construct and based on an Average Variance Extracted (AVE) value of ≥ 0.50 (Hair et al., 2014). The following are the results of the convergent validity test. The following is the result of the convergent validity analysis. The following is a table of loading factor values:

Table 1. Loading Factor

Item	X1	X2	Y1	Y2
X1.1	0.889			
X1.2	0.849			
X1.3	0.874			
X2.1		0.809		
X2.2		0.819		
X2.3		0.779		
X2.4		0.777		
Y1.1			0.957	
Y1.2			0.903	
Y1.3			0.934	
Y2.1				0.796
Y2.2				0.814
Y2.3				0.821
Y2.4				0.747

Source: Primary Data, 2025

Based on the data above, it is known that all loading factor values in this study are above 0.7. This means that all items have met the convergent validity criteria based on the loading factor prerequisites. Another prerequisite that needs to be tested in this study is the Average Variance Extracted (AVE). The following table shows the AVE values:

Table 2. Average Variance Extracted

Item	AVE
Iklan (X1)	0.759
Product bundling (X2)	0.634
Customer Attitude (Y1)	0.868
Minat Beli (Y2)	0.632

Source: Primary Data, 2025

Based on the data above, it is known that all AVE values in this study are above 0.5. This means that all items in this study meet the convergent validity criteria based on the Average Variance Extracted (AVE) prerequisite. The indicators used are able to represent the measured variables consistently and accurately. Each construct has successfully explained a significant proportion of the variance in its indicators, thus it can be concluded that the measurement model in this study meets the requirements to proceed to the structural analysis stage.

b. Discriminant Validity

Discriminant validity is the test of how a construct is assessed differently from other constructs based on empirical standards (Hair et al., 2014). The Heterotrait-Monotrait Ratio (HTMT) was used as a method to determine discriminant validity in this study. The following table shows the HTMT values:

Tabel 3. Heterotrait-Monotrait Ratio

Item	X1	X2	Y1	Y2
X1				
X2	0.863			
Y1	0.581	0.686		
Y2	0.789	0.780	0.514	

Source: Primary Data. 2025

Based on the table above, it is known that all variables in this study have values below 0.9, which is the threshold for the Heterotrait-Monotrait Ratio. Therefore, it can be concluded that the data in this study meets the criteria and passes the requirements for the discriminant validity test.

2. Reliability Test

A reliability test is a tool used to measure the consistency of a questionnaire, which is an indicator of a variable or construct. A questionnaire is considered reliable if it produces consistent data or only minimal variation when used for repeated measurements under relatively similar conditions. The following are the results of a reliability test:

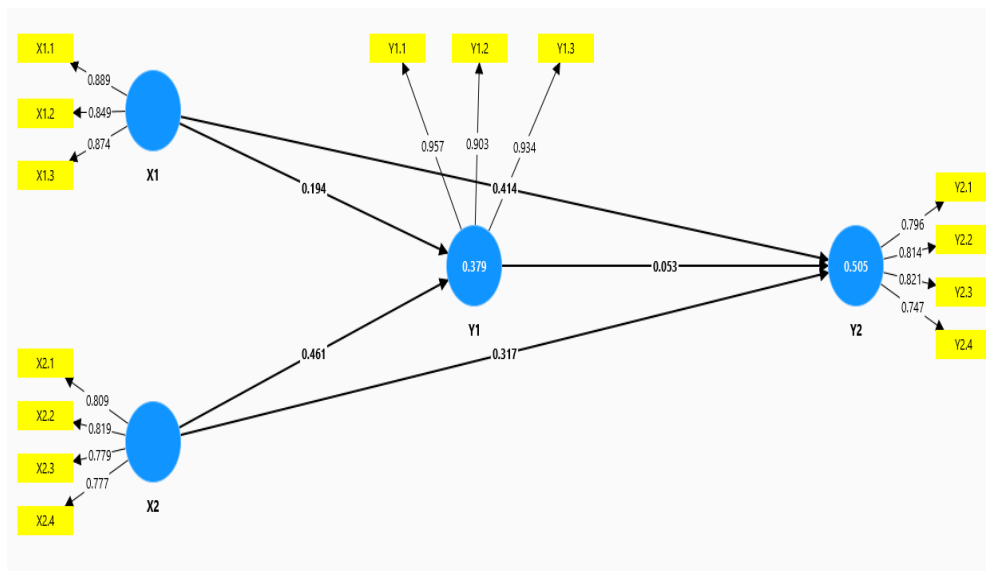
Table 4. Reliability

Item	Cronbach Alpha
Iklan (X1)	0.842
Product bundling (X2)	0.808
Customer Attitude (Y1)	0.924
Minat Beli (Y2)	0.807

Source: Primary Data. 2025

Based on the data above, all Cronbach's Alpha values are above 0.7. This indicates that the data in this study meets the requirements of the reliability test.

Figure 1. Smart PLS



Source: Primary Data. 2025

R-Square (R²)

The structural model or inner model is evaluated by looking at the R-square (R²) value for each dependent variable as a measure of the structural model's predictive power. Changes in the R-square value can be used to explain the substantive influence between the independent latent variables on the dependent latent variable. R-square values vary between >0.75 (strong), 0.5 (moderate), and 0.25 (weak). The following are the results of the R-square values. The following is a table of R-square values:

Table 5. R-Square (R²)

Item	R-Square
Customer Attitude (Y1)	0.379
Minat Beli (Y2)	0.505

The R-Square value for the customer attitude variable (Y1) of 0.379 indicates that 37.9% of the variability in consumer attitudes can be explained by advertising and product bundling variables. The remaining 62.1% is explained by other factors outside the model. Meanwhile, the R-Square value for the purchase intention variable (Y2) of 0.505 indicates that 50.5% of the variability in consumer purchase intention can be explained by advertising, product

bundling, and customer attitude variables. This value indicates that the model has moderate predictive ability, especially for purchase intention, although there are still other factors that influence it.

Hypotesis

Hypothesis testing in this study was conducted by analyzing path coefficients for direct and indirect effects. Path coefficients are used to determine the direction of the relationship between hypothesized constructs. Path coefficient values range from -1 to +1, where values closer to +1 indicate a strong positive relationship, while values closer to -1 indicate a strong negative relationship. Statistically, the hypothesis is accepted if the p-value is ≤ 0.05 . The following are the results of the hypothesis testing. The following table shows the results of the hypothesis testing:

Table 6. Hypotesis

Variabel	Original sample (O)	P values
Iklan (X1) => Customer Attitude (Y1)	0,194	0,117
Product bundling (X2) => Customer Attitude (Y1)	0,461	0,000
Iklan (X1) => Minat Beli (Y2)	0,414	0,002
Product bundling (X2) => Minat Beli (Y2)	0,317	0,049
Customer Attitude (Y1) => Minat Beli (Y2)	0,053	0,559
Iklan (X1) => Customer Attitude (Y1) => Minat Beli (Y2)	0,010	0,662
Product bundling (X2) => Customer Attitude (Y1) => Minat Beli (Y2)	0,025	0,615

Source: Primary Data, 2025

Based on the test results in the table above, it is known that:

The hypothesis stating that advertising has a positive and significant effect on customer attitude is rejected. This is because the Original Sample score is 0.194 (positive) and the p-value is 0.117 (insignificant). The hypothesis stating that product bundling has a positive and significant effect on customer attitude is accepted. This is because the Original Sample score is 0.461 (positive) and the p-value is 0.000 (significant). The hypothesis stating that advertising has a positive and significant effect on purchase intention is accepted. This is because the Original Sample score is 0.414 (positive) and the p-value is 0.002 (significant). The hypothesis stating that product bundling has a positive and significant effect on purchase intention is accepted. This is because the Original Sample score is 0.317 (positive) and the p-value is 0.049 (significant). The hypothesis stating that Customer Attitude has a positive and significant effect on Purchase Intention is rejected. This is because the Original Sample has a value of 0.053 (positive) and a p-value of 0.559 (insignificant). The hypothesis stating that Advertising has a positive and significant effect on Purchase Intention mediated by Customer Attitude is rejected. This is because the

Original Sample has a value of 0.010 (positive) and a p-value of 0.662 (insignificant). The hypothesis stating that Product Bundling has a positive and significant effect on Purchase Intention mediated by Customer Attitude is rejected. This is because the Original Sample has a value of 0.025 (positive) and a p-value of 0.615 (insignificant).

Discussion

This study sought to examine the influence of advertising and product bundling on consumer purchase intention at Art Celluler, both directly and indirectly through customer attitude as a mediating variable. The findings present several key insights that contribute to our understanding of consumer behavior in the smartphone retail context.

Firstly, advertising was found to have no significant effect on customer attitude. Although the relationship was positive in direction, it lacked statistical significance. This suggests that while Art Celluler's advertisements may be visible, they are not yet effective in shaping favorable consumer attitudes toward their products. This contrasts with prior studies (Belch & Belch, 2018; MacKenzie & Lutz, 1989), implying that message quality, emotional appeal, or relevance may be insufficient.

In contrast, product bundling demonstrated a significant positive influence on customer attitude, confirming that well-designed bundling strategies—those that offer economic value or complementary benefits—can enhance consumer perceptions and attitudes toward the product.

When examining purchase intention, both advertising and product bundling were found to have direct and significant positive effects. This reinforces the idea that consumers are responsive to marketing efforts that clearly communicate value, particularly when these strategies are engaging and perceived as beneficial.

Surprisingly, customer attitude did not significantly influence purchase intention. While the relationship was positive, it was statistically insignificant. This finding challenges foundational theories like the Hierarchy of Effects (Lavidge & Steiner, 1961) and the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which posit attitude as a critical bridge between product perception and purchase intention. It suggests that external factors—such as price sensitivity, urgency of need, or trust in the seller—might override attitudinal influence in this context.

Furthermore, the mediating role of customer attitude in the relationship between both advertising and product bundling on purchase intention was also found to be insignificant. This indicates that, within the scope of Art Celluler's marketing efforts, consumer attitudes—although somewhat shaped by

bundling—do not substantially drive purchase intention when compared to the direct impact of marketing stimuli.

In summary, while both advertising and product bundling can directly stimulate purchase interest, their indirect effects via customer attitude are limited. These results emphasize the importance of strengthening the content and emotional appeal of advertising, as well as maintaining attractive bundling offers that create immediate perceived value. For practitioners in retail and marketing, the implication is clear: focus should be placed on impactful, value-oriented promotional strategies, rather than relying solely on attitudinal change to drive sales.

CONCLUSION

This study explores the marketing management strategies at Art Celluler, focusing on how advertising and product bundling influence customer attitudes and purchase intentions. Drawing data from 100 respondents who had previously visited or purchased from the store, the research reveals a mix of expected patterns and surprising behavioral insights.

One of the key findings is that advertising, while effective in delivering information and building awareness, does not significantly shape consumer attitudes toward the brand. The ads, though present and possibly well-distributed, have yet to build a strong emotional or perceptual connection with consumers. However, advertising does have a direct and significant impact on purchase intention. This suggests that even without changing how consumers feel about the brand, the advertisements are still effective in prompting them to consider making a purchase, likely due to compelling messaging or practical offers.

In contrast, product bundling proves to be more influential in both dimensions. Bundling significantly improves customer attitudes, as consumers respond positively to offers that combine products with added value or price advantages. More importantly, bundling also directly increases purchase intention. This effect occurs even without the mediation of attitude, indicating that bundling appeals strongly to consumers' rational decision-making, pushing them to buy based on perceived value rather than emotional engagement.

Interestingly, customer attitude itself does not play a significant role in shaping purchase intention. This finding deviates from traditional consumer behavior theories that suggest a positive attitude is a necessary step before someone decides to buy. In this context, even when consumers have a favorable opinion of a product or brand, it does not necessarily translate into intent to purchase. Furthermore, customer attitude fails to mediate the relationship

between both advertising and bundling with purchase intention. This means that the influence of promotional strategies like ads and bundling works more directly, bypassing the typical psychological step of attitude formation.

The study is not without limitations. Its scope is confined to a single store, limiting the generalizability of the findings to other retail environments. The demographic composition of respondents is also skewed toward a particular age and educational range, which may not represent the full spectrum of smartphone consumers. Moreover, the failure of customer attitude to act as a mediator may reflect weaknesses in the measurement tools or the complexity of unobserved external factors. The use of self-reported questionnaires introduces another limitation, with potential for subjective bias and misinterpretation.

From a theoretical standpoint, these results provide support for the idea that consumers can be influenced to act without undergoing a shift in attitude. The findings align with models of behavior that emphasize the power of promotional stimuli to drive direct action. They also challenge the assumption that consumer attitudes always serve as a bridge between brand communication and purchase behavior. In value-sensitive retail sectors such as smartphones, rational incentives like price deals and bundled offers may override emotional or attitudinal factors. Additionally, the study highlights the greater influence of economically tangible promotions like bundling over purely communicative tools like advertising in shaping attitudes.

Practically, the findings suggest that Art Celluler should focus on strategies that drive instant decision-making, such as limited-time offers and high-value bundles. Bundling strategies should continue to evolve, perhaps offering smartphones paired with accessories or service benefits to enhance perceived value. Advertising content needs to be reimagined to not only inform but also emotionally connect with the audience in order to build long-term brand perception. Since consumer behavior appears to be more rational than emotional, marketing efforts should also consider segmenting audiences based on value sensitivity rather than brand loyalty. A combined approach that integrates aggressive digital advertising with exclusive in-store bundling could enhance reach and impact across multiple consumer touchpoints. At the same time, given the lack of significant attitudinal mediation, brand-building efforts should be revisited, especially in light of how modern consumers may prioritize immediate benefits over long-term brand relationships.

In conclusion, this research deepens our understanding of consumer behavior in the smartphone retail space, where practical offers and direct promotional appeals often outweigh emotional or perceptual influence. It calls for a rethinking of classical models that place attitude at the center of consumer

decision-making, and encourages businesses like Art Celluler to adopt more responsive, value-driven strategies in order to thrive in a highly competitive and price-sensitive market.

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