



## The Effect of Subjective Knowledge, Objective Knowledge, and Experience Knowledge on Interest in Buying British Propolis Products

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### **Abstract**

This study aims to determine how the influence of subjective knowledge, objective knowledge, and experience knowledge on buying interest in British Propolis products in West Nusa Tenggara. The type of research used is quantitative research with causality association approach. The population in this study are consumers who know British Propolis and have consumed British in West Nusa Tenggara, with an unknown population. The number of samples taken were 100 consumers aged  $\leq 25$  -  $\geq 40$  years. The sampling technique used was purposive sampling technique. Data analysis used multiple linear regression analysis with SPSS 2.5 for windows application. The results showed that subjective knowledge had no effect on interest. While objective knowledge.

**Keywords:** *Subjective Knowledge; Objective Knowledge; Experience Knowledge; Buying Interest*

### **Introduction**

Along with the times and technological advances, consumers who choose health products are influenced by many factors in buying these products, one of which is by looking at the quality and advantages of these products and comparing health products with one another and seeing what health products are currently popular. today (Athar, 2020). This is due to the demands of a lifestyle that increasingly encourages consumers to always maintain their health.

Maintaining health is a very important thing for a person to do because it will have an impact on the activities carried out (Athar, 2020). Maintaining endurance is one way to maintain health. Maintaining the body's resistance is the main factor so that it is not easily attacked by various germs, bacteria, and viruses. Coupled with extreme weather conditions and a viral pandemic that has swept the world, a person is vulnerable to infection. Diseases that make the body feel weak such as flu, fever, headache, cough and various other health problems will interfere with health activities. For this reason, it is better for each individual to pay attention to his body's endurance. This can be started by running a healthy lifestyle such as managing sleep, eating vegetables and fruit, taking time to exercise, and having a clean lifestyle. Furthermore, (detik.com). Consumer knowledge discussed in this study is related to the interest in buying products offered by a company on the consumer side.

According to Sciffman and Kanuk (2008), buying interest is a condition of mental quality within the individual, which affects the individual's activities. Where buying interest can create an impulse that is

embedded in the minds of buyers. At that time it becomes a very strong desire and finally when they will do what they need, that is when the buyer fulfills their need.

Propolis can be a resinous substance that bees collect from the sap of certain types of plants, which are then used by bees as cement or a safety seal in their hives (Suranto, 2021). British Propolis products are not products that are distributed through company services which are then sold or redistributed. In distribution, using a direct selling system (direct selling). A product as anything to satisfy a need or desire by being observed, liked and purchased (Adisaputro, 2011). Meanwhile, according to Kotler, (2008), a product is something that gets considered, bought, used, or eaten which at that time can fulfill needs and wants.

Brucks, (1985) make a distinction between three categories of consumer knowledge relevant to consumer behavior, namely:

1. *Subjective knowledge* that is, what individuals perceive that they know, also indicates as self-perceived or judged knowledge.
2. *Objective knowledge* i.e. what the individual actually knows
3. *Experience knowledge* namely knowledge gained from the many experiences that consumers have in purchasing and using a product.

The researcher chose the British Propolis product because the distribution applied by CV Ippho Santosa was not marketed using the MLM (Multi Level Marketing) method, but through a partnership. So that every agent or reseller who joins the marketing is guided and nurtured so that all the partners who join are in one direction and one perception of this business.

**Table 1 List of Propolis Brands That Have Been Around For a Long Time**

No	Product	Sales system	Brand	Year
1	PT HPA Indonesia	EVENING	Procumin Propolis	2012
2	PT Melia Sejahtera	EVENING	Melia Propolis	2003
3	PT BEENERO	EVENING	Brazilian Propolis	2012

(source: google.com)

The following above are various brands of propolis that have existed before. All of the propolis above has good properties, is halal, and is guaranteed by BPOM. However, the sales system uses MLM.



**Figure 1 Advantages of British Propolis**

British Propolis comes from PT Maisya Makmur. Marketed since 2017. The marketing process carried out by the company is purely a buying and selling transaction, not Multi Level Marketing (MLM). According to the source above that British Propolis contains 3-4 times more Bioflavonoid content. According to research, the content of bioflavonoids in one drop of propolis is equivalent to

This research was conducted because in previous studies there were inconsistencies between subjective knowledge, objective knowledge, and experience knowledge on buying interest. As research conducted by Elanchezhian and Kalaichelvi, (2012) states that subjective knowledge has a significant effect on buying interest. In research conducted by Manuarang and Mawardi, (2018) states that subjective knowledge, objective knowledge, and experience knowledge have a significant effect on buying interest.

In addition, the emergence of differences was stated by research conducted by Hoque and Alam, (2020), which stated that high objective knowledge had no effect on purchase intention. In addition, research conducted by Lee and Lee, (2009), says that high objective knowledge does not have a significant effect on purchase intention. On the other hand, Japanese people who have objective knowledge can influence buying interest. In addition to subjective knowledge, the results showed that buyers with high subjective knowledge had no significant effect on buying interest.

With the inconsistency of some of the results of previous studies, the topic of this research becomes interesting to study. In particular, this study will analyze the effect of subjective knowledge, objective knowledge, and experience knowledge on buying interest

### ***Literature Review***

According to Kotler and Keller, (2009) The definition of buying interest is the tendency to want to choose or buy products based on experience in choosing, using, and consuming products, which is the basis of consumer behavior. Then, Private and Irawan, (2002) states that sentiment and feelings are variables that affect buying interest, more precisely if someone has an encouraging feeling when they want to shop for an object or service (service). Then it will further strengthen buying interest. In general, buying interest will disappear if someone is dissatisfied.

### **The Influence of Subjective Knowledge on Buying Interest**

according to Alba and Hutchinson, (2007) Subjective knowledge is related to consumers' beliefs (what they think and know) while objective knowledge is related to the accuracy of their knowledge. according to Peter and Olson, (2002), indicators of subjective knowledge on products, namely:

- a. Product Class, is knowledge that belongs to several forms of products, brands, models of that category.
- b. Product form, is a physical characteristic of a brand
- c. Brand (Brand)
- d. A model or feature is a specific example of a brand that has one or more unique product features or attributes.

Feick, et al., (1992) mentions that subjective knowledge has a stronger motivation for buying-related behavior. Therefore, this study proposes the first hypothesis as follows: H1: Subjective Knowledge has an effect on Purchase Interest of British Propolis Products.

### The Effect of Objective Knowledge on Buying Interest

According to Chiou, (1998) Objective knowledge is consumer knowledge of what an individual actually knows. Kotler and Armstrong, (2001), indicators of objective knowledge about the product, namely: (a). Product definition or definition. (b). Product quality. (c) Product benefits can be interpreted as the value given from a product to consumers. (d) Product warranty. (e) Product packaging is the outer part as a wrapper that functions as a protector of an item. Good packaging can affect consumer engagement. (f) Product label, is part of the product that presents information, either in the form of images or words. (g) Product endorsement, as an activity carried out to support a product by certain groups.

according to Park, et al., (1994), stated that objective knowledge is knowledge about product classification that is embedded in long-term memory in the form of accurate information. Objective knowledge positively affects the number of attributes considered by consumers seeking information (Brucks, 1985). Therefore, this study proposes the second hypothesis as follows: H2: Objective Knowledge has an effect on Purchase Interest of British Propolis Products

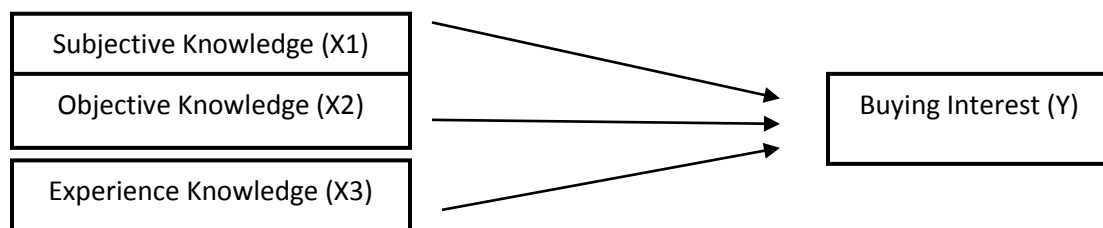
### The Effect of Experience Knowledge on Buying Interest

according to Alba, and Hutchinson (2007), Experience knowledge is a type of knowledge that increases with continued use of the product. Besides that, according to Bettman, & Park, (1980), Experience knowledge is an assessment given after using. according to Peter and Olson, (2002) There are three indicators of product use knowledge: (a) Knowledge of product attributes (physical attributes), where someone will pay attention to product characteristics, characteristics or attributes that they have. (b) Knowledge of product efficacy: namely in the form of something that is felt in physiological terms. For example, when drinking Sosro tea, it can relieve thirst. Psychological: namely in the form of the heart, sentiment, and mood. Also in a social perspective, such as the response of customers to how other people think about themselves, how customers feel after using the product. (c) Knowledge related to products that give satisfaction to consumers. From product satisfaction, it can be in the form of positive benefits as well as negative benefits.

according to Raju et al., (1995) Individuals may learn aspects and product knowledge differently. Therefore, the effect of experience knowledge will result in different decisions from subjective knowledge and objective knowledge. Therefore, this study proposes the second hypothesis as follows: H3: Experience Knowledge has an effect on Buying Interest in British Propolis Products

### *conceptual framework*

The research concept framework is a concept in the form of a systematically arranged chart, used to provide a brief view of the object of research, so that from this research model the direction and purpose of the research to be carried out will be known. The conceptual framework for this research is as follows:



## Research Methods

Data collection is done by utilizing the online google form questionnaire application. Respondents come from various demographics in terms of gender, origin, age, occupation and income. The sampling technique used is purposive sampling, then questionnaires are distributed to 100 respondents who know about the product and consume British Propolis products aged  $\leq 25$  -  $\geq 40$  years. Measurement of variable indicators adopted from previous research, namely subjective knowledge from Peter and Olson, (2002), objective knowledge from Kotler and Armstrong, (2001), experience knowledge from Peter and Olson, (2002) and buying interest from Ferdinand, (2006). All items were evaluated using an eleven-point Likert scale ranging from 0 (strongly disagree) to 10 (strongly agree).

Validity and reliability tests were performed using IBM SPSS version 25 before examining the model completely. The variable is said to be reliable if the construct reliability value (Cronbach's Alpha value)  $> 0.70$  (Ferdinand, 2014). Data analysis in this study used multiple linear regression. according to (Ferdinand, 2014), regression analysis is a statistical procedure to analyze the associative relationship between the dependent variable and one or more independent variables. The data analysis technique used the assistance of the Statistical Package for Social Science (SPSS) 25.00 program.

## Characteristics of Respondents

This study collected responses from 100 respondents. Because it uses a google form, all questions can be set to be mandatory, so that respondents answer the questions asked. Characteristics of respondents vary widely. Among them, there were 12 boys and 88 girls, most of whom (59%) were  $< 25$  years old. The most dominant occupation of respondents is student employee (53%) while 72 respondents are included in the category with monthly income IDR 2,000,000. Complete data can be seen in the following table.

**Table 2 Characteristics of Respondents**

Variable	description	Amount	%
Gender	Man	12	12%
	Woman	88	88%
Age	$< 25$	59	59%
	25-30 years	18	18%
	31-35 years old	5	5%
	35-40 years old	15	15%
	$> 40$ years	3	3%
Origin	Mataram	43	43%
	West Lombok	9	9%
	central Lombok	19	19%
	North Lombok	2	2%
	East Lombok	27	27%
Work	Student	53	53%
	civil servant	2	2%
	Businessman	26	26%
	TNI/Polri	-	-
	Other	19	19%
Monthly income	IDR 2,000,000	72	72%
	IDR 2,000,000 to IDR 5,000,000	17	17%
	IDR 5,000,000 to IDR 10,000,000	11	11%
	$\geq$ IDR 10,000,000	-	-

## Research Result

The variable is said to be reliable if the construct reliability value (Cronbach's Alpha value)  $>0.70$  (Ferdinand, 2014). Data analysis in this study used multiple linear regression according to Ferdinand, (2014), regression analysis is a statistical procedure to analyze the associative relationship between the dependent variable and one or more independent variables. The data analysis technique used the assistance of the Statistical Package for Social Science (SPSS) 25.00 program.

**Table 3 Statistics Description and Reliability Test**

Variable	mean	Cronbach's Alpha
<i>Subjective Knowledge</i>	5.58	0.810
<i>Objective Knowledge</i>	6.78	0.880
<i>Experience Knowledge</i>	6.47	0.884
<i>Buying Interest</i>	6.58	0.959

Then in terms of the validity of the scale assessed by the value of r count. The results are shown in Table 3 where all item-total correlation coefficient values exceed the r table value of 0.361 and are statistically significant at  $p 0.01$ . Therefore, the scale in this study was concluded to be reliable and valid.

**Table 4 Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
<i>Objective Knowledge(X1)</i>	0.222	4,507
<i>Subjective Knowledge(X2)</i>	0.145	6.875
<i>Experience Knowledge(X3)</i>	0.191	5,231

To find out the regression equation, it was found that there was a correlation between the independent variables (independent), and whether or not there was a relationship between the independent variables. Then, in the regression, you can pay attention to the tolerance value and the opposite variance inflation factor (VIF). The cut out value  $f$  is generally used in order to show the presence of multicollinearity is the tolerance value  $> 0.10$  or  $VIF < 10$  with a correlation level of 0.50. In this study, there are no symptoms of multicollinearity, this can be seen from the tolerance value and variance inflation factor (VIF).

**Table 5 Validity Test**

Variable	Items	r count	R table	Note.
<i>Subjective Knowledge</i>	I know different brands of propolis	0.656	0.361	Valid
	I know the British Propolis brand	0.785	0.361	Valid
	I know the various forms of propolis packaging	0.697	0.361	Valid
	I love the British Propolis brand	0.809	0.361	Valid
	I love the bottle cap on British Propolis which makes it easy to apply	0.849	0.361	Valid
<i>Objective Knowledge</i>	I know the basic ingredients of British Propolis	0.848	0.361	Valid
	British Propolis products contain quality ingredients	0.765	0.361	Valid
	I know what kinds of diseases British Propolis can cure	0.731	0.361	Valid
	21 day cure guarantee makes me sure about British Propolis products	0.857	0.361	Valid
	Small product packaging makes it easy to carry anywhere	0.405	0.361	Valid
	I think that herbal products are better for health	0.892	0.361	Valid
	With the endorsement of famous clerics and clerics, it makes me more confident in British Propolis products	0.872	0.361	Valid

Variable	Items	r count	R table	Note.
<b>Experience Knowledge</b> (Philip, 2001)(Philip, 2001)	I know the taste of British Propolis produk	0.632	0.361	Valid
	I feel the physical benefits of British Propolis produk	0.893	0.361	Valid
	I feel the psychological benefits of British Propolis produk	0.973	0.361	Valid
	I am willing to pay more to get quality products for health	0.934	0.361	Valid
<b>Buying Interest</b>	The price of the product is in accordance with the quality	0.923	0.361	Valid
	I recommend British Propolis products to those closest to me	0.967	0.361	Valid
	I like British Propolis products because of the fast healing process	0.980	0.361	Valid
	Testimonials of healing various diseases from various circles make me believe this product is the best for health	0.920	0.361	Valid

**Table 6. Regression Analysis on Effect Subjective Knowledge, Objective Knowledge and Experience Knowledge on Interest in Buying British Propolis**

Variable	B	t count	Sig	Conclusion
<i>Subjective Knowledge</i>	0.005	0.091	0.928	H1 (rejected)
<i>Objective Knowledge</i>	0.231	3.383	0.001	H2 (accepted)
<i>Experience Knowledge</i>	0.751	12,600	0.000	H3 (accepted)

Based on the information above, it can be seen that the value of the coefficient of determination or adjusted R Square (R<sup>2</sup>) is 0.933 (93%) meaning that the bell interest is simultaneously influenced by the variables of subjective knowledge, objective knowledge and experience knowledge of 93.3%. The remaining 6.77% is influenced by other variables not discussed by this study. F count is greater than f table where f count is 459,367 > f table 2.70 with a significance of 0.000 which is smaller than 0.05 which means that the research model with variables X1 (Subjective Knowledge), X2 (Objective Knowledge) and X3 (Experience Knowledge) can or feasible to use to predict buying interest (Y).

### The Influence of Subjective Knowledge on Buying Interest

The results of the descriptive analysis of subjective knowledge variables from product class indicators, product forms, brands and features that became the question items were known to be on average the total respondents were in the neutral category. This shows that British Propolis consumers have not deep subjective knowledge of British Propolis. Subjective knowledge that has not been in-depth by consumers can be seen from the responses of respondents who are below average regarding the statement that they know various brands of propolis. With the subjective knowledge that is less in-depth to consumers, buying interest is still a consideration by consumers. Buying interest in the neutral category can be seen from the statement which states that consumers know the British Propolis brand. This study shows that buying interest is not influenced by subjective knowledge. These findings can be interpreted that the more limited subjective knowledge owned by consumers, the lower consumer buying interest.

From the description of the respondent's analysis, it is known that 88% of the samples in this study were female, all of whom knew and had consumed British Propolis. British Propolis is more expensive than other propolis brands. From the findings obtained, it was found that consumers did not have a large buying interest in British Propolis and could have an interest in buying other propolis. This is something that must be a concern for the company. Especially in the field of marketing British Propolis

products so that they can educate consumers so that consumers have high subjective knowledge so that they can generate buying interest.

The results of this study do not support several previous studies, one of which is research conducted by Manuarang and Mawardi, (2018) which states that subjective knowledge has a positive effect on buying interest. This is because the research examines a bookstore, namely UB Press, which is a campus-owned bookstore. So that the respondents are students from the Universitas Brawijaya campus itself .

The results of this study are also contradictory with research conducted by Pardanawati and Apriyono, (2021) which states that subjective knowledge has a significant effect on buying interest. This is because the respondents are lecturers and students of the ITB ASS Surakarta campus. The results of this study are also different from research conducted by Nirushan, (2017) which states that consumer knowledge affects buying interest. This is because consumers are very concerned about the natural aspects of food. The results of this study are also different from research conducted by Elanchezian and Kalaichelvi, (2012) which states that subjective knowledge has an effect on buying interest in organic cereal flour.

### **The Effect of Objective Knowledge on Buying Interest**

The results of descriptive analysis of objective knowledge variables with indicators of product definition, product quality, product benefits, product guarantees, product packaging, product labels, product endorsements that have been poured into statement items where the average value of the total respondents' answers to statements from indicators fall into the category of slightly agree. This indicates that British Propolis consumers have positive objective knowledge of British Propolis.

The positive objective knowledge of British Propolis can be seen from their agreement on product packaging that makes it easy to carry anywhere, besides that they feel happy because they know that the product ingredients are of very high quality. So that consumers are sure and do not want to switch to other propolis brands.

The existence of positive objective knowledge on British Propolis consumers is the reason for the increased buying interest of British Propolis consumers. We can see this from the respondents' answers to the questionnaire related to the statements on the objective knowledge items which show a high average value.

This study resulted in the finding that buying interest was significantly positively influenced by objective knowledge. This can be interpreted that the higher the objective knowledge in consuming a product with a particular brand, the higher the consumer's buying interest in a product with that brand.

High objective knowledge causes customers to want to continue to look for product information in consuming the relevant brand while still consuming products from the same brand. Consumers who consume a product with a certain brand for a long time can create a sense of trust in the product so that they have buying interest and do not want to switch to consume other brands.

The results of this study support the results of research conducted by Manuarang & Mawardi, (2018) which states that objective knowledge has a significant effect on buying interest. And does not support the two previous studies conducted by Hoque and Nature, (2020) and Lee & Lee, (2009) which states that objective knowledge has no effect on buying interest. This is due to the influence of other variables in the study.



## The Effect of Experience Knowledge on Buying Interest

The results of the description analysis of the experience knowledge variable with indicators of product attributes, product benefits, product satisfaction, which have been poured into statement items where the total average value of respondents' answers to statements from indicators falls into the category of slightly agree. This indicates that British Propolis consumers have *experience knowledge* positive for British Propolis.

*Experience knowledge* The positive side of consumers consuming British Propolis can be seen from the responses of respondents who agree to the statement that they feel physical benefits after consuming British Propolis. Having a positive experience makes customers feel happy because they can recover quickly after consuming the product.

With positive experience knowledge from consumers about British Propolis, buying interest is formed, where consumer buying interest in British Propolis shows a very high average value. The high buying interest can be seen from the agreement on the statement that they are willing to pay more for a quality product for their health, namely British Propolis. Apart from that, they also feel physical and psychological benefits after consuming the product, namely the body feels lighter, the flu subsides, sleeps more soundly, and there are changes in other diseases.

This study shows that buying interest is positively and significantly influenced by experience knowledge. This finding can be interpreted that the more positive the experience knowledge of British Propolis consumers, the higher the consumer's buying interest in British Propolis. Experience knowledge in this study, in the context of experience knowledge, British propolis consumers in drinking this product have felt the benefits in the form of a lighter body and feeling more restful when sleeping as well as changes in the types of severe pain such as stroke, acute ulcer, diabetes, etc. after consuming the product.

This is something that needs to be a concern for companies through their marketers, especially British Propolis product marketers to help their consumers to have a positive experience to get optimal benefits in consuming British Propolis. It is necessary to demonstrate how to consume the product properly. so that positive experiences and optimal results in consuming products from the brand in question can generate buying interest.

The results of this study support the results of previous research conducted by Manuarang & Mawardi, (2018); Recker and Saleem, (2014); Kang, et al, (2016) which state that experience knowledge affects buying interest.

## Conclusion

Based on the results of the analysis that has been done, the results of this study are expected to fill the research gap of previous studies. Some conclusions that can be drawn from this research are as follows: (1) Subjective Knowledge variable has no effect on Consumer buying interest. This shows that the more limited general knowledge possessed by consumers, the lower consumer buying interest. The results showed that general information related to products should be intensified to consumers. This has an effect on changes in buying interest in other health products that have many variations. (2) Objective Knowledge variable has a significant effect on buying interest. This shows that the more accurate the knowledge possessed by consumers, the stronger the buying interest. (3) The Experience Knowledge variable has a significant effect on buying interest. This shows that the experience of health changes can increase experience knowledge that can increase buying interest. With the experience of using the product,

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