

## The Influence of Integrated Marketing Communication (IMC) on Purchase Decision on Culture Products at Viera Oleh - Oleh in Pekanbaru City

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### Abstract

This study aims to find out and analyze how the Influence of Integrated Marketing Communication (IMC) on Purchase Decision on Culture Products in Viera Oleh-Oleh of Pekanbaru City. This study used 125 respondents as samples taken from the purposive sampling technique. The approach used in this study is quantitative by using the Partial Least Square model and SmartPls 4.0 software as tools for this research. The results of this study reveal that there is a significant effect of Advertising on Perceived Quality on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a significant effect of Sales Promotion on Perceived Quality on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a significant effect of Public Relations on Perceived Quality on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a positive and significant effect of Personal Selling on Perceived Quality on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a significant effect of Direct Marketing on Perceived Quality on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a significant effect of Perceived Quality on Purchase Decision on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a significant effect of Integrated Marketing Communication (IMC) on Purchase Decision on Culture Product at Viera Oleh - Oleh Pekanbaru City, there is a significant effect of Integrated Marketing Communication (IMC) on Purchase Decision with Perceived Quality as a intervening variable on Culture Product at Viera Oleh - Oleh Pekanbaru City.

**Keyword:** Advertising, Sales Promotion, Public Relation, Personal Selling, Direct Marketing, Purchase Decision, Perceived Quality



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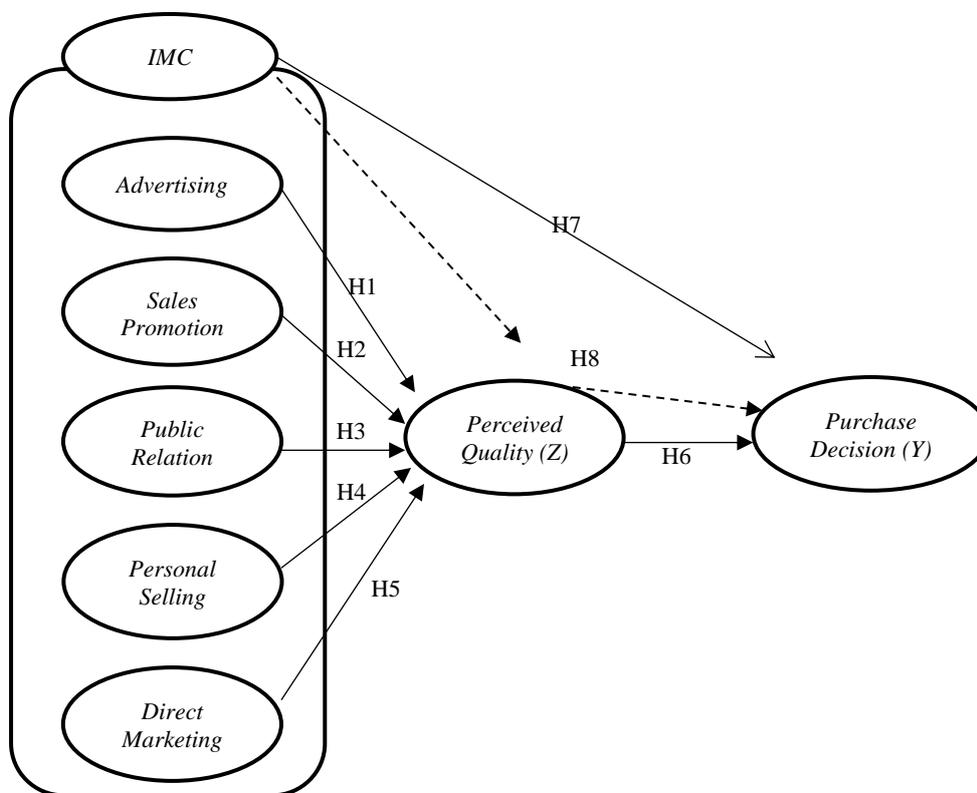
### INTRODUCTION

In the competitive digital era, consumer purchasing decisions, especially for cultural products such as regional souvenirs, are becoming increasingly complex. Consumers not only consider functional factors such as price and quality, but also emotional, symbolic, and authentic factors of the product (Khairani & Lubis, 2018). Products that reflect local traditions and cultural identities are in more demand, such as Ketan Talam Durian from Riau, which is known as a typical souvenir with strong cultural value. Ketan Talam Durian, a typical souvenir of Pekanbaru, has become an attraction for local and foreign tourists. This product combines local ingredients with traditional methods and has won national awards, such as 2nd Place in API's Most Popular Traditional Food 2019. The enthusiasm for this product has prompted many companies, including Viera Oleh - Oleh, to innovate in marketing to compete in an increasingly competitive industry.

The Integrated Marketing Communication (IMC) strategy is the key to Viera Oleh - Oleh success in improving purchasing decisions. IMC is a marketing communication strategy that integrates various communication channels to convey a consistent, clear, and relevant message to consumers with the goal of increasing sales (Kotler & Armstrong, 2021). By utilizing various communication channels, such as advertising, sales promotion, public relations, personal selling, and direct marketing. Viera Oleh - Oleh managed to attract the attention of consumers. This Integrated Marketing Communication can improve

quality perception and encourage consumer loyalty. However, the challenge in creating an effective IMC strategy lies in how companies can convey relevant and engaging messages to consumers. In the midst of increasingly fierce competition with many new competitors, creative efforts are needed to promote the uniqueness and authenticity of products. Viera Oleh-Oleh strives to make optimal use of IMC to strengthen its product image, increase sales, and build long-term relationships with consumers.

This study aims to analyze the influence of IMC on purchase decisions through perceived quality on cultural products of Ketan Talam Durian in Viera Oleh - Oleh of Pekanbaru City. Effective IMC implementation is expected to increase company revenue through increased consumer purchase decisions. Based on this background, this research is proposed with the title, "The Influence of Integrated Marketing Communication on Purchase Decision on Culture Product in Viera Oleh - Oleh Pekanbaru."



Source: (Mahendra Putri et al., 2024)

Based on the above framework of thought, the hypothesis in this study can be formulated as follows:

H1: There is a significant influence between Advertising on Perceived Quality in Ketan Talam Durian products in Viera Oleh – Oleh Pekanbaru.

H2 : There is a significant influence between Sales Promotion on Perceived Quality in Ketan Talam Durian products at Viera Oleh – Oleh Pekanbaru.

H3 : There is a significant influence between Public Relations on Perceived Quality in Ketan Talam Durian products at Viera Oleh – Oleh Pekanbaru.

H4 : There is a significant influence between Personal Selling on Perceived Quality in Ketan Talam Durian products at Viera Oleh – Oleh Pekanbaru.

H5 : There is a significant influence between Direct Marketing on Perceived Quality in Ketan Talam Durian products at Viera Oleh Oleh Pekanbaru.

H6 : There is a significant influence between Perceived Quality on Purchase Decision on Ketan Talam Durian products at Viera Oleh – Oleh Pekanbaru.

H7 : There is a significant influence between Integrated Marketing Communication on Purchase Decision on Ketan Talam Durian products at Viera Oleh – Oleh Pekanbaru.

H8 : There is a significant influence between Integrated Marketing Communication on Purchase Decision through Perceived Quality in Ketan Talam Durian products at Viera Oleh – Oleh Pekanbaru.

## RESEARCH METHODS

This research was conducted at Viera Oleh - Oleh Pekanbaru with a population of consumers who have shopped at Viera Oleh - Oleh Pekanbaru. The sampling technique used in this study is purposive sampling. According to Hair et al., (2019) in SEM analysis, or Structural Equation Model, the sample size will range from 100 to 200. So based on the search results using the Hair formula, the number of samples to be used in this study is 125 people. The data was then processed in a Partial Least Square (PLS) manner with a component-based or variant-based Structural Equation Modeling (SEM) model using Second Order Construct. The data collection technique used in this study uses a questionnaire. The data analysis in this study is descriptive analysis, Outer Model (Convergent Validity, Discriminant Validity, and Reliability Validity), Inner Model (VIF Test, R-Square, Predictive Relevance, Model Fit), and Hypothesis Testing.

## RESEARCH RESULTS AND DISCUSSION

### Evaluation of Measurement Model (Outer Model)

#### Result Convergent Validity

**Table 1: Results of Phase One Loading Factor**

	<b>Outer Loadings</b>
PD. 1 <- Purchase Decision	0.872
PD. 2 <- Purchase Decision	0.887
PD. 3 <- Purchase Decision	0.884
PD. 4 <- Purchase Decision	0.904
PQ. 1 <- Perceived Quality	0.895
PQ. 2 <- Perceived Quality	0.848
PQ. 3 <- Perceived Quality	0.882
PQ. 4 <- Perceived Quality	0.847
PQ. 5 <- Perceived Quality	0.801
PQ. 6 <- Perceived Quality	0.852
PQ. 7 <- Perceived Quality	0.869
ADV. 1 <- Advertising	0.831
ADV. 2 <- Advertising	0.921
ADV. 3 <- Advertising	0.866
SP. 1 <- Sales Promotion	0.853
SP. 2 <- Sales Promotion	0.880
SP. 3 <- Sales Promotion	0.851
PR. 1 <- Public Relation	0.843
PR. 2 <- Public Relation	0.766
PR. 3 <- Public Relation	0.802
PS. 1 <- Personal Selling	0.866
PS. 2 <- Personal Selling	0.922
PS. 3 <- Personal Selling	0.875
DM. 1 <- Direct Marketing	0.923
DM. 2 <- Direct Marketing	0.924

Source: Researcher Processed Data, 2024

**Table 2: Results of Phase Two Loading Factor**

	Outer Loading
PD.1 <- Purchase Decision	0.872
PD.2<- Purchase Decision	0.887
PD.3 <- Purchase Decision	0.884
PD.4 <- Purchase Decision	0.904
PQ. 1 <- Perceived Quality	0.895
PQ. 2 <- Perceived Quality	0.848
PQ. 3 <- Perceived Quality	0.882
PQ. 4 <- Perceived Quality	0.847
PQ. 5 <- Perceived Quality	0.801
PQ. 6 <- Perceived Quality	0.852
PQ. 7 <- Perceived Quality	0.869
Advertising <- Integrated Marketing Communication	0.818
Sales Promotion <- Integrated Marketing Communication	0.823
Public Relation <- Integrated Marketing Communication	0.868
Personal Selling <- Integrated Marketing Communication	0.847
Direct Marketing <- Integrated Marketing Communication	0.858

Source: Researcher Processed Data, 2024

In this study, the individual results of each indicator reached 0.7 to 0.9 which can be interpreted that for all individuals it is declared "valid", or it can be said that the outer model value between the indicator and the variable has met the convergent validity.

**Table 3: Result Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
Perceived Quality	0.734
Integrated Marketing Communication	0.531
Advertising	0.763
Sales Promotion	0.742
Public Relation	0.647
Personal Selling	0.788
Purchase Decision	0.786
Direct Marketing	0.853

Source: Researcher Processed Data, 2024

In this study, all indicators were declared valid because they met the AVE value above 0.5.

### Result Discriminant Validity Fornell-Lacker Criterion

**Table 4: Test Result Fornell-Lacker Criterion**

	IMC	Perceived Quality	Purchase Decision
IMC	0,578		
Perceived Quality	0,819	0,831	
Purchase Decision	0,788	0,821	0,882

Source: Researcher Processed Data, 2024

All variables used in this study are valid, this is in accordance with the method where the

correlation value of each variable with the variable being compared has a greater value than the correlation of other variables.

### Cross Loading

**Table 5: Test Result Cross Loading**

	Adver- tising	Sales Promotion	Public Relation	Personal Selling	Direct Marketing	Purchase Decision	Perceived Quality
ADV 1	<b>0,831</b>	0,466	0,526	0,317	0,489	0,455	0,394
ADV 2	<b>0,921</b>	0,525	0,567	0,499	0,563	0,532	0,500
ADV 3	<b>0,866</b>	0,528	0,622	0,594	0,628	0,642	0,609
SP 1	0,458	<b>0,853</b>	0,477	0,425	0,537	0,483	0,428
SP 2	0,524	<b>0,880</b>	0,627	0,613	0,594	0,576	0,572
SP 3	0,518	<b>0,851</b>	0,589	0,452	0,515	0,491	0,487
PR 1	0,509	0,572	<b>0,843</b>	0,545	0,547	0,674	0,588
PR 2	0,469	0,417	<b>0,766</b>	0,476	0,442	0,656	0,661
PR 3	0,605	0,596	<b>0,802</b>	0,622	0,586	0,605	0,611
PS 1	0,473	0,590	0,606	<b>0,866</b>	0,607	0,577	0,604
PS 2	0,533	0,504	0,651	<b>0,922</b>	0,680	0,636	0,645
PS 3	0,463	0,461	0,561	<b>0,875</b>	0,634	0,620	0,620
DM 1	0,571	0,636	0,639	0,657	<b>0,923</b>	0,598	0,580
DM 2	0,624	0,543	0,572	0,676	<b>0,924</b>	0,615	0,617
PD 1	0,577	0,524	0,680	0,608	0,620	<b>0,872</b>	0,748
PD 2	0,540	0,525	0,740	0,614	0,602	<b>0,887</b>	0,738
PD 3	0,520	0,552	0,718	0,559	0,519	<b>0,884</b>	0,807
PD 4	0,598	0,537	0,703	0,662	0,592	<b>0,904</b>	0,785
PQ 1	0,490	0,498	0,649	0,640	0,501	0,780	<b>0,895</b>
PQ 2	0,474	0,534	0,700	0,533	0,519	0,737	<b>0,848</b>
PQ 3	0,609	0,577	0,689	0,659	0,674	0,814	<b>0,882</b>
PQ 4	0,403	0,451	0,600	0,514	0,493	0,719	<b>0,847</b>
PQ 5	0,497	0,424	0,704	0,453	0,462	0,645	<b>0,801</b>
PQ 6	0,480	0,472	0,631	0,705	0,618	0,740	<b>0,852</b>
PQ 7	0,537	0,513	0,649	0,680	0,599	0,764	<b>0,869</b>

Source: Researcher Processed Data, 2024

In this study, it meets the standards, which are more than 0.6 and more than 0.7, so that the discriminant validity test in this study can be said to be valid.

### Reliabilitas Validity Result

**Table 6: Test Result Cronbach's Alpha dan Composite Reliability**

	Cronbach's alpha	Composite reliability
Advertising	0,845	0,906
Integrated Marketing Communication	0,931	0,940
Perceived Quality	0,939	0,951
Personal Selling	0,865	0,918

Public Relation	0,727	0,846
Purchase Decision	0,909	0,936
Sales Promotion	0,827	0,896
Direct Marketing	0,827	0,920

Source: Researcher Processed Data, 2024

Based on the results of the above measurements, the value of Cronbach's alpha and the value of composite reliability are greater than 0.70, so that all indicators in the estimated model meet the requirements of discriminant reliability.

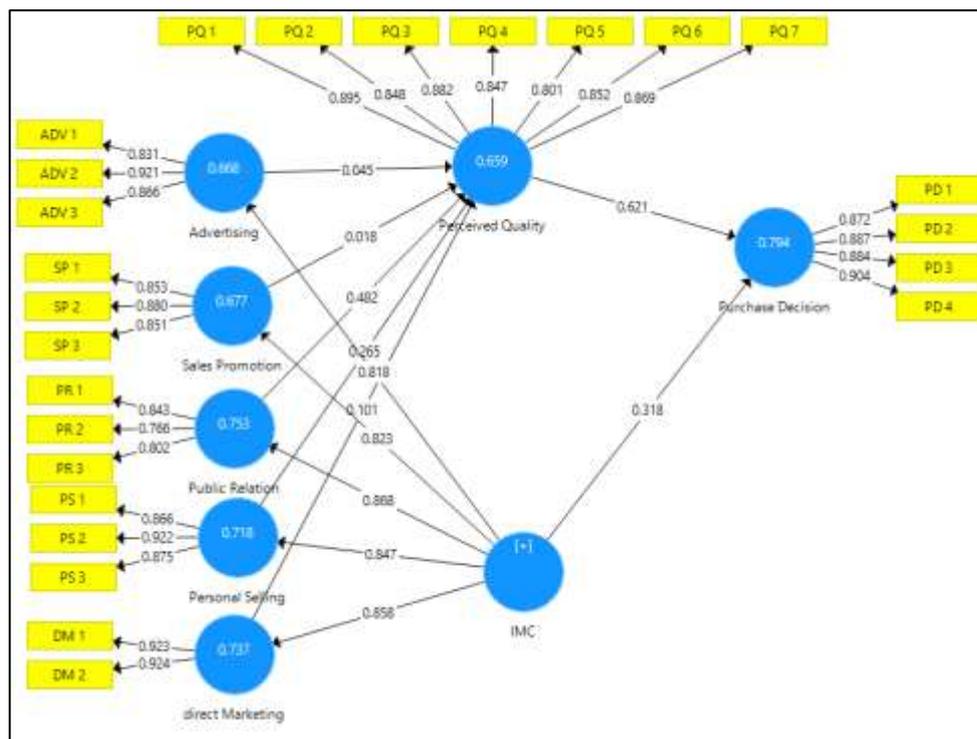


Figure 1. Output Measurement Model (Outer Model)

Source: Researcher Processed Data, 2024

### Structural Model Evaluation (Inner Model) Variance Inflated Factor (Vif)

Table 7: Test Results Variance Inflated Factor (VIF) Stage One

	Adver- tising	Sales Promotion	Public Relation	Personal Selling	Direct Marketing	Purchase Decision	Perceived Quality
IMC	1,000	1,000	1,000	1,000	1,000	2,544	
Advertising							2,108
Sales Promotion							2,095
Public Relation							2,677
Personal Selling							2,507
Direct Marketing							2,773

	Adver- tising	Sales Promotion	Public Relation	Personal Selling	Direct Marketing	Purchase Decision	Perceived Quality
Purchase Decision							
Perceived Quality						2,544	

Source: Researcher Processed Data, 2024

**Table 8: Test Results Variance Inflated Factor (VIF) Stage Two**

	Perceived Quality	Purchase Decision
IMC	1,000	2,639
Perceived Quality		2,639
Purchase Decision		

Source: Researcher Processed Data, 2024

Based on the table presented, the estimated value shows that the Variance Inflation Factor (VIF) value for all variables is  $< 5$ .

### R-Square

**Table 9: Test Results R-Square dan R-Square Adjusted Stage One**

	R- Square	R-Square Adjusted
Advertising	0,119	0,112
Sales Promotion	0,373	0,368
Public Relation	0,807	0,805
Personal Selling	0,781	0,779
Direct Marketing	0,369	0,364
Purchase Decision	0,712	0,708
Perceived Quality	0,722	0,710

Source: Researcher Processed Data, 2024

**Table 10: Test Results R-Square dan R-Square Adjusted Stage Two**

	R Square	R Square Adjusted
Perceived Quality	0,670	0,667
Purchase Decision	0,714	0,710

Source: Researcher Processed Data, 2024

In the context of this test, changes in the R-Square value can be used to evaluate how much exogenous latent variables affect endogenous latent variables.

### Predictive Relevance ( $Q^2$ )

**Table 11: Test Results Predictive Relevance ( $Q^2$ )**

	$Q^2 (=1-SSE/SSO)$
IMC	
Advertising	0,031
Sales Promotion	0,185
Public Relation	0,531
Personal Selling	0,607

Direct Marketing	0,238
Purchase Decision	0,546
Perceived Quality	0,481

Source: Researcher Processed Data, 2024

In table 11, the results of the predictive relevance test show that the observation values for all variables are in the good category, because the  $Q^2$  value obtained is greater than 0.

### Model Fit

**Table 12: Results Model Fit**

	Saturated Model	Estimated Model
SRMR	0,078	0,078
d_ULS	1,958	1,958
d_G	0,964	0,964
Chi-Square	593,807	593,807
NFI	0,726	0,726

Source: Researcher Processed Data, 2024

In this test, it is necessary to pay attention to the model being studied by looking at the results on the NFI (Normed Fit Index). The NFI value shows what percentage of the model studied is fit.

### Hypothesis Testing Path Coefficients

**Table 13: Results Path Coefficients Stage One**

	Adver- tising	Sales Promotion	Public Relation	Personal Selling	Direct Marketing	Purchase Decision	Perceived Quality
IMC	0,818	0,823	0,868	0,847	0,858	0,318	
Advertising							0,345
Sales Promotion							0,318
Public Relation							0,482
Personal Selling							0,265
Direct Marketing							0,101
Purchase Decision							
Perceived Quality						0,621	

Source: Researcher Processed Data, 2024

**Table 14: Results Path Coefficients Stage Two**

	IMC	Perceived Quality	Purchase Decision
IMC		0,788	0,329
Perceived Quality			0,610
Purchase Decision			

Source: Researcher Processed Data, 2024

The table of results above shows that the variables used in this study are directly related to have a positive value because the P-value is greater than 0.05, so all variables used can be declared accepted.

**T-Statistics**

**Table 15: Test Results T-Statistics**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Keterangan
Advertising-> Perceived Quality	0,247	0,239	0,066	<b>3,760</b>	<b>0,000</b>	Diterima
Sales Promotion -> Perceived Quality	-0,141	-0,141	0,066	<b>2,121</b>	<b>0,017</b>	Diterima
Public Relation -> Perceived Quality	0,544	0,550	0,085	<b>6,393</b>	<b>0,000</b>	Diterima
Personal Selling -> Perceived Quality	0,251	0,250	0,075	<b>3,357</b>	<b>0,000</b>	Diterima
Direct Marketing -> Perceived Quality	0,158	0,149	0,057	<b>2,756</b>	<b>0,003</b>	Diterima
Perceived Quality -> Purchase Decision	0,552	0,558	0,118	<b>4,682</b>	<b>0,000</b>	Diterima
IMC -> Purchase Decision	0,333	0,331	0,115	<b>2,893</b>	<b>0,002</b>	Diterima

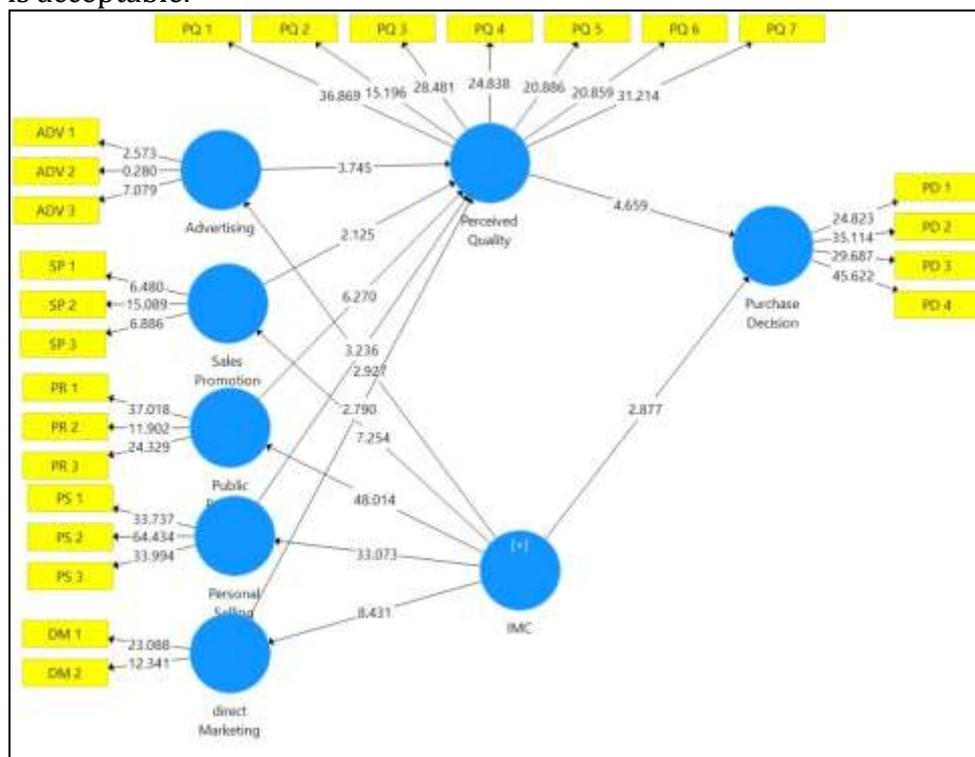
Source: Researcher Processed Data, 2024

**Table 16: Test Results T-Statistics Variable Intervening**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Keterangan
IMC -> Perceived Quality -> Purchase Decision	0,436	0,430	0,096	4,552	0,000	Diterima

Source: Researcher Processed Data, 2024

The T-statistics test was carried out to test the significance of the influence of exogenous variables as a whole on the endogenous variables used in this study. The P-Value value generated from each hypothesis is P-value < 0.05. So it can be concluded that the whole hypothesis is acceptable.



**Figure 2. Output T-statistics**  
 Source: Researcher Processed Data, 2024

### **H1: Advertising Has a Significant Effect on Perceived Quality**

Advertising has a significant effect on perceived quality in Viera Oleh – Oleh Pekanbaru. Advertising carried out by Viera Oleh – Oleh Pekanbaru through social media (Instagram, Facebook) significantly improves the perceived quality of products, especially typical products such as Ketan Talam Durian. Uploads in the form of attractive images, videos, and descriptions help build a positive consumer perception of product quality. Effective advertising creates a professional and attractive image that increases consumer confidence, especially among productive age (28-38 years old), who actively use social media.

### **H2: Sales Promotion Has a Significant Effect on Perceived Quality**

Sales promotion has a significant effect on perceived quality in Viera Oleh – Oleh Pekanbaru. Sales promotion strategies, such as twin date discounts (10.10) and special discounts for loyal customers, have been proven to improve the perception of product quality in the eyes of consumers. These promotions not only encourage purchases but also give the impression that the product has a high value. Rapid interaction and relevant promotions drive consumer purchasing decisions. By offering additional incentives, Viera Oleh – Oleh has succeeded in increasing customer loyalty while attracting new customers.

### **H3: Public Relations Has a Significant Effect on Perceived Quality**

Public relations has a significant effect on perceived quality in Viera Oleh – Oleh Pekanbaru. The public relations implemented by Viera Oleh – Oleh has succeeded in creating a positive image among consumers, such as through collaboration with MSMEs, participation in cultural events, or sponsorship of local events. This strategy shows that Viera Oleh – Oleh cares about cultural preservation and community empowerment, which increases consumer confidence in product quality. The emphasis on local excellence, such as being the pioneer of the best Ketan Talam Durian in Pekanbaru, strengthens the brand identity and consumer loyalty.

### **H4: Personal Selling Has a Significant Effect on Perceived Quality**

Personal selling has a significant effect on perceived quality in Viera Oleh – Oleh Pekanbaru. Personal selling carried out by Viera Oleh – Oleh employees directly or through social media improves the perceived quality of products. This approach involves direct interaction, such as answering consumer questions and providing product recommendations, which creates a personalized shopping experience. The friendly and professional attitude of employees is a key factor in building consumer trust and creating positive emotional relationships, thereby increasing customer loyalty.

### **H5: Direct Marketing Has a Significant Effect on Perceived Quality**

Direct marketing has a significant effect on perceived quality in Viera Oleh – Oleh Pekanbaru. Direct marketing, such as marketing through social media and digital catalogs, significantly increases the perceived quality of consumers towards Viera Souvenir products. Personalized messaging, compelling visuals, and structured information help reinforce quality perceptions, create trust, and increase consumer confidence in products.

### **H6: Perceived Quality Has a Significant Effect on Purchase Decision**

Perceived quality has a significant effect on the purchase decision on Viera Oleh – Oleh Pekanbaru. Positive perceived quality for Viera Souvenir products, especially in superior products such as ketan talam durian, plays an important role in influencing purchasing

decisions. Product quality that meets consumer expectations builds satisfaction, loyalty and encourages repeat purchases.

### **H7: Integrated Marketing Communication (IMC) Has a Significant Effect on Purchase Decision**

Integrated marketing communication (IMC) has a significant effect on purchase decisions on Viera Oleh – Oleh Pekanbaru. The implementation of IMC, which includes various elements of marketing communication, such as advertising, sales promotion, public relations, personal selling, and direct marketing, provides consistent and attractive messages to consumers. This strategy improves quality perception, builds positive relationships, and drives consumer purchasing decisions.

### **H8: Integrated Marketing Communication (IMC) Has a Significant Effect on Purchase Decision through Perceived Quality**

Integrated marketing communication (IMC) has a significant effect on purchase decisions through perceived quality as an intervening variable in Viera Oleh – Oleh Pekanbaru. Perceived quality successfully plays a role as a mediating variable between integrated marketing communication (IMC) and purchase decisions. Because when perceived quality mediates between IMC and purchase decisions, the results are higher than IMC without perceived quality. Based on this, it can be seen that this IMC aims to shape consumer perception of Viera Oleh - Oleh, after the perception is said to be good or high, the purchase decision is increasing.

## **CONCLUSION**

Based on the results of the research conducted, the following conclusions can be drawn: (1) Advertising is proven to be able to have a significant influence on perceived quality. (2) Sales Promotion is proven to be able to have a significant influence on perceived quality. (3) Public Relations is proven to have a significant influence on perceived quality. (4) Personal Selling is proven to have a significant influence on perceived quality. (5) Direct Marketing has been proven to have a significant influence on perceived quality. (6) Perceived Quality is proven to have a significant influence on purchase decisions. (7) Integrated Marketing Communication (IMC) which is measured through indicators from each dimension which includes advertising, sales promotion, public relations, personal selling, and direct marketing is proven to be able to have a significant influence on purchase decisions. (8) Integrated Marketing Communication (IMC) measured through indicators from each dimension is proven to be able to have a significant influence on purchase decisions through perceived quality in Viera Oleh – Oleh Pekanbaru. Which means that perceived quality has successfully played a role as a mediating variable between integrated marketing communication (IMC) and purchase decision. Because when perceived quality mediates between IMC and purchase decisions, the results are higher than IMC without perceived quality. This is shown by the t-statistic value in the indirect effect which is greater than the t-statistic value in the direct effect.

The suggestions in this study are as follows: (1) Viera Oleh-Oleh needs to develop an Integrated Marketing Communication (IMC) strategy that covers all elements—advertising, sales promotion, public relations, personal sales, and direct marketing—by ensuring integration and consistency in promotional messages. (2) Viera Oleh – Oleh must focus on improving the quality of products and services through market research, improving taste, maintaining product durability, and providing the best service to meet consumer expectations. (3) Viera Oleh – Oleh needs to utilize positive reviews, customer testimonials,

and public relations to strengthen the perception of product quality, thereby encouraging purchasing decisions and strengthening consumer loyalty.

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