

## ***Brand Image and Pricing as Determinants of Consumer Purchase Decisions***

### **Peran Citra Merek dan Penetapan Harga dalam Menentukan Keputusan Pembelian Konsumen**

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#### **ABSTRACT**

*This study investigates the impact of Brand Image and Price on Purchase Decisions at Takoyaki Janda, Raun–Raun Food Park, Pekanbaru, using a sample of 67 respondents. Data were analyzed via multiple linear regression, hypothesis testing, and determination coefficient calculation using SPSS 25. Findings reveal that both Brand Image and Price exert significant partial effects on purchase decisions, as well as a significant combined effect. The Adjusted R<sup>2</sup> of 0.747 indicates that these variables account for 74.7% of the variance in purchase decisions, with the remaining 25.3% explained by factors beyond the scope of this study.*

**Keywords :** Brand Image, Price, Purchase Decisions

#### **1. Introduction**

Takoyaki Janda is a micro, small, and medium enterprise (MSME) engaged in the Japanese culinary sector located in Pekanbaru. Since its establishment in 2018, this business experienced a significant increase in customer visits and sales during 2019–2020. However, a sharp decline occurred in the 2020–2023 period, primarily due to the Covid-19 pandemic, which forced the implementation of government restrictions such as work-from-home policies and temporary closure of offline outlets. This situation compelled Takoyaki Janda to shift to an online-based sales system, which in turn affected its interaction with consumers, promotional intensity, and brand visibility. In the post-pandemic period (2022–2023), although offline operations gradually resumed, limited promotional activities resulted in low brand awareness and weakened brand image, which subsequently reduced consumer visits. In addition, the increase in raw material prices led to higher selling prices, potentially influencing consumers' purchasing power and purchase decisions.

Empirical studies indicate that purchase decisions are a core element of consumer behavior reflecting the process of selecting and using products or services (Imanulah et al., 2022). Numerous studies have confirmed that brand image and price are dominant determinants of purchasing decisions in various sectors. For instance, Kaligis (2020), Mundung and Tamengkel (2021), Kiswanto et al. (2023), Khoiriah et al. (2024), Jaya et al. (2025), and Nurhayati et al. (2024) found that brand image significantly influences consumers' purchase decisions. Similarly, price has been proven to affect purchasing decisions across different contexts (Maharani, 2019; Kusdiana et al., 2023; Marlius & Kesy, 2022; Girsang et al., 2025; Hestiana et al., 2023; Hidayat, 2020; Setiawan et al., 2025; Khoirunnisa et al., 2025; Putri et al., 2025; Saputri et al., 2024).

Herlianti and Sri (2023) further emphasize that fair price perception aligned with product quality strengthens consumers' willingness to purchase.

Nevertheless, previous findings show inconsistencies. While many studies report significant effects of brand image and price on purchasing decisions (Mundung & Tamengkel, 2021; Kiswanto et al., 2023; Kustianti, 2019; Nurrabiatu et al., 2025), other studies reveal different results. Nurhayati (2017) found that brand image and price did not significantly influence consumers' purchase decisions. This inconsistency indicates a research gap regarding the strength and direction of the influence of brand image and price on purchasing decisions, particularly in the MSME culinary sector in post-pandemic conditions.

Most existing studies focus on large-scale retail, fashion, cosmetics, or manufacturing industries (Kaligis, 2020; Herlianti & Sri, 2023; Khoiriah et al., 2024; Girsang et al., 2025), while empirical evidence from small culinary MSMEs, especially those operating in regional markets such as Pekanbaru, remains limited. Therefore, examining Takoyaki Janda provides contextual novelty by capturing consumer behavior in a post-pandemic recovery phase of a local culinary MSME, where brand image rebuilding and price adjustments become strategic issues.

The urgency of this study lies in the need for MSME actors to understand how brand image and price shape consumer purchase decisions in an increasingly competitive and digitally driven market environment. Strengthening brand positioning and setting appropriate pricing strategies are crucial for sustaining business performance and customer loyalty. The novelty of this research is its focus on a Japanese street-food MSME in a secondary city context, integrating post-pandemic market dynamics into the analysis of brand image and price effects.

Accordingly, the objective of this study is to analyze and empirically test the influence of brand image and price on consumers' purchase decisions at Takoyaki Janda in Pekanbaru, thereby contributing to the development of marketing strategies for MSMEs and enriching the literature on consumer behavior in the culinary sector.

## 2. Literature Review

Purchase decision is a central concept in consumer behavior that reflects the cognitive and behavioral processes through which individuals select, purchase, use, and evaluate products or services. Imanulah et al. (2022) define purchase decision as a form of consumer behavior that emphasizes the process of choosing and using goods or services, where consumers are actively involved in evaluating alternatives before making a final choice.

This process is not merely transactional but involves psychological and rational considerations. Engel et al. (2000, as cited in Firmansyah, 2018) explain that consumer decision-making occurs through several sequential stages, namely: (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, (5) consumption, and (6) post-purchase evaluation. These stages indicate that purchasing is a complex process influenced by internal factors (perception, attitude, motivation) and external factors (price, brand image, promotion, and social environment).

Empirical studies demonstrate that purchase decisions are significantly influenced by marketing variables such as brand image, price, product quality, and promotion. For example, Kaligis (2020), Mundung and Tamengkel (2021), Kiswanto et al. (2023), Khoiriah et al. (2024), and Jaya et al. (2025) found that brand image plays a decisive role in shaping consumers' preferences and final choices. Meanwhile, price has also been consistently reported as a dominant determinant of purchase decisions in various sectors (Maharani, 2019; Kusdiana et al., 2023; Girsang et al., 2025; Hestiana et al., 2023; Setiawan et al., 2025). These findings confirm that purchase decisions are the outcome of an interaction between consumers' perceptions and marketing stimuli.

### Price

Price is one of the most flexible elements in the marketing mix and directly affects consumer evaluation and firm competitiveness. Kotler and Keller (2018) define price as the amount of money charged for a product or service, or the sum of values that consumers exchange for the benefits of having or using the product. Firmansyah (2018) emphasizes that price is a

crucial strategic variable because it represents the monetary expression of product value and simultaneously determines company revenue and profitability.

Kiswanto et al. (2023) explain that price reflects the value consumers must sacrifice to obtain ownership or usage rights of a product or service. This value can be set through negotiation or determined unilaterally by the seller and serves not only as a transactional tool but also as a signal of quality and positioning. In competitive markets, consumers often use price as a comparative reference when evaluating alternative products (Kusdiana et al., 2023).

Several empirical studies confirm the importance of price in influencing purchase decisions. Maharani (2019) and Marlius and Kesy (2022) show that price suitability and affordability significantly affect consumers' willingness to buy. Similarly, Khoiriah et al. (2024), Khoirunnisa et al. (2025), Putri et al. (2025), and Saputri et al. (2024) report that fair and competitive pricing strengthens consumers' purchase intentions and satisfaction. Herlianti and Sri (2023) further argue that price perceptions aligned with perceived product quality enhance consumers' confidence and lead to stronger purchasing decisions.

#### Brand Image

Brand image refers to the set of beliefs, ideas, and impressions that consumers hold regarding a particular brand. Tjiptono (2015) conceptualizes brand image as a collection of associations embedded in consumers' memory, formed through experience, marketing communication, and social interaction. Kotler and Keller (2018) describe brand image as a network of strong, favorable, and unique associations stored in consumers' minds, which influence how a brand is recognized, recalled, and evaluated relative to competing brands.

Kaligis (2020) states that brand image represents consumers' overall perception of a brand based on accumulated information and prior experiences. A positive brand image enhances perceived quality, builds trust, and differentiates a product from its competitors, thereby strengthening consumers' emotional attachment and purchase confidence.

Empirical evidence supports the strategic role of brand image in purchase decisions. Mundung and Tamengkel (2021), Kiswanto et al. (2023), Kustianti (2019), Nurrabiatu et al. (2025), and Nurhayati et al. (2024) demonstrate that a strong brand image positively and significantly affects consumers' decisions to purchase. However, Nurhayati (2017) reported contrasting results, indicating that in certain contexts brand image may not significantly influence purchasing behavior. This inconsistency suggests that the effect of brand image may vary across industries, market segments, and situational conditions, thereby justifying further investigation.

### 3. Research Methods

#### Population and Sample

Population refers to a generalized area consisting of objects or subjects that possess certain qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. In this study, the population consists of 200 respondents, drawn from all visitors who purchased Takoyaki Janda at the Raun–Raun Food Park branch within a one-month period.

The sampling technique employed in this study is incidental sampling. Incidental sampling is a sampling technique in which respondents are selected based on chance encounters, whereby individuals who coincidentally meet the researcher and meet the predetermined sample criteria are selected as research samples. The sample size in this study was determined using the Slovin formula.

$$n = \frac{N}{1 + N (0,1)^2}$$

Description:

n = sample size

N = population size

e = percentage of sampling error tolerance

The population size is known to be 200 respondents. Therefore, the sample size used is :

$$n = \frac{200}{1 + 200 (0,1)^2}$$

$n = 66,67$

$n = 67$  (rounded up)

### **Data Analysis Technique**

#### **Multiple Linear Regression Analysis**

This study employs multiple linear regression analysis to predict the value of the dependent variable based on changes in the independent variables. The analysis is intended to examine the direction of the relationship between the independent variables and the dependent variable, whether positive or negative. According to Ghozali (2018), the multiple linear regression model is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Where Y is the dependent variable, a is the constant,  $b_1$  and  $b_2$  are the regression coefficients, and  $X_1$  and  $X_2$  denote the independent variables.

### **Hypothesis Testing**

Hypotheses are tentative propositions derived from theory and previous empirical findings that explain relationships among variables. Hypothesis testing provides a systematic means of empirically examining these propositions to determine whether they can be accepted or rejected. Moreover, hypothesis testing plays a crucial role in confirming the theoretical framework and supporting the development of research conclusions (Riyanto & Aglis, 2020).

#### **Partial Hypothesis Testing (t-test)**

According to Ghozali (2016), the t-test is applied to assess the individual effect of each independent variable on the dependent variable. A significance value below 0.05 indicates that the proposed hypothesis is accepted and that a significant relationship exists between the variables. Furthermore, the t-test provides information regarding the magnitude of the effect of each independent variable. The partial testing criteria are as follows:

1. If t-calculated exceeds t-table, the independent variable has a significant partial effect on the dependent variable.
2. If t-calculated is lower than t-table, the independent variable does not have a significant partial effect on the dependent variable.

#### **Simultaneous Hypothesis Testing (F-test)**

The F-test is employed to assess the joint significance of the independent variables in explaining variations in the dependent variable. The decision rules are as follows:

1. When the calculated F-value is lower than the critical F-value, the null hypothesis is accepted, indicating that the independent variables do not jointly exert a significant influence on the dependent variable.
2. When the calculated F-value exceeds the critical F-value, the null hypothesis is rejected, suggesting that the independent variables jointly have a significant effect on the dependent variable and that the regression model is appropriate.

#### **Coefficient of Determination ( $R^2$ )**

The coefficient of determination ( $R^2$ ) is used to evaluate the proportion of variance in the dependent variable that can be explained by the independent variables included in the model. An  $R^2$  value close to zero indicates weak explanatory power, while a value approaching one reflects a high level of model accuracy in predicting the dependent variable.

#### 4. Results and Discussions

##### Multiple Regression Equation Results

**Table 1. Multiple Regression Equation Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.346	4.081		2.780	.007
Brand Image	.413	.158	.245	2.616	.011
Price	.709	.099	.668	7.124	.000

a. Dependent Variable: purchasing decision

Source: *Processed Data (2025)*.

Based on the results presented in Table 1, the estimated multiple linear regression equation is expressed as follows:

$$Y = 11.346 + 0.413X_1 + 0.709X_2 + e$$

The regression coefficients can be interpreted as follows:

1. The constant term of 11.346 indicates the expected value of the Purchase Decision when Brand Image and Price are equal to zero.
2. The coefficient of Brand Image (0.413) suggests that a one-unit increase in Brand Image is associated with an increase of 0.413 units in the Purchase Decision, holding other variables constant.
3. The coefficient of Price (0.709) implies that a one-unit increase in Price leads to an increase of 0.709 units in the Purchase Decision, assuming other variables remain unchanged.

##### Hypothesis Testing

##### T-Test Results

The t-test is conducted to assess whether each independent variable individually exerts a positive and significant influence on the dependent variable. The results of the t-test are presented below:

**Table 2. T-test results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.346	4.081		2.780	.007
Brand Image	.413	.158	.245	2.616	.011
Price	.709	.099	.668	7.124	.000

a. Dependent Variable: purchasing decision

Source: *Processed Data (2025)*.

Based on the results presented in Table 2, the partial effects of each independent variable were evaluated using the t-test. With a t-table value of 1.669 at a 5% significance level, the results indicate the following:

1. Brand Image ( $X_1$ ) significantly influences Purchase Decision, as the calculated t-value (2.616) exceeds the critical t-value (1.669), with a significance level of 0.011.
2. Price ( $X_2$ ) also exerts a significant partial effect on Purchase Decision, as evidenced by a calculated t-value of 7.124, which is greater than the critical t-value of 1.669, and a significance value of 0.000.

## F-Test Results

**Table 3. F-test results**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2568.260	2	1284.130	99.761	.000 <sup>b</sup>
	Residual	836.681	65	12.872		
	Total	3404.941	67			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), Price, Brand Image

Sumber : Data Olahan (2025).

As presented in Table 3, the calculated F-value is 99.761 with a significance level of 0.000. Using degrees of freedom  $df_1 = 2$  and  $df_2 = 63$  at a 5% significance level, the critical F-value is 3.143. Given that the calculated F-value exceeds the critical F-value and the significance level is below 0.05, the results indicate that Brand Image and Price jointly exert a significant influence on purchase decision.

## Discussion

### The Influence of Brand Image on Purchasing Decisions

The findings indicate that brand image plays an important role in shaping consumers' purchasing decisions. A positive brand image creates favorable perceptions in consumers' minds regarding product quality, reliability, and uniqueness, which in turn increases their confidence in choosing the product. When a brand is perceived as trustworthy and well-positioned, consumers tend to feel more certain that the product will meet their expectations, thereby reducing perceived risk and strengthening their intention to purchase.

This result supports the view that brand image functions not only as an identifier but also as a psychological assurance that influences consumer attitudes and behavior. A strong brand image enables consumers to recall the brand easily, differentiate it from competitors, and associate it with positive experiences. Consequently, consumers are more inclined to select brands that they perceive as reputable and consistent, especially in competitive markets where many similar products are available.

The findings of this study are consistent with previous research which reported that brand image has a significant influence on purchasing decisions (Jaya et al., 2025; Nurrabiati et al., 2025; Nurhayati et al., 2024; Kaligis, 2020; Mundung & Tamengkel, 2021; Kiswanto et al., 2023; Kustianti, 2019). These studies emphasize that a favorable brand image strengthens consumer trust, enhances perceived value, and ultimately encourages consumers to make purchase decisions.

However, the present results differ from the findings of Khoiriah et al. (2024), who reported that brand image did not significantly influence purchase decisions. This discrepancy may be attributed to differences in research context, type of product, market segment, and consumer characteristics. In certain markets, consumers may prioritize functional attributes such as price or product availability over symbolic attributes such as brand image, which could weaken the role of brand image in decision-making.

### The Influence of Price on Purchasing Decisions

The results also demonstrate that price is a crucial determinant of consumers' purchasing decisions. Consumers generally evaluate whether the price of a product is reasonable in relation to the benefits they receive, including product quality, convenience, and overall value. When the price is perceived as fair and affordable, consumers are more likely to proceed with the purchase. Conversely, prices that are considered too high relative to perceived quality may discourage consumers, while excessively low prices may raise doubts about product reliability.

Price therefore functions not only as a monetary sacrifice but also as an informational cue that signals product value and quality. In highly competitive markets, consumers often compare prices across brands before making a decision, and such comparisons strongly influence their final choice. This finding is in line with the perspective of Kotler and Keller (2018), who argue that

price is a key element of the marketing mix that directly affects consumer perceptions and purchasing behavior.

The present findings support several empirical studies which confirm that price has a significant influence on purchasing decisions (Setiawan et al., 2025; Girsang et al., 2025; Saputri et al., 2024; Hidayat, 2020; Kusdiana et al., 2023; Maharani, 2019; Marlius & Kesy, 2022; Khoirunnisa et al., 2025; Putri et al., 2025; Hestiana et al., 2023). These studies highlight that appropriate pricing strategies, aligned with consumers' purchasing power and perceived benefits, increase the likelihood of purchase.

Differences in findings across studies may arise from variations in product categories and consumer income levels. For some products, emotional attachment and brand loyalty may reduce price sensitivity, while for others, especially in price-competitive markets, affordability becomes the dominant consideration.

### **The Influence of Brand Image and Price on Purchasing Decisions**

The combined effect of brand image and price indicates that consumers' purchasing decisions are shaped by both psychological and economic considerations. A strong brand image builds positive associations and trust, while an appropriate price reinforces perceptions of fairness and value. When these two factors are aligned, consumers are more likely to perceive the product as offering superior value compared to competing alternatives.

Brand image enhances consumers' confidence in the product, whereas price determines whether the perceived value is acceptable within their financial capability. Thus, even a well-known and reputable brand may fail to attract consumers if the price is perceived as unreasonable, and conversely, a competitive price may be insufficient to stimulate purchase if the brand image is weak. The interaction between these two variables therefore becomes a strategic foundation for influencing consumer choice and maintaining market competitiveness.

These findings are consistent with previous studies which reported that brand image and price jointly influence purchasing decisions (Jaya et al., 2025; Mundung & Tamengkel, 2021; Kustianti, 2019; Kiswanto et al., 2023). However, they differ from the study by Nurhayati (2017), which found that brand image and price did not simultaneously affect purchase decisions. Such differences may be explained by contextual factors, including product type, market maturity, and consumer preferences.

Overall, the results suggest that in order to strengthen consumers' purchasing decisions, firms should simultaneously build a strong and positive brand image while implementing pricing strategies that reflect product value, consumer purchasing power, and competitive conditions.

## **5. Conclusion**

This study examines the influence of Brand Image and Price on Purchase Decisions at Takoyaki Janda, an MSME operating in the culinary sector at Raun–Raun Food Park, Pekanbaru. The findings indicate that both Brand Image and Price play a significant role in shaping consumers' purchasing decisions, both individually and simultaneously. A positive brand image strengthens consumers' perceptions of quality, trust, and distinctiveness, thereby increasing their confidence to choose the product. Meanwhile, price functions as a key economic and psychological consideration, where perceptions of affordability and fairness relative to the benefits received encourage consumers to proceed with a purchase.

The combined effect of Brand Image and Price demonstrates that purchasing decisions are influenced by an interaction between symbolic value and economic value. Consumers are more likely to make a purchase when they perceive the brand as reputable and the price as appropriate to the quality and value offered. The adjusted coefficient of determination (Adjusted  $R^2$ ) indicates that a substantial proportion of the variance in Purchase Decisions can be explained by these two variables, while the remainder is influenced by other factors not examined in this study, such as product quality, service quality, promotion, store atmosphere, and consumer satisfaction.

Based on the limitations of this study, future research is recommended to incorporate additional variables that may affect purchasing decisions, such as product quality, promotional

strategies, service quality, digital marketing, and consumer trust. Including mediating or moderating variables, such as customer satisfaction, perceived value, or lifestyle, may also provide a more comprehensive understanding of the mechanisms through which Brand Image and Price influence Purchase Decisions.

Furthermore, future studies may apply different methodological approaches, such as structural equation modeling or mixed methods, to capture more complex relationships among variables. Expanding the research setting to other MSMEs, different culinary segments, or various geographical areas would enhance the generalizability of the findings and allow for comparative analysis across contexts.

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