

## The Influence Of Consumer Interest, Price On Business Development And Sales Of Palembang Songket

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### **Keywords:**

*Palembang Songket, Consumer Interest, Business Strategy, Price*

### **Abstract**

*Purpose – This study aims to analyze consumer interest, pricing, and business development strategies of songket in Palembang, while also identifying the obstacles in its management. Palembang songket is a highly valuable cultural heritage but faces challenges in maintaining its existence amid modern product competition. The urgency of this research lies in the limited number of studies exploring local cultural values from marketing and business perspectives. The novelty of this study lies in its mixed-method approach, combining buyer and seller perspectives through interviews and surveys. Data were collected through questionnaires distributed to 60 songket consumers in Palembang, as well as interviews with songket business owners. The analysis technique uses a mixed-method approach (interviews and regression testing). The results show that consumer interest is influenced by perceptions of product quality and pricing, along with a positive tendency towards design development that remains rooted in traditional values. The main barriers in managing the songket business include lack of promotion, limited capital, and low artisan regeneration. Although limited to a specific geographical area, this study serves as a strategic reference for policymakers, industry practitioners, and academics in supporting the sustainability of the Palembang songket industry.*

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## INTRODUCTION

One of Palembang's cultural traditions is songket, which is characteristic of the city. The Palembang Songket business usually considers culture, finance, and marketing strategies as the background for customer interest, pricing, and development regarding Consumer Interest in Palembang Songket. Palembang Songket has high aesthetic value and symbolic meaning within the community's traditions. Palembang Songket is one of Indonesia's cultural heritages. Some factors can influence buyer interest in this product, namely (1) cultural awareness, namely the historical and cultural value of songket attracts many consumers, especially for formal events such as weddings and traditional ceremonies. (2) fashion trends that songket has become part of modern fashion design and is now used in formal events, attracting the younger generation. (3) product education that consumers may not be interested in buying songket if they do not know how to make it unique and how complicated the manufacturing process is. Previous research on the sale of Palembang Songket was discussed as part of alternative development strategies for the Pipit Songket Weaving Gallery. The research used quantitative descriptive methods and interviews. The SWOT matrix was used to build alternative strategies. The research found that, based on MSMEs' internal and external conditions, appropriate alternative strategies can facilitate the achievement of company goals (Tiara Devani & Utari, 2023). Another study discussed the development of batik and songket in the Jambi region, where Cik Mia used various business strategies for example, promoting sales through social media and frequently participating in events, even in other countries. After that, she actively participated in the development of small and medium enterprises

(MSMEs) with Bank 9 Jambi. There are several obstacles to human resource development, especially in weaving management, due to the limited available human resources. Ci Mia is still hesitant to scale up production. Another study on MSME development uses quantitative research and survey methods to determine the relationship between Generation Z's interest in Indonesian cuisine and exposure to content from food vloggers. (Pokhrel, 2024). Research based on explaining marketing and purchasing interest and purchasing decision-making (Purbiyanti et al., 2024). In addition, the implementation of the market's influence on purchasing interest is also discussed in Rohmania (2023) research regarding the market, namely the Kajen Main Market is a shopping center for local and city communities, the online market does not have a significant impact on the Kajen Main Market, there are still many consumers who want to shop at traditional markets rather than online, especially for perishable goods, such as vegetables and fish.

Research in Burai addresses strategic marketing limitations by leveraging information technology in the era of digital transformation, particularly e-commerce, given the limited development of electronic communications. To increase the capacity of business actors, the Burai community requires support in e-commerce marketing. This includes assessing community potential and needs, planning human resource and budget requirements, implementing programs with community participation, and evaluating them. Support includes creating online stores, managing inventory, optimising promotional features such as live streaming, and creating print receipts to support product delivery. Survey results indicate that the Burai community has a better understanding of e-commerce, with more people having e-commerce accounts and a greater ability to use its features. The survey results indicate that the community is highly satisfied with various e-commerce sales features, and e-commerce plays a significant role in increasing product sales (Suryatman Desri et al., 2023). Price can affect the sale of songket. The price of songket is usually quite high compared to other fabrics, due to: (1) the manufacturing process is difficult and takes a long time, and (2) the unique value, because each fabric is not always the same. However, implementing the right pricing strategy is very important, especially for market segmentation, enabling Songket to reach a wider market and offer various price classes. (3) promotion, namely being able to attract new customers with discounts or packages. (3) promotion by making instalment payments, namely, to make purchasing easier, and to use flexible payment methods.

Increasing sales in the Palembang songket business requires specific activities, including (1) product innovation that meets dynamic market demand by combining traditional motifs with contemporary designs. (2) providing development through digital marketing, namely accessing domestic and global markets using e-commerce platforms and social media. (3) Collaboration with fashion designers, celebrities, or influencers to make songket more attractive. This has developed into cultural tourism, namely combining the songket business with the tourism sector, for example, by teaching tourists to make songket. In addition, government support is needed: small and medium enterprises (SMEs) that make songket should be able to access government programs and receive assistance or subsidies.

### *Theory Of Planned Behaviour*

The Theory of Planned Behaviour (TPB) by Leniwati et al., (2021) remains one of the most relevant theories in explaining consumer behaviour. According to TPB, intention stems from three factors: attitude toward the behaviour, subjective norms, and perceived behavioural control (PBC). Recent research by (K. Singh et al., 2023) confirms that these three components significantly influence purchase intention, particularly for sustainable and culture-based products. In the context of

Palembang songket, a positive attitude toward the product's cultural and aesthetic values can strengthen purchase intention, while perceived behavioural control, such as economic capacity and ease of access, also influences purchase decisions. Furthermore, TPB also provides a conceptual framework for understanding how price and perceived value can moderate the relationship between attitude and purchase intention. According to research by (Jang et al., 2022), consumers form purchase intentions when they assess that the product price is commensurate with the benefits or symbolic value they obtain. In the case of Palembang songket, a price perceived as reflecting quality and authenticity can strengthen positive attitudes and increase purchase intentions. Thus, the TPB helps explain how price perception plays a role not only as an economic factor but also as a psychological factor for buyers. Furthermore, research by Brochet et al., (2022) confirms that the TPB can be expanded by adding contextual variables such as cultural values, digital experiences, or product image to strengthen predictions of actual behaviour. In this study, the TPB is used to understand how consumer interest is formed through a combination of factors, including attitudes toward songket, social norms that support the preservation of local culture, and perceived control over purchasing the product. This theory provides a strong empirical basis for analysing the influence of consumer interest and price on the development and sales of Palembang songket, particularly in integrating the psychological and economic aspects of local consumers.

#### *Consumer interest*

Consumer interest is an individual's drive to purchase a product after evaluating its benefits, value, and expected satisfaction. According to (Hadi & Alalwani, 2021) purchase interest reflects a person's likelihood of purchasing a product, influenced by their positive attitude toward and perception of the brand or product. In the context of local products such as Palembang songket, consumer interest is formed through perceptions of the product's aesthetic value, material quality, and cultural authenticity. The higher a consumer's positive perception of cultural value and product quality, the greater their propensity to purchase. Furthermore, research by (Okoequale, 2023) shows that brand authenticity and perceived value significantly influence purchase intention in the creative industry and cultural products. Consumers who perceive authenticity and high cultural value will develop an emotional attachment, which will drive stronger purchasing intentions. This is relevant to Palembang songket products, which not only have economic functions but also high cultural and symbolic value. Therefore, strategies to strengthen product image and cultural authenticity can increase consumer interest in local songket. External factors such as trust, price, and digital experience also influence consumer interest in purchasing decisions. S. K. Singh et al., (2020) explain that trust and perceived value are important moderating factors that can strengthen the relationship between product perception and purchasing intention. In today's digital marketing era, transparent promotions, customer testimonials, and visual communications that emphasise cultural values can strengthen positive consumer perceptions. Therefore, Palembang songket businesses need to adapt their strategies not only to price but also to increase perceived value and trust in traditional products.

*H1: Consumer interest positively affects the development of the Palembang songket sales business.*

#### *Price*

Price is a key factor in consumer decision-making and a crucial element in marketing strategy. According to Jaya et al., (2023) price serves not only as a medium of economic exchange but also as a perceived value, a measure of quality for consumers. When consumers perceive price as a

proxy for product quality or authenticity, they tend to have stronger purchase intentions. In the context of cultural products such as Palembang songket, the set price can reflect the artistic value, the level of difficulty in production, and the authenticity of traditional motifs, which are particular attractions for consumers. Recent research by Al Agha (2023) shows that perceived price fairness significantly influences consumer satisfaction and purchase intention. Consumers respond positively when the product price is perceived as commensurate with the benefits, quality, and emotional experience gained from the purchase. In the case of Palembang songket, pricing that aligns with the cultural and aesthetic values of traditional fabrics will increase perceived price fairness, thereby strengthening consumer loyalty and interest in purchasing local products. Transparent pricing with appropriate value is crucial for songket artisans and businesses. Furthermore, research by Nguyen (2024) confirms that price also acts as a quality cue, particularly for products with symbolic value and high social status. Consumers often use price as an indicator of authenticity and prestige, so that a premium price can enhance the perception of product exclusivity. In the context of Palembang songket, which holds cultural value and regional identity, a premium pricing strategy can be used to target the middle- to upper-market segment that values quality and authenticity. Thus, appropriate pricing management impacts not only sales volume but also brand image and the development of the songket business as a cultural heritage with high economic value.

*H2: Price influences the development of the Palembang songket sales business.*

### *Sales*

Sales are a core business activity that reflects a company's success in offering products/services. Kotler and Keller (2020) state that sales are not simply the exchange of goods for money but also the result of an integrated marketing strategy involving promotion, pricing, distribution, and product quality. In the context of traditional products like Palembang songket, sales levels are influenced by how well businesses communicate the cultural values and uniqueness of their products to consumers. The greater consumer awareness and interest in the cultural values inherent in songket, the greater the potential for increased sales volume. Furthermore, sales are influenced by psychological and social factors that drive consumer purchasing behaviour. Research by Rodríguez-Priego et al., (2023) shows that consumer trust, satisfaction, and perceived value influence sales growth. Therefore, Palembang songket businesses need to build sustainable relationships with customers by providing good service, ensuring product authenticity, and communicating effectively to strengthen customer loyalty. Thus, increased sales depend not only on competitive pricing but also on consumer trust and positive product experiences.

Furthermore, recent research by Andersen & Bering, (2023) explains that modern sales strategies utilising digital marketing and e-commerce platforms can increase local product exposure and expand market reach. For the Palembang songket industry, using social media and marketplaces is an effective way to reach consumers across regions, including internationally. Digital sales not only increase transaction volume but also strengthen branding and business development by aligning with local culture. Therefore, adapting digital technology in sales strategies is a crucial step in maintaining the sustainability and competitiveness of the songket industry in the modern era.

Formula:

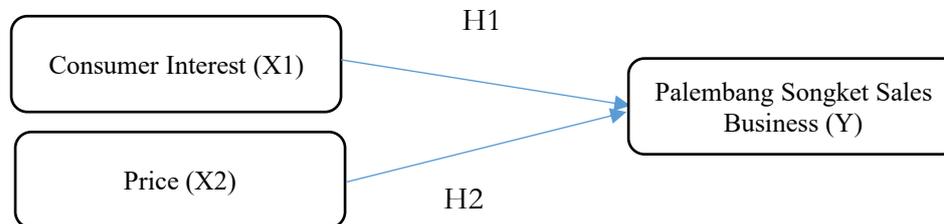
$$Y=a+b1X1+b2X2+eit.....(1)$$

Description:

Y: Palembang Songket Sales Business

- a: Constant  
 $b_1$ : Consumer Interest  
 $b_2$ : Price  
e: Error

Framework



## METHODS

This section discusses a mixed-methods approach (quantitative and qualitative). The methods used include data collection and processing, as well as analysis techniques used to interpret the research results or findings and reach conclusions. This study employed a mixed methods approach. First, a questionnaire was distributed to 60 respondents who had purchased Palembang songket (Palembang natives). Second, interviews were conducted with local Palembang songket business owners. Thus, the research results are expected to present two perspectives: those from the seller's and the buyer's sides.

## RESULTS AND DISCUSSION

### Result

The research findings structure consists of four stages for the mixed-methods approach: (a) Quantitative Research Results, (b) Quantitative Interpretation, (c) Qualitative Research Results, and (d) Integration of Quantitative and Qualitative Data (Data Mixing).

#### *a. Quantitative Research Results*

This study used 60 respondents, including Palembang Songket consumers and potential consumers. Data were collected via a Likert-scale questionnaire (1–5) and analysed using multiple linear regression.

**Table 1. Normality Test**

<u>Info.</u>	Score
Asy. Sig (Kolmogorov-Smirnov)	0.24

Source: SPSS (2025)

Table 1 shows that the Kolmogorov-Smirnov statistic of  $0.24 > 0.05$  indicates that the data are normally distributed.

**Table 2. Multicollinearity Test**

Tolerance	Score	VIF
X1	0.712	1.231
X2	0.712	1.231

Source: SPSS (2025)

Table 2 shows the results of the multicollinearity test. Based on this data, the tolerance values for the independent variables (X1 and X2) are 0.712, and the VIF values are 1.231. A tolerance value above 0.10 and a VIF value below 10 indicate that there is no multicollinearity.

**Table 3. Regression**

Model	R	R <sup>2</sup>	Adj.R	Std.Err
1	0.811	0.657	0.634	0.525

Source: SPSS (2025)

Table 3 shows an R-square of 0.657, indicating that 65.7% of the variation in business development and sales can be explained by consumer interest and price. The remaining 34.3% is based on other factors.

**Tabel 4. Anova (F)**

Model	Sum of Sq	df	Mean	F	Sig.
Reg.	7.211	2	3.605	12.980	0.000
Res.	3.769	57	0.139		
Total	10.980	60			

Source: SPSS (2025)

Table 4 displays the results of the ANOVA test for the significance of the simultaneous regression model. Based on data processing using SPSS (2025), the calculated F value is 12.980, with a significance value (Sig.) of 0.000. This significance value ( $0.000 < 0.05$ ) indicates that the regression model is significant. The independent variables influence the dependent variable. In addition, the Sum Sq value of 7.211 indicates that the variation explained by the regression model is greater than the unexplained variation. These results support that factors such as consumer interest and price together have a significant influence on the business development and sales of Palembang Songket.

**Table 5. Coefficient (T)**

Var.	Unst.B	Std.Err	B	t	Sig.
Cons.	1.245	0.297	-	4.190	0.000
X1	0.412	0.124	0.532	3.323	0.003
X2	0.336	0.139	0.428	2.417	0.021

Source: SPSS (2025)

Table 5 shows the results of the partial regression coefficient test (t-test). Based on the results of the constant value of 1.245, variables X1 (consumer interest) and X2 (price) are considered constant, then the dependent variable (business development and songket sales) still has a basic value of 1.245. Variable X1 (consumer interest) with a coefficient of 0.412, t count of 3.323, and a significance value of 0.003 ( $< 0.05$ ), consumer interest has a positive and significant effect on the development of the Palembang songket sales business. Furthermore, variable X2 (price) has a coefficient value of 0.336, t count of 2.417, and a significance value of 0.021, which is also

smaller than 0.05. This means that price has a positive and significant effect on the development of the songket business and sales. Thus, the results of this t-test explain that the higher consumer interest and the more appropriate the pricing strategy applied, the greater the opportunity for growth and sustainability of the songket business in Palembang.

Quantitative average score

$$Y=1.245+0.412X1+0.336$$

These results indicate that (1) if consumer interest increases by 1 point, business development and sales increase by 0.412 points. (2) If the price is rated 1 point better, business development and sales increase by 0.336 points.

### ***b. Quantitative Interpretation***

**Tabel 6. Recapitulation Data**

Variabel	Sample	Coef.	Sig.	Res.
X1	60	0.317	0.000	Effect (+)
X2	60	0.304	0.002	Effect (+)
R <sup>2</sup>	60	0.676	-	Accepted (65,7%)

Source: SPSS (2025)

The results of Table 6 show that consumer interest and price have a positive effect on the development of the Palembang Songket business and sales. A p-value below 0.05 indicates that both independent variables are significant.

A regression coefficient of 0.317 for the consumer interest variable indicates that greater public interest in Palembang Songket is associated with higher sales and business development for artisans. Meanwhile, a coefficient of 0.304 for the price variable indicates that setting prices according to consumers' financial capabilities significantly increases sales.

With an R<sup>2</sup> value of 0.676, approximately 67% of the variation in the development of the Palembang Songket business and sales can be explained by two main factors: consumer interest and price, while 32.4% is explained by other factors such as promotion, product innovation, and distribution channels.

### ***c. Qualitative Research Results***

Qualitative data were obtained through in-depth interviews with three key informants:

- (a) Mrs Iyah, the owner of Songket X
- (b) Mrs Putri, a songket buyer
- (c) Mrs Yesi, a songket buyer

#### Theme 1: Consumer Interest in Palembang Songket

Based on the interview results, all informants agreed that consumer interest in Palembang songket has grown significantly, especially among young people.

Business Owner's View (Mrs Iyah):

*"Now, songket is not only popular among older people or for traditional events; many young people are also starting to like it. Most people usually look for simpler motifs and soft colors so they can be worn to various events."*

Mrs Iyah added that social media plays a major role in increasing consumer interest. Product photos uploaded to Instagram attract new buyers from out of town.

Consumer View (Mrs Putri):

*"I always buy songket for weddings or family traditional events. But now, many friends also buy it not for the occasion, but because they like the beautiful and unique designs."*

This shows that consumer interest is no longer solely driven by cultural needs, but also by aesthetic values and the desire to appear elegant.

Young Consumer's View (Mrs Yesi):

*"I like songket because many of the designs are modern now, so they can be worn for weddings or photos. If the model is good, I don't hesitate to buy it, even if it's a bit expensive."*

From these three informants, consumer interest in songket is increasing due to design innovation, the shift in values from traditional to modern, and the significant influence of social media in shaping the image of exclusive local products.

Theme 2: The Influence of Price on Purchasing Decisions

Price is a key factor in songket purchasing decisions. Informants had different views depending on their position as business owners or buyers.

Business Owner (Mrs Iyah):

*"Our songket prices are high because they are handmade. But we also offer mid-range options so everyone can afford them. Some are made from pure silk, while others are blended to make them more affordable."*

According to her, this price differentiation strategy helps retain customers from various backgrounds and maintain business continuity.

Buyer (Mrs Putri):

*"If the songket is good and the material is soft, I don't mind the price. But if it's too expensive, I usually look elsewhere for cheaper but still high-quality items."*

Buyer (Mrs Yesi):

*"For me, price is important, but the most important thing is the quality and design. If the songket is unique, I'm willing to pay more. But for everyday use, I choose a mix of materials to save money."*

These results demonstrate that price influences purchasing decisions, but perceived value (value for money) is the primary consideration. Buyers are willing to pay more if the product offers uniqueness, high quality, or a strong cultural image.

*d. Integration of Quantitative and Qualitative Data (Data Mixing)*

Quantitative results indicate that consumer interest and price significantly influence the development and sales of the songket business. Qualitative results, meanwhile, reinforce these findings by explaining why and how this influence occurs.

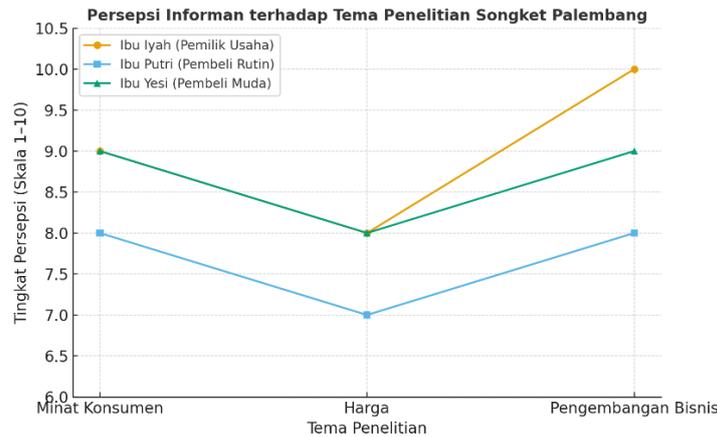


Figure 1. Summary of Informant Perceptions  
Source: Processed using Visual Studio (2025)

Figure 1 depicts the perceptions of three key informants: Mrs Iyah, the business owner, Mrs Putri, a regular buyer, and Mrs Yesi, a buyer, regarding the three main research themes: consumer interest, price, and the development of the Palembang songket business. The graph shows that all informants demonstrated a high level of perception for all three themes, with scores ranging from 7 to 10, indicating a positive outlook on the development of the songket industry in Palembang. Regarding consumer interest, all three informants demonstrated nearly equal levels of perception, reflecting the growing appeal of Palembang songket, especially among young people. Factors such as design innovation, modern colour combinations, and the influence of social media platforms like Instagram are key drivers of increased consumer interest in purchasing. This also indicates a shift in value from songket as a traditional symbol to a fashion product with aesthetic and prestige value. Meanwhile, on the theme of the influence of pricing and business development, Mrs Iyah, as the business owner, gave the highest rating, indicating a strong understanding of how pricing strategies and product innovation affect business sustainability. Both buyers also showed a positive perception, but slightly lower, due to considering the balance between price and quality. Overall, this graph confirms that the success of the Palembang songket business is highly dependent on the synergy between consumer interest, adaptive pricing strategies, and continuous innovation in facing modern market dynamics.

**Table 7. Thematic Analysis**

Theme	Quantitative (Result)	Result	Implication
X1	Significant ( $\beta = 0,412$ )	Growing from young people, driven by innovation in motifs and digital promotions.	Business actors need to adapt their designs and promotional strategies to market trends.
X2	Significant ( $\beta = 0,336$ )	Price influences purchasing power, but buyers pay attention to value and quality.	Flexible pricing strategies and diverse products will expand consumer segments.
Y	$R^2 = 0,657$	Product innovation and digital marketing strengthen competitiveness	The songket business needs to be developed through product diversification and marketing digitalization.

Source: SPSS (2025)

Table 7 presents the results of integrating quantitative and qualitative analyses across the three main research themes: Consumer Interest, Price, and Palembang Songket Business Development. This table contains four main columns: theme, quantitative results, results, and implications. This table demonstrates how each variable significantly influences the development of the songket industry and provides in-depth qualitative insights to enrich data interpretation. For the Consumer Interest theme, the quantitative analysis indicates that consumer interest has a significant influence on business development, with a  $\beta$  coefficient of 0.412. Qualitatively, this interest is growing among young people, driven by innovative motifs and digital promotions. This indicates a shift in consumer preferences toward traditional products with a modern touch. Therefore, the strategic implication for businesses is to adapt product design and promotional strategies to align with market trends and the needs of the younger generation, a key segment. The Price theme also demonstrated a significant influence on business development, with a  $\beta$  coefficient of 0.336. The findings indicate that while price influences purchasing power, consumers still prioritise product value and quality. Thus, business owners not only need to adjust prices flexibly but also ensure that their products offer quality commensurate with the price. Consequently, pricing strategies must be tailored to the target consumer segment to ensure products remain competitive without sacrificing quality. For the Business Development theme, the  $R^2$  value of 0.657 indicates that the tested variables explain approximately 65.7% of the variation in songket business development. Qualitative findings support this, highlighting that product innovation and digital marketing are crucial factors in strengthening competitiveness. Therefore, the songket business needs to be developed not only through design innovation but also through product diversification and digital marketing to better adapt to market changes. This is crucial to ensure the sustainability of the songket industry as part of preserving local culture and developing the regional creative economy.

## DISCUSSION

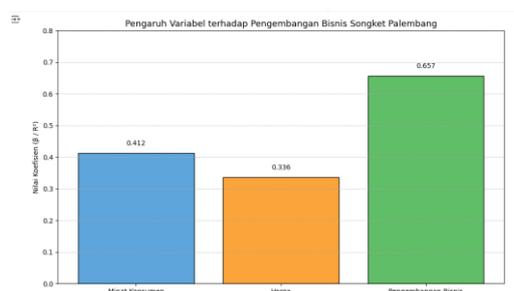


Figure 2. Qualitative and Quantitative Integration Graph  
Source: Processed using Visual Studio (2025)

Figure 2 illustrates the influence of three main variables on the development of the Palembang songket business based on quantitative research results. These three variables are Consumer Interest, Price, and Business Development. Each bar shows the regression coefficient ( $\beta$ ) or coefficient of determination ( $R^2$ ), indicating the extent to which the variable contributes to the development of the songket business. The graph shows that the Business Development variable has the strongest influence, with an  $R^2$  value of 0.657, demonstrating the strong role of product innovation and digital sales strategies in increasing songket competitiveness. Furthermore, the Consumer Interest variable contributes significantly with a  $\beta$  of 0.412, indicating that consumer preferences, particularly among young people interested in innovative motifs and digital promotions, play a crucial role in the sustainability of this industry. Meanwhile, the Price variable

is also significant, with a  $\beta$  of 0.336, although its influence is slightly lower than that of the other two variables. Overall, this graph provides a clear visual understanding that the development of the Palembang songket business results from a synergy among internal innovation (business development), consumer perception (interest), and external strategy (pricing). Therefore, business actors and policymakers need to develop a comprehensive strategy that prioritises digitalisation, price flexibility, and adaptation to consumer preferences to ensure the songket industry remains relevant and competitive in the modern era.

## CONCLUSION

The results of this study demonstrate that Price (X2) and Consumer Interest (X1) have a positive effect on Business Development and Sales (Y), but both are statistically significant. This indicates that although price and consumer interest have a directional relationship that supports business development, these factors are not yet the primary determinants of increased sales of Palembang songket. Therefore, business development and sales of Palembang songket require attention to factors beyond price and consumer interest, such as product quality, design innovation, promotional strategies, and market expansion, to increase competitiveness and strengthen the product's market position. Future research suggests that Palembang songket artisans and businesses should not focus solely on pricing and increasing consumer interest, but also consider other factors that are more influential on business development and sales. Design innovation, product quality improvement, and strengthening promotions grounded in local cultural values need to be strengthened to attract a wider consumer base. Furthermore, digital marketing strategies and expanding distribution networks are also crucial for Palembang songket to reach a broader market, both nationally and internationally. From an academic perspective, further research can expand the range of variables studied, such as product quality, brand image, and marketing strategy, to provide a more comprehensive picture of the factors in developing the songket business.

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