

## THE INFLUENCE OF LIFESTYLE AND PRICE ON THE PURCHASE DECISION OF THRIFTING GOODS AT OZINGSTYLE THRIFT STORE JOMBANG

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**Received:** August 2025;

**Revised:** September 2025;

**Accepted:** December 2025



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**Abstract:** Consumers, in the process of making purchasing decisions, tend to pay attention to lifestyle and price. This study aims to identify and analyze the influence of lifestyle and price on purchase decisions of thrifted products at Ozingstyle Thrift Store Jombang. Along with the rising trend of thrifting among consumers, factors such as lifestyle and price have become increasingly important considerations in decision-making. This research employs a quantitative, survey-based method. Data were collected through questionnaires, interviews, and direct observation. The questionnaire was distributed to 100 customers of Ozingstyle Thrift Store Jombang. Data analysis was conducted using multiple linear regression to examine the influence of independent variables (lifestyle and price) on the dependent variable (purchase decision). The results show that lifestyle has a positive and significant influence on purchase decisions, and price also has a positive and significant influence. Furthermore, both lifestyle and price simultaneously have a positive and significant impact on purchase decisions. This study provides implications for the management of Ozingstyle Thrift Store Jombang to pay closer attention to consumer lifestyles and to develop competitive pricing strategies to increase purchase decisions at the store.

**Keywords:** Lifestyle; Price; Purchase Decision

### INTRODUCTION

The entry of foreign culture, in tandem with the times' development, can facilitate integration with local culture. As a result of technological developments that facilitate easy interaction and information exchange, it is possible to transform foreign cultures into local ones. This can change the behavior of each individual in fulfilling their life needs. Need is a human desire to have, to fulfill maximum satisfaction. There are three types of needs in human life: primary, secondary, and tertiary. However, at this time, the diverse needs make it difficult for a person to

determine primary and secondary needs, and require them to adapt to the current post-modern era.

In this modern era, most students want to look *fashionable* and be in the spotlight. With this, they are willing to do anything to keep up with trends, especially crowded fashion trends. Sometimes they also buy things they don't need because they want to keep up with market trends. *The fashion trend* that is growing in the times requires all students to follow trends, but looking at a person's economic condition does not guarantee he can meet his lifestyle needs. One way to meet his lifestyle needs is to buy used clothes.

*Thrift shop* is a combination of the words' *thrift*' and 'shop'. In language, *thrift* means saving or managing money to avoid waste, while *shop* can mean *a store* or a place to shop. It can be interpreted as a *thrift shop* or business that sells used goods from within the country or abroad. The existence of *thrift shops* offers an alternative for consumers who want to look fashionable without spending a lot of money. A person's lifestyle, which reflects how they spend their time and money, is an important factor in purchasing decisions. According to Adler, as cited in Qortubi (2020), *lifestyle* is an expressive principle that reflects individual behavior and uniqueness through activities, interests, and opinions. Differences in a person's lifestyle will influence their interests and choices when purchasing products, including *thrift* items that are considered high-quality yet economical.

Another important element in a purchase decision is price, which is part of the marketing mix and plays a strategic role in attracting consumers. Price can influence consumer considerations in purchasing decisions. According to Nurhidayah (2020), price is the amount charged for a product and is determined by company management based on its scale and organizational structure. A purchase decision, according to Satdiah et al. (2023), is a customer's final decision to buy goods or services, made after considering several factors. In Jombang district, Ozingstyle *thrift store* is an example of a *thrift* store that successfully utilizes Instagram for marketing, boasting over 26,500 followers. Ozingstyle offers a variety of *fashion* products, including hoodies, crewnecks, chinos, and more, at competitive, varied prices, enabling it to attract consumers from diverse circles.

## LITERATURE REVIEW

According to Febrianty et al. (2023), *lifestyle* refers to a person's way of living, including how they spend their money and allocate their time. It can be concluded

that lifestyle is a person's way of life, expressed through their activities, interests, and opinions on how to spend their money and allocate their time.

According to Kotler and Armstrong (in Nurhidayah, 2020, terj. Bob Sabran), Price is the amount customers pay to obtain a product. It is usually done to adjust the price to the prevailing market conditions and align the product with buyers' perceptions.

According to Satdiah et al. (2023), A Purchase Decision is a customer's final decision to purchase goods or services, along with specific considerations. Purchase decisions made by customers describe the extent to which marketers are trying to market a product to customers.

### Research Hypothesis

Based on the description of the frame of thought, the following hypotheses can be formulated:

H1 Ha : There is an Influence of Lifestyle on the Decision to Buy Goods Thrifting di Ozingstyle Thrift Store Jombang.

Ho : There is no Lifestyle Influence on the purchase decision of Thrifting items at Ozingstyle Thrift Store Jombang.

H2 Ha : There is an Influence of Price on the Decision to Buy Goods Thrifting di Ozingstyle Thrift Store Jombang.

Ho : There is no Price Influence on the purchase decision of Thrifting items at Ozingstyle Thrift Store Jombang.

H3 Ho : There is an Influence of Lifestyle and Price on the Decision to Buy Thrifting items di Ozingstyle Thrift Store Jombang.

Ha : There is no Influence of Lifestyle and Price on the Decision to Buy Thrifting items di Ozingstyle Thrift Store Jombang.

## RESEARCH METHODS

This study uses a quantitative approach with an associative-descriptive method because the data to be processed are ratio data, and the focus is to determine the magnitude of the influence between the variables studied. According to Sugiono, quantitative research methods are based on the philosophy of positivism and are used to study specific populations or samples. This research is located at Ozingstyle *thrift store* Jombang, a used clothing store that is quite famous and actively markets its products through social media, especially Instagram.

The population in this study consists of all Ozingstyle consumers, and a sample of 100 respondents was selected using the Lameshow formula because the population size is not known with certainty. The sampling technique used was *non-probability sampling* with a *purposive sampling approach*, with the following criteria: (1) age  $\geq$  16 years old, and (2) having purchased Ozingstyle.

Data collection was conducted through several methods, namely direct observation of store locations and activities, distribution of questionnaires to respondents containing questions related to each research variable, and documentation of supporting data. The questionnaire was arranged as a Likert scale with five levels of agreement, ranging from strongly disagree to strongly agree, to facilitate quantitative analysis.

The variables in this study are divided into three, namely Lifestyle (X1), Price (X2), and Purchase Decision (Y). Lifestyle variables are measured by three main indicators: activities, interests, and opinions, which reflect how individuals allocate their time and resources. Price variables are measured using four indicators: price affordability, price suitability with product quality, price competitiveness, and price suitability with the benefits obtained. Meanwhile, the variables in purchase decisions are measured using six indicators: product selection, brand selection, place of purchase, number of purchases, time of purchase, and payment method.

## RESULTS AND DISCUSSION

The tests carried out in this study include hypothesis tests and determination coefficient tests. Based on the calculation using a sample of 100 respondents determined by the Lameshow formula, because the population number is not known for sure.

### Validity and Reliability Test Results

The validity test carried out in this study used private corellation. It was processed using the IBM SPSS application version 26.0 for Windows. The validity test in this study, with 30 respondents and an error level of 5% (0.5), yielded an  $r$  of 0.361, based on the  $r$  calculation and the  $r$  table.

**Table 1. Lifestyle Variable Validity Test Results**

Lifestyle (X1)				
No.	Item	r-test	r-table	Result

1.	Question 1	0,679	0,361	Valid
2.	Question 2	0,857	0,361	Valid
3.	Question 3	0,790	0,361	Valid
4.	Question 4	0,803	0,361	Valid
5.	Question 5	0,848	0,361	Valid
6.	Question 6	0,595	0,361	Valid

**(Source : Primary Data processed, 2024)**

Based on table 1 above, the results of the validity test for the lifestyle variable (X1), consisting of 6 items, indicate that all items are valid, as the r values calculated are > the r table value of 0.361.

**Table 2. Price Variable Validity Test Results**

Price (X2)				
No.	Item	r test	r table	Result
1.	Question 1	0,606	0,361	Valid
2.	Question 2	0,666	0,361	Valid
3.	Question 3	0,744	0,361	Valid
4.	Question 4	0,723	0,361	Valid
5.	Question 5	0,739	0,361	Valid
6.	Question 6	0,780	0,361	Valid

**(Source : Primary Data is processed, 2024)**

Based on table 2 above, the results of the validity test on the *price* variable (X2), consisting of 6 items, indicate that all items are valid, as the r value calculated is > the r table value of 0.361.

**Table 3. Results of the Validity Test of Purchase Decision Variables**

Keputusan Pembelian (Y)				
No.	Item	r test	r table	Result
1.	Question 1	0,606	0,361	Valid
2.	Question 2	0,666	0,361	Valid
3.	Question 3	0,744	0,361	Valid
4.	Question 4	0,723	0,361	Valid
5.	Question 5	0,739	0,361	Valid
6.	Question 6	0,780	0,361	Valid

**(Source : Primary Data is processed, 2024)**

Based on table 3 above, the results of the validity test for the purchase decision variable (Y), consisting of 6 items, indicate that all items are valid, as the r values calculated are > the r table value of 0.361.

The magnitude of Alpha Cronbach can see the results of the reliability test. If the alpha value is  $> 0.60$ , it is declared unreliable. The results of the reliability test are presented in the following table 4:

**Table 4. Reliability Test Results**

No.	Variable	Number of Questions	Alpha Test	Alpha Coefficients	Results
1.	Lifestyle (X1)	6	0,856	0,06	Reliable
2.	Price (X2)	6	0,803	0,06	Reliable
3.	Purchase Decision (Y)	6	0,804	0,06	Reliable

**(Source : Primary Data is processed, 2024)**

Based on table 4 above, the results of the reliability test indicate that all variables tested have an Alpha Cronbach value of  $> 0.06$ , so it can be concluded that the three variables, namely Lifestyle, Price, and Purchase Decision, are *reliable*.

## Descriptive Analysis Results

The descriptive analysis aims to provide an overview of respondents' characteristics and their responses to the study's variables: lifestyle (X1), price (X1), and purchase decision (Y). Data were obtained from 100 consumer respondents at the Ozingstyle thrift store in Jombang.

### 1. Respondent Characteristics

Based on demographic data, most respondents are between 16 and 25 years old and are predominantly college students. Respondents who completed the questionnaire had mostly made multiple purchases, indicating loyalty to the Ozingstyle *thrift store*. The majority of respondents are also actively following *fashion* trends, which indicates that *lifestyle* and *price* are important factors in purchasing decisions.

### 2. Description of Lifestyle Variable

Indicators of activity, interests, and opinions measure lifestyle variables. The frequency distribution showed that most respondents agreed or strongly agreed with the questions about a consumptive lifestyle and a tendency to appear fashionable. This indicates that lifestyle is the primary driver of consumers' purchase of thrifited products.

### 3. Description of Price Variable

Price variables are measured by four indicators: price affordability, price suitability with product quality, price competitiveness, and price suitability with product benefits. Most respondents gave a positive assessment, stating that the prices of the products offered by Ozingstyle thrift stores are relatively affordable, comparable to the quality provided, and highly competitive. This shows that price is an important consideration in the decision-making process for thrifted *product* purchases.

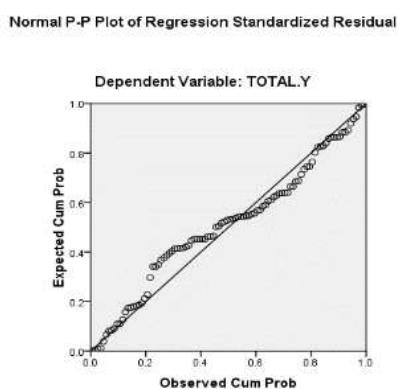
#### 4. Description of Purchasing Decision Variable

Purchase decision variables are measured using six indicators: product selection, brand selection, place of purchase selection, purchase amount, purchase time, and payment method. The analysis showed that the majority of respondents were satisfied with their decision to buy thrifting products from Ozingstyle. In addition, respondents reported that the transaction process was easy and comfortable and expressed interest in making repurchases in the future.

### Classical Assumption Test Results

#### 1. Normality Test

The results of the Normality Test for the regression model in this study are presented in the figure below.



**Figure 1. P-Plot Probability Normality Test (2024)**

The figure above shows that the Normal P-P plot of the regression standardized residuals shows the data are distributed around the diagonal line, and the distribution follows the direction of the diagonal line, indicating

that the regression model used in this study meets the assumption of normality.

## 2. Linearity Test

The results of the Linearity Test for the regression model in this study are presented in the table below.

**Table 5. Linearity Test**

ANOVA <sup>b</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.167	2	57.084	7.952 .001 <sup>a</sup>
	Residual	696.343	97	7.179	
	Total	810.510	99		

a. Predictors: (Constant), TOTAL.X2, TOTAL.X1

b. Dependent Variable: TOTAL.Y

**(Source: Data processed SPSS 16, 2024)**

Based on the results of the Linearity Test above, the Linearity Test is significant at the 0.001 level. Because the significance is less than 0.05, it can be concluded that the relationship between the independent variable (*lifestyle* and *price*) and the bound variable (purchase decision) is linear. This shows that the assumption of linearity in regression analysis is fulfilled and can be used.

## 3. Multicollinearity Test

The results of the Multicollinearity Test for the regression model in this study are presented in the table below.

**Table 6. Multicollinearity Test**

Model	Unstandardized Coefficients		Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1	(Constant)	13.348	2.890	4.619	.000		
	<i>Lifestyle</i>	.194	.114	.177	2.707	.091	.821 1.218
	<i>Price</i>	.263	.103	.264	2.544	.013	.821 1.218

**(Source: Data processed SPSS 16, 2024)**

The table above shows that there is no multicollinearity if the VIF value is < 10. The results of the calculation yield a value below 1; therefore, it can be concluded that there are no symptoms of multicollinearity in the regression model.

#### 4. Autocorrelation Test

The results of the Autocorrelation Test for the regression model in this study are presented in the table below.

**Table 7. Autocorrelation Test**

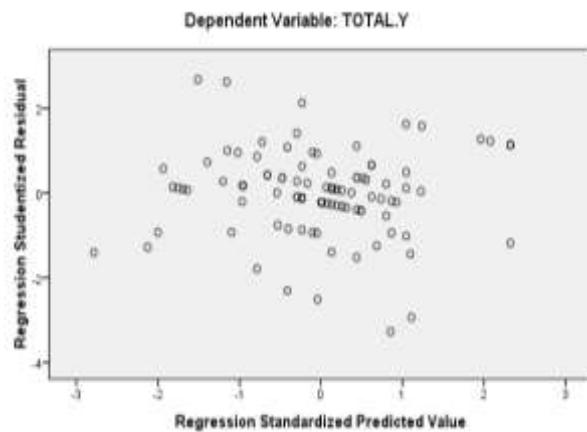
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.775 <sup>a</sup>	.541	.523	2.679	1.723

(Source: Data processed SPSS 16, 2024)

Based on the table above, the autocorrelation test yielded a Durbin-Watson value of 1.723. Since the above Durbin Watson values are between  $> 1$  and  $< 3$ , the model above does not have any symptoms of Autocorrelation or negative Autocorrelation.

#### 5. Heterokedasticity Test

The results of the Heterokedasticity Test for the regression model in this study are presented in the table below.



**Figure 2. Heterokedasticity Test (2024)**

The image above shows the scatterplot for the heteroskedasticity test: the dots are randomly scattered, with no clear pattern, and they spread above and below 0 on the Y-axis.

### Results of Multiple Linear Regression Analysis

The results of processing the SPSS data in a multiple regression analysis of Lifestyle (X1) and Price (X2) on Purchase Decision (Y) for Ozingstyle thrift store Jombang consumers are shown in the table below.

**Table 8. Analysis of the Regresi Linier Berganda**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.348	2.890		4.619	.000
<i>Lifestyle</i>	.194	.114	.177	2.707	.091
<i>Price</i>	.263	.103	.264	2.544	.013

(Source: Primary Data is processed, 2024)

Based on the table above, it can be seen that the results of the multiple linear regression equation from this research model are:

$$Y = a + b1X1 + b2X2$$

$$Y = 13,348 + 0,194 + 0,263$$

The results above show that *lifestyle* and *price* positively affect purchasing decisions. A constant value of 13.348 means that if *the lifestyle* and *price* are zero, then the purchase decision remains 13.348. A *lifestyle* coefficient of 0.194 indicates that a one-unit increase in *lifestyle* will increase purchasing decisions by 0.194. Meanwhile, a price coefficient of 0.263 indicates that a one-unit increase in *price* will result in a 0.263-unit increase in the purchase decision.

### Hypothesis Test Results

The results of the partial Hypothesis Test in this study are presented in the table below.

**Table 9. Partial Hypothesis Test**

	Model	t	Sig.
1	(Constant)	4.619	.000
	<i>Lifestyle</i>	2.707	.091
	<i>Price</i>	2.544	.013

(Source: Primary Data is processed, 2024)

The results of the analysis showed that *the significance* value for *lifestyle* was  $0.000 < 0.05$ , and the *t* value calculated was  $2.707 > t$  table (1.984). Meanwhile, *the price* has a significance value of  $0.000 < 0.05$  and a *t* count of  $2.544 > t$  table value of 1.984. Thus, the H1 hypothesis for both variables is accepted, which means that *lifestyle* and *price* have a real influence on decisions.

The results of the simultaneous hypothesis test in this study are presented in the table below.

**Table 10. Simultaneous Hypothesis Testing**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114.167	2	57.084	7.952
	Residual	696.343	97	7.179	
	Total	810.510	99		

(Source: Primary Data is processed, 2024)

The results of the analysis showed that the significance value for the simultaneous *influence of lifestyle* and *price* on the purchase decision was  $0.001 < 0.05$ , and the F value was  $7.952 > F$  table (3.09); thus, H3 was accepted. It can be concluded that lifestyle and price simultaneously have a positive, significant effect on purchase decisions.

### Determination Coefficient Test Results

The results of the determination coefficient test in this study are presented in the table below.

**Tabel 11. Coefficient Determination Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 <sup>a</sup>	.541	.523	2.679

a. Predictors: (Constant), TOTAL.X2, TOTAL.X1

(Source: Primary Data is processed, 2024)

The results of the analysis show that the *Adjusted R Square* value of 0.523 indicates that 52.3% of the purchase decision variables are influenced by *lifestyle* and *price*, while the remaining 47.7% are influenced by other factors outside these variables. This value shows a strong influence in social research, although other variables may also affect purchasing decisions.

## DISCUSSION

### 1. The Influence of Lifestyle on Purchase Decisions

The results of the study show that *lifestyle* has a significant effect on purchasing decisions at Ozingstyle *thrift store* Jombang (sig.  $0.000 < 0.05$  and t count  $2.707 > t$  table 1.984). *Lifestyle* reflects consumers' spending time and money, thereby influencing preferences and purchasing decisions. Unique

and trendy thrifited products are becoming part of the modern lifestyle, especially among young people and college students. Therefore, understanding consumers' lifestyles can help Ozingstyle design more targeted marketing strategies that build customer loyalty.

## 2. The Influence of *Price* on Purchase Decisions

The results of the study showed that *price* had a significant effect on the purchase decision at Ozingstyle *thrift store* Jombang (sig.  $0.000 < 0.05$  and t count  $2.544 > t$  table 1.984). *Price* is a crucial factor that influences consumers' perception of product value and quality. The *thrift* goods offered by Ozingstyle are the main attraction, available at affordable prices, so they attract consumers who want quality products at low cost. The right pricing strategy can strengthen competitiveness and build consumer loyalty in the local market.

## 3. The Influence of *Lifestyle* and *Price* on Purchase Decisions

The results of the study show that *lifestyle* and *price* simultaneously have a significant effect on purchasing decisions at Ozingstyle *thrift store* in Jombang (sig.  $0.001 < 0.05$  and F value  $7.952 > F$  table 3.09). These two variables are interrelated in shaping consumer preferences. Consumers with certain lifestyles, such as those who care about the environment or prefer unique looks, are more likely to be attracted to thrifting products, especially when they are priced affordably. By understanding the combined influence of lifestyle and price, Ozingstyle can design a more targeted marketing and pricing strategy to attract and maintain customer loyalty.

## CONCLUSION

Based on the results of the research and discussion on the influence of *Lifestyle* and *Price* on the purchase decision of *thrift goods* at Ozingstyle *thrift store* Jombang using a multiple linear regression analysis model, it can be concluded:

1. *Lifestyle* has a positive relationship and has a significant influence on purchasing decisions. The higher a person's lifestyle, the greater the influence on the purchase decision to *thrift*. This suggests that a good lifestyle encourages individuals to consider quality and trends more when making purchases.

2. *Price* has a positive relationship and has a significant influence on purchasing decisions. The more attractive or the lower the price, the greater the tendency for consumers to buy *thrift goods*. Competitive prices or high-quality goods encourage consumers to make quick purchase decisions.
3. *Lifestyle* and *Price* simultaneously have a positive and significant effect on purchasing decisions at Ozingstyle *Thrift Store* Jombang. The purchase decision at Ozingstyle *Thrift Store* Jombang is influenced not only by one factor but also by the combination of *Lifestyle* and *Price* offered. The two complement each other and create a strong attraction for consumers to shop for thrift goods at Ozingstyle *Thrift Store* Jombang.

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