

The Effect of Innovation, Brand Image Perception and Promotion on The Decision to Use Arts Tutorial Services

Annisa Rofiatur Rahma Putri Mulyana^a, Anjar Dwi Astono^b

^{a,b}Kalbis University, Jl Pulomas Kav 22, Jakarta, 13210, Indonesia

ABSTRACT

The purpose of this study was to analyze the influence of innovation, brand image perception, and promotion on the use of services at Sanggar Seni Annisa Rumpaka. This study uses a quantitative approach with a saturated sampling technique, namely all 110 active participants are considered as respondents. The data collection technique was carried out using a validated and proven reliable Likert scale. The data analysis method used is multiple linear regression to analyze the influence of independent variables (innovation, brand image, and promotion) on the dependent variable (decision to use services) both separately and simultaneously. The results of the study indicate that the independent variables have a statistically significant influence on the opinions of product users. Meanwhile, innovation, brand image perception, and promotion also have a significant influence on the decision to use Annisa Rumpaka Art Studio. This study suggests that studio managers continue to innovate in providing services, increase customer satisfaction through quality and consistency, and improve effective marketing strategies to attract and retain more customers.

Keywords - Brand Image Perception, Decision to Use Services, Innovation, Promotion

INTRODUCTION

The performing arts, particularly dance, have evolved into a dynamic part of the creative economy, serving not only as cultural expression but also as a strategic economic commodity. Dance today embodies both aesthetic and economic value, functioning as a medium for cultural preservation and as a marketable product that contributes to local and national income through tourism and creative industry development.

Arts education and training further strengthen this sector by fostering creativity and innovation. While creativity underpins the uniqueness of artistic works, innovation ensures these creations can be adapted, marketed, and accepted by wider audiences. This distinguishes artistic products, which emphasize cultural meaning and originality, from industrial products that prioritize efficiency and uniformity.

In Indonesia, art studios have become key drivers of this growth, acting as hubs for learning, creating, and showcasing works (Nugroho & Sariyatu, 2020). Dance competitions, in particular, have stimulated improvements in quality, management, and innovation (Silalahi, 2022). The competitiveness of a studio is reflected in its achievements, creative uniqueness, partnerships, and effective use of social media (Indrayuda & Nurhana, 2024).

The services offered by art studios extend beyond training to include stage performances, traditional ceremonies, makeup, and costume rentals (Mikaresti, 2023; Silalahi, 2022). Annisa Rumpaka Studio in Bogor Regency exemplifies this development. Founded in 2008 and registered with the Department of Culture and Tourism, the studio promotes traditional and creative dance, supports local tourism, and provides cultural education for younger generations.

Annisa Rumpaka has also represented Indonesia in cultural missions abroad, participating in events such as World Dance Day and international festivals in Saudi Arabia, Thailand, Malaysia, and China. These activities highlight its strong potential in sustaining regional culture within the modern creative industry. Yet, despite its positive reputation, the studio still faces challenges in marketing effectiveness and in fully leveraging its brand image.

Given these dynamics, innovation, brand image, and promotion emerge as critical factors in shaping public decisions to use art studio services. This study, therefore, examines their influence under the title: The Effect of Innovation, Brand Image Perception, and Promotion on the Decision to Use Arts Tutorial Services.

LITERATURE REVIEW

A. Consumer behavior in the digital era

Contemporary consumer behavior studies emphasize multi-determinant choice processes combining psychological, social, personal, and cultural factors alongside price–quality considerations, with promotional timing further nudging choices. In the digital domain, user experience, trust, and personalization have become critical, particularly influencing younger generations prone to promotion-triggered and image-laden consumption (Wulandari et al., 2022; Rifqiah et al., 2025; Prasetya Nugraha et al., 2023).

B. Purchase intention as a proximal outcome

Recent research highlights that service-use intention is increasingly shaped by contextual factors such as promotional sensitivity and digital exposure. Generational cohorts—especially Gen Z—display heightened responsiveness to image-driven marketing and creative-industry branding, underscoring the linkage between cultural identity and purchase motivation (Rifqiah et al., 2025).

C. Innovation: types, strategy lens, and expected effects

Within cultural and creative industries, innovation is viewed as the capacity to generate new services, creative content, and hybrid formats that sustain relevance and consumer loyalty. Studies suggest that innovation in cultural organizations must balance tradition and modernity, avoiding excessive commercialization while enhancing experiential value (Handayani, 2021).

D. Brand image: formation and behavioral consequences

The formation of brand image in cultural services arises through social media visibility, creative output, and community engagement. Evidence suggests that performance groups and art studios that sustain strong reputations, credibility, and visual presence attract stronger loyalty and willingness to pay (Handayani, 2021; Indrayuda & Nurhana, 2024).

E. Promotion: instruments and design considerations

Recent work underscores the critical role of digital platforms in amplifying promotion. Effective promotion is achieved through consistent content dissemination, storytelling, and frequency of exposure (Pradhana et al., 2023; Hafid et al., 2023; Atfianti, 2024). Event-based campaigns, cultural missions, and viral digital content further expand reach, while inconsistent digital management is identified as a barrier (Atfianti, 2024).

F. Decision to use services: integrative perspective

Studies converge on the finding that innovation, brand image, and promotion jointly influence consumer evaluations of cultural services. Specifically, digital promotion and cultural reputation serve as salient cues in the adoption process, with satisfaction and loyalty acting as downstream outcomes (Silalahi, 2022; Mikaresti, 2023).

G. Evidence synthesis from prior studies

Recent comparative studies report that while promotion and brand image often show

significant influence on service-use decisions, innovation can vary in its effect depending on context, sample, and execution (Damayanti et al., 2021; Mikaresti, 2023). This underscores the importance of situational moderators, such as digital literacy, perceived quality, and social-media engagement, in shaping final outcomes.

H. Gap and positioning

Despite growing evidence, three gaps remain salient for creative-arts service providers. First, theorization remains limited, as most models are adapted from commercial goods rather than cultural services where symbolic and identity-driven values dominate (Nugroho & Sariyatu, 2020). Second, the interaction of innovation with promotional effectiveness or brand-image strength has yet to be fully tested (Silalahi, 2022). Third, the quality of digital execution—content relevance, cadence, and platform choice—remains a neglected dimension, even though it is repeatedly identified as critical (Atfianti, 2024; Hafid et al., 2023).

METHODOLOGY

This research uses a quantitative approach, which focuses on the collection and analysis of numerical data to test hypotheses and explain phenomena. (Rosyidah & Masykuroh, 2024) The data analysis technique used is multiple linear regression, which allows researchers to predict dependent variables based on two or more independent variables. (Laraswati et al., 2014).

A. Types and Sources of Data

The data used is quantitative, presented in numerical format for statistical analysis. Data sources include:

1. Secondary Sources:

Data is drawn from existing literature, such as journal articles, books, and previous research reports relevant to the research topic. These sources are used to support the analysis and provide additional context to the collected data.

2. Primary Sources:

Data obtained directly from respondents through surveys or questionnaires designed to

collect information about innovation, brand image perceptions, promotions, and service usage decisions.

B. Conceptual Research Model

Conceptual models in research serve to understand how these factors interact and influence consumer behavior. In the context of quantitative research, these models are designed to systematically and measurably examine the relationships between these variables (Alfathsyah et al., 2024). The following is the conceptual framework of this research:

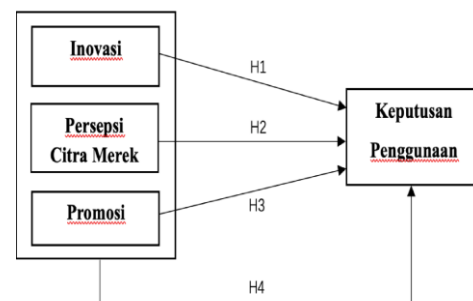


Fig. 1. Research Model

Source: Researcher Processing, 2025

H1: Innovation has a significant influence on usage decisions.

H2: Brand Image Perception has a significant influence on usage decisions.

H3: Promotion has a significant influence on usage decisions.

H4: Innovation, Brand Image Perception and Promotion have a significant influence together on usage decisions.

1. Population

Population in research refers to all objects, individuals, or entities that are the target or scope of the research. Population includes all elements that have certain characteristics relevant to the research objectives (Sari, 2020). Population In this study, there were 110 people who were registered members of the Annisa Rumpaka Arts Studio.

2. Sample

A sample is a small portion of a population taken to represent the entire population. Sampling is carried out using specific procedures so that the results obtained

accurately describe the characteristics of the population (Subhaktiyasa, 2024). This research uses Saturation Sampling. According to Firmansyah (2022), Saturated sampling is a sampling technique in which all members of a population are used as research samples. This technique is often used in qualitative research, where the main goal is to obtain in-depth information from a specific group.(Firmansyah, 2022).

C. Research Variables

1. Independent Variables

Independent variables are factors that are considered to influence or cause changes in other variables. Independent variables are crucial in scientific research because they allow researchers to systematically identify cause-and-effect relationships and draw valid conclusions (Susianti & Srifariyati, 2024)

The independent variables in this study are innovation (X1), brand image perception (X2), and promotion (X3). Innovation (X1) refers to aspects of creativity, function, and innovation that can influence consumer perceptions of the attractiveness of services and their suitability to their needs. Meanwhile, brand image (X2) includes consumer perceptions of the brand, which can be influenced by the experience and achievements of the studio, whether the quality of the studio matches the brand image known to the public. In addition, promotion (X3) is a strategy used to increase consumer awareness and interest in the services offered.

2. Dependent Variable

The dependent variable is the factor that is the main focus of the research and is expected to be influenced by the independent variables. In this study, the dependent variable is the usage decision (Y). The usage decision reflects whether consumers choose to use a product or service based on the influence of the aforementioned independent variables (Susianti & Srifariyati, 2024).

RESULTS

1. Validity and Reliability Test

This study conducted validity and reliability tests to measure the questionnaire instrument.

TABLE 1. VALIDITY TEST

| Items | Pearson Correlation | r-tabel (0.1874) | Keputusan |
|-------|---------------------|------------------|-----------|
| IN1 | 0.779 | 0.1874 | Valid |
| IN2 | 0.753 | 0.1874 | Valid |
| IN3 | 0.840 | 0.1874 | Valid |
| IN4 | 0.801 | 0.1874 | Valid |
| IN5 | 0.839 | 0.1874 | Valid |
| PCM1 | 0.868 | 0.1874 | Valid |
| PCM2 | 0.774 | 0.1874 | Valid |
| PCM3 | 0.805 | 0.1874 | Valid |
| PCM4 | 0.745 | 0.1874 | Valid |
| PCM5 | 0.794 | 0.1874 | Valid |
| PR1 | 0.769 | 0.1874 | Valid |
| PR2 | 0.817 | 0.1874 | Valid |
| PR3 | 0.751 | 0.1874 | Valid |
| PR4 | 0.673 | 0.1874 | Valid |
| PR5 | 0.788 | 0.1874 | Valid |
| KP1 | 0.891 | 0.1874 | Valid |
| KP2 | 0.816 | 0.1874 | Valid |
| KP3 | 0.874 | 0.1874 | Valid |
| KP4 | 0.885 | 0.1874 | Valid |
| KP5 | 0.887 | 0.1874 | Valid |

Source: Researcher Processed Data, 2025

Based on the results of the validity test in table 1, all variables have a Pearson Correlation (r) value that is greater than the r table value (0.1874) with a significance level of 5% (n=110), indicating that all variables are declared valid.

This indicates that all items can be used effectively to measure the constructs of the variables in the study, providing a strong basis for further analysis.

Next, a reliability test was carried out in this study. The following are the results of the reliability test carried out:

TABLE 2. MULTIPLE LINEAR REGRESSION

| Variabel | N of Item | Nilai Cronbach's Alpha | Keterangan |
|----------------------|-----------|------------------------|------------|
| Inovasi | 6 | 0.806 | Reliabel |
| Persepsi Citra merek | 6 | 0.805 | |
| Promosi | 6 | 0.792 | |
| Keputusan Penggunaan | 6 | 0.820 | |

Source: Researcher Processed Data, 2025

The reliability test results in Table 2 show that all Cronbach's Alpha values for the six items are above the recommended minimum limit of 0.6, indicating that the instrument has a good level of internal consistency. This means that all items in the research variables are consistently interrelated and can reliably measure the same concept.

2. Classical Assumption Test

This study used multicollinearity and heteroscedasticity tests to evaluate the feasibility of the constructed regression model. The following are the results of the multicollinearity tests:

TABLE 3. MULTICOLLINEARITY TEST

| Variabel Bebas | Tolerance | VIF | Keputusan |
|----------------------|-----------|-------|--------------------------------------------|
| Inovasi | 0.335 | 2.983 | Tidak terjadi multikolinieritas (VIF < 10) |
| Persepsi Citra Merek | 0.346 | 2.892 | Tidak terjadi multikolinieritas (VIF < 10) |
| Promosi | 0.575 | 1.740 | Tidak terjadi multikolinieritas (VIF < 10) |

Source: Researcher Processed Data, 2025

Based on the multicollinearity test in table 3, the tolerance value for each variable is (0.335, 0.346, and 0.575 > 0.1). In addition, it can be seen based on the VIF value of each variable, which is (2.983, 2.892, and 1.740 < 10.00). Therefore, it can be concluded that in the regression model there is no multicollinearity between the independent variables.

Next test Heteroscedasticity was tested using the Glejser method to ensure that the regression model met the homoscedasticity assumption. The following are the results of the heteroscedasticity test in this study:

TABLE 4. HETEROSCEDASTICITY TEST

| Variabel Bebas | B | Std. Error | Beta | t | Sig. | Keputusan |
|----------------------|--------|------------|--------|--------|-------|------------------------------------------|
| (Constant) | 1.821 | 0.907 | - | 2.007 | 0.047 | Tidak terjadi gejala heteroskedastisitas |
| Inovasi | 0.076 | 0.081 | 0.153 | 0.936 | 0.352 | Tidak terjadi gejala heteroskedastisitas |
| Persepsi Citra Merek | -0.080 | 0.074 | -0.176 | -1.091 | 0.278 | Tidak terjadi gejala heteroskedastisitas |
| Promosi | -0.054 | 0.044 | -0.151 | -1.225 | 0.223 | Tidak terjadi gejala heteroskedastisitas |

Source: Researcher Processed Data, 2025

The results of the heteroscedasticity test using a regression model with independent variables Innovation, Perception of Brand Image and Promotion on the absolute value of the residual (Abs_RES) which aims to detect whether the residual variance has a non-homogeneous pattern. Based on the table above, the Significance value (Sig.) for the Innovation variable is 0.352 for Perception of Brand Image is 0.278 and for Promotion is 0.223. All three values are greater than the Significance level of

0.05, so it can be concluded that there is no heteroscedasticity in this model.

3. Hypothesis Testing

The following are the results of the t-test in this study:

TABLE 5. t-TEST

| Variabel Bebas | B | Std. Error | Beta | t | Sig. | Keputusan |
|----------------------|-------|------------|-------|-------|-------|---------------------------|
| (Constant) | 0.722 | 1.234 | - | 0.585 | 0.560 | |
| Inovasi | 0.592 | 0.111 | 0.489 | 5.347 | 0.000 | Berpengaruh (Sig. < 0,05) |
| Persepsi Citra Merek | 0.243 | 0.101 | 0.218 | 2.418 | 0.017 | Berpengaruh (Sig. < 0,05) |
| Promosi | 0.200 | 0.063 | 0.223 | 3.196 | 0.002 | Berpengaruh (Sig. < 0,05) |

Source: Researcher Processed Data, 2025

The t-test results show that the t-value for the Innovation variable is (5.347) much greater than the t-table (1.65936), while for Brand Image Perception is (2.418 > 1.65936), and Promotion is (3.196 > 1.65936) also greater than the t-table. Meanwhile, the Sig value of the Innovation variable is (0.000 < 0.05), while for Brand Image Perception is (0.017 < 0.05), and Promotion is (0.002 < 0.05). So it can be concluded that all independent variables have a significant effect on the dependent variable.

Next is the F test was conducted to assess whether innovation, brand image perception, and promotion collectively have a significant influence on service usage decisions. The results of the F test are presented in the following table:

TABLE 6. F TEST

| F | Sig. | Keputusan |
|--------|-------|---------------------------------------------------------------------------------|
| 83.416 | 0.000 | Hasil Uji F seluruh variabel independent berpengaruh terhadap variabel dependen |

Source: Researcher Processed Data, 2025

Based on the results of the F test, the calculated F value is 83.416 with a significance level (Sig.) of 0.000. The number of respondents in this study is 110, so the degrees of freedom for regression (df1) is 3 according to the number of independent variables, and the degrees of freedom for residual (df2) is 106, which is calculated from the number of respondents minus the number of variables (independent and dependent). By using the F distribution table at a significance level of 0.05, it is known that the F table value for df1 = 3 and df2 = 106

is around 2.69. The comparison between the calculated F value and the F table shows that the calculated F (83.416) is much larger than the F table (2.69).

Therefore, it can be concluded that the independent variables together have a significant influence on the dependent variable so that this regression model is suitable for use in more in-depth analysis.

The next test is the coefficient of determination. The coefficient of determination (Adjusted R Square) is 0.694, as shown in Table 7.

TABLE 7. DETERMINATION COEFFICIENT TEST

| Model | R | Square | Adjusted R Square | Keputusan |
|-------|-------|--------|-------------------|----------------------------------------|
| 1 | 0.838 | 0.702 | 0.694 | Memiliki kekuatan pengaruh yang tinggi |

Source: Researcher Processed Data, 2025

Based on the results of Table 7, the coefficient of determination (R^2) test above the Adjusted R^2 value is 0.694, equivalent to 69.4%. This Adjusted R^2 corrects the R^2 value for the number of predictors in the model, thus providing a more realistic picture of the extent to which this model is able to explain the variation of the dependent variable, especially in the context of models with more than one independent variable.

In addition, an analysis was also carried out Multiple Linear Regression The following is the multiple linear regression formula used in this study as well as the analysis of the existing data:

Decision on Use = $a + b_1$ Innovation+ b_2 Brand Image Perception + b_3 Promotion + e
Information:

Y = Dependent Variable in this case is the Decision to Use

a = Constant in the table b = Value of the variable coefficient

e = Error

TABLE 8. MULTIPLE LINEAR REGRESSION

| Variabel Bebas | B | Std. Error | Beta | t | Sig. |
|----------------------|--------|------------|-------|--------|-------|
| (Constant) | -0.722 | 1.234 | - | -0.585 | 0.560 |
| Inovasi | 0.592 | 0.111 | 0.489 | 5.347 | 0.000 |
| Persepsi Citra Merek | 0.243 | 0.101 | 0.218 | 2.418 | 0.017 |
| Promosi | 0.200 | 0.063 | 0.223 | 3.196 | 0.002 |

Source: Researcher Processed Data, 2025

Positive coefficients for all independent variables indicate a unidirectional relationship. Innovation has a positive influence.the largest (0.592), followed by brand image perception (0.243) and promotion (0.200).

Based on the analysis conducted using this formula, it can be concluded that the variables Innovation, Perceived Brand Image, and Promotion have a significant influence on User Satisfaction. Although these constants are not significant, the model in this study can be said to be effective based on the significant independent variables.

DISCUSSION

The decisions made in this study are supported by statistical test results that demonstrate the validity, reliability, and significance of the model used. These findings align with various previously published studies, demonstrating that the methodology used in this study is valid and reliable in drawing significant conclusions.

Validity testing was conducted to ensure all indicators in the variables studied were valid. In this study, the results showed that all items in the Innovation, Perceived Brand Image, Promotion, and Decision to Use variables had Pearson Correlation values greater than the r-table (0.1874). Thus, all items were declared valid and can be used for further analysis. Furthermore, the reliability test showed that all variables had Cronbach's Alpha values above 0.6, with the highest value being 0.820 for the Decision to Use variable. This indicates that the instrument used is consistent and reliable.

The results of the multicollinearity test indicate no multicollinearity among the independent variables, with VIF values below 10 for all variables. This indicates that the applied regression model is feasible. Furthermore, the heteroscedasticity test indicates no heteroscedasticity in the model, with significance values greater than 0.05 for all variables. This supports the validity of the constructed regression model.

Previous research by Sulton et al. (2022) states that innovation is the process of creating new products or services that have added economic value. In this study, the innovation carried out by the Annisa Rumpaka Art Studio was shown to have a significant impact on service usage decisions, with a significance value of 0.000. This aligns with the results of other research. Amiati et al. (2023) which shows that developing innovative arts programs can increase user engagement. Through increased innovation, studios can adapt to changing consumer preferences, thereby increasing levels of customer satisfaction and loyalty (Fatchyriza & Rahmawati, 2021)

Further research by Astono et al., (2022) shows that consumer perceptions of a brand are formed through various experiences and interactions. This study found that perceptions of brand image significantly influence usage decisions, with a significance value of 0.017. This result is in line with a study by Azahari & Hakim (2021) This shows that a strong brand image can increase customer trust. When consumers have a positive perception of a brand, they are more likely to choose and use that product or service. Therefore, building and maintaining a positive brand image is crucial, especially in the creative industries sector.

In addition, promotions have an important role in attracting consumer attention and influencing purchasing decisions (Riadi & Kamase, 2021) Based on the test results, promotion has a significant impact on usage

decisions, with a significance value of 0.002. This is reinforced by research. Restiani Widjaja (2023) which states that the right promotional strategy can drive purchasing interest. Effective promotion, whether through social media or other advertising, can create a sense of urgency and increase consumer interest in a service.

This study also found that innovation, brand image, and promotion simultaneously had a significant influence on service usage decisions. The F-test showed that the regression model used in this study was valid and significant (Bawazie (2022)). These three variables collectively contribute significantly to purchasing decisions. This indicates that companies need to synergize innovation, brand image strengthening, and promotional strategies to increase competitiveness and maintain relevance in a competitive marketplace

The mean test shows that consumers have a positive view of Sanggar Annisa Rumpaka. The innovation indicator has the highest mean value for the statement "The studio regularly holds performances every year" (3.82), which indicates a strong commitment to innovative activities. The reputation and service indicators also recorded good values, with means ranging from 3.71 to 3.76, which indicates that consumers value the quality of service so they feel satisfied. Although there is still room for improvement in promotions, consumers still find the content presented interesting and relevant. Finally, consumers' decisions to use Sanggar's services are supported by recommendations from others and positive experiences, with mean values ranging from 3.54 to 3.75. Overall, these results indicate a high level of satisfaction with the services and innovations provided by Sanggar Annisa Rumpaka.

CONCLUSION

The findings of this study indicate that innovation, perceived brand image, and

promotion each have a significant influence on the decision to use services at Sanggar Annisa Rumpaka. Collectively, these three variables also demonstrate a strong combined impact, underscoring their importance as strategic levers for sustaining service adoption in the creative industry context.

Despite these insights, the research has several limitations. The scope was restricted to three independent variables and one dependent variable, thereby excluding other potential factors that may also influence service-use decisions. In addition, the study relied on saturated sampling with 110 respondents, all of whom were studio members, which may limit the representativeness of the findings. The exclusive use of questionnaires as a data collection method further constrained the depth of information, as responses may be subject to bias. Finally, the analysis assumed linear relationships between variables, which may not capture more complex interactions.

From a managerial perspective, several recommendations can be made. First, Sanggar Annisa Rumpaka is encouraged to enhance program innovation by diversifying class types, introducing new performance themes, and collaborating with guest artists to enrich experiences. In terms of brand image, the studio should consider improving its facilities, particularly the practice space, while simultaneously promoting the comfort and safety of its amenities. Promotional strategies should also be strengthened, especially offline activities such as public events, festivals, and exhibitions, alongside loyalty programs and discount initiatives to attract new members. Furthermore, to strengthen service-use decisions, the studio could leverage word-of-mouth by encouraging member testimonials, launching referral programs, and organizing community-based events.

For future research, it is recommended to broaden the scope by including additional variables, such as price perception, to capture a more comprehensive understanding of usage

decisions. Expanding the sample beyond current members to include alumni and external participants would also improve representativeness. Moreover, adopting a mix of data collection methods, such as interviews and focus groups, could provide richer insights into consumer behavior. Finally, future studies should consider non-linear models to uncover more complex relationships among innovation, brand image, promotion, and service-use decisions.

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