

THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE, AND PRICE ON PURCHASE DECISIONS AT ROTI LARIS 18 BAKERY & CAKE PONTIANAK

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Abstract. The bread and cake industry in Pontianak, particularly establishments such as Roti Laris 18, encounters significant rivalry within an expanding market. This research examines the impact of product quality, brand image, and pricing on consumer purchasing choices for Roti Laris 18 Bakery & Cake goods. As customer tastes evolve towards healthier and more sanitary food options, product quality significantly influences purchasing decisions. The study employs an associative methodology, employing purposive sampling to collect data from 100 participants who have purchased items from Roti Laris 18. The study used SPSS 25 software to do multiple linear regression and tests for validity, reliability, normalcy, linearity, and multicollinearity. The hypothesis testing incorporated both simultaneous testing (F-test) and partial testing (T-test). This study's findings indicate that product quality, brand image, and price significantly and positively influence customer buying choices, both collectively and independently. The statistics demonstrate that product quality significantly affects purchase intentions, although brand image and pricing both favorably impact customer decisions. The study's results correspond with current research, indicating that when companies synchronize product quality, brand image, and price tactics, they are more likely to affect purchase patterns and enhance market share. This study offers significant insights for Roti Laris 18 to enhance their marketing efforts. It is advised that the firm persist in prioritizing product quality, enhance its brand image, and maintain competitive pricing to sustain its competitiveness in the swiftly changing baking industry. Future studies may investigate the influence of advertising methods and customer behavior on decision-making in the food business.

Keywords: product quality; brand image; price; purchase decision

I. INTRODUCTION

The ongoing modernization era drives changes in human behavior to meet desires and needs. With increasing societal activities and busyness, people require products that are easily accessible and consumable. Indonesians tend to opt for fast food products as they are considered more efficient and practical. This phenomenon is evident from the proliferation of businesses offering a variety of products, which has fueled competitive dynamics among companies.

The culinary industry, particularly the bakery sector, continues to grow alongside rising consumer demand for quality and healthy food products. In Pontianak, Roti Laris 18 Bakery & Cake strives to compete by offering hygienic bread products without preservatives. This reflects the changing consumer behavior, which increasingly values health and food quality. According to [1], product quality refers to the extent to which a product is capable of performing its functions effectively in terms of stability, reliability, accuracy, ease of use, maintenance, and other relevant characteristics. Meanwhile, according to [2], product quality is the degree to which a specific brand or product can fulfill its intended function. Product quality, defined as the function and benefit of a product, plays a critical role in meeting and satisfying consumer needs [3].

Companies that manufacture products must have quality in their products. Hygienic and high-quality products not only fulfil consumer expectations but also provide peace of mind for consumers. Consumers also have an awareness of product quality and usually compare the product with other similar products before deciding which product to consume. Consumer awareness of the importance of product durability has become increasingly prominent [4].

Additionally, companies endeavor to establish a favorable brand image in the eyes of consumers. A recognizable and positively perceived brand is more likely to be chosen by consumers at the point of purchase. Consumers are drawn to unique and appealing brand characteristics. Discrepancies between brand image and consumer expectations provide opportunities for competitors. States that brand image is what consumers perceive and think of when they hear or see a brand [5]. Meanwhile, [6], define brand image as the impression that exists in consumers' minds regarding a brand or product. Brand image is shaped through consumer messages and experiences with the brand. Brand Image and Product Quality are needed to every brand in order to bring satisfaction and intention to repurchase products or services [7].

Price is another essential factor influencing purchase decisions. Roti Laris 18 Bakery & Cake offers affordable prices aligned with the value received by consumers. According to

[8], price is the monetary value assigned to a product or service. It represents the exchange value expressed in monetary units. Meanwhile, [9], states that price is the amount of money paid by consumers to acquire a product or service. Price suitability with product quality and benefits shapes consumer perceptions of a product's value. Additionally, price competitiveness in the market is a key consideration for consumers. Price perception pertains to how consumers interpret and derive meaning from price information [10].

Companies can achieve their goals of attracting customers by understanding consumer needs and expectations, both present and future. Accurate market segmentation and well-aligned marketing strategies are essential. According to Lisnawati, the owner of Roti Laris 18 Bakery & Cake Pontianak, the business faced declining sales in 2023 due to increased competition in Pontianak's bakery market. Despite this, the company maintains product quality by using premium, healthy, and preservative-free ingredients. Compared to competitors, Roti Laris 18 offers more affordable products of similar quality. However, the brand's competitive position remains a challenge due to well-established competitors. Additionally, Roti Laris 18 products are readily available at specific locations.

This study aims to identify the influence of product quality, brand image, and price on consumers' purchasing decisions for Roti Laris 18 Bakery and Cake products in Pontianak.

II. RESEARCH METHOD

This research employs an associative research method. According to [11], "Associative research aims to determine relationships between two or more variables, enabling the construction of theories that explain, predict, and control phenomena under study."

The data in this study consist of primary and secondary data. According to [11], "Primary data are data collected directly by the researcher from the first source or where the research object is conducted." Primary data in this study were obtained through interviews and questionnaire distribution. Meanwhile, [11] defines secondary data as "data published or utilized by an organization that did not process it." The secondary data in this study include income data from the past three years and the price list available at Roti Laris 18 Bakery & Cake Pontianak.

This study employs a Likert scale. According to [11], "The Likert scale is a scale that can be used to measure an individual's attitude, opinion, and perception regarding a particular object or phenomenon." The Likert scale used in this study ranges from 1 to 5.

The study population consists of all consumers who have purchased Roti Laris 18 Bakery & Cake products. The sample comprises 100 respondents selected using purposive sampling techniques. Purposive sampling is defined as the selection of samples based on specific criteria [12]. The sampling criteria for this study include respondents aged 18 years or older, respondents who have purchased Roti Laris 18 Bakery & Cake products, and respondents residing in Pontianak.

The tests conducted in this study include validity, reliability, normality, linearity, multicollinearity, multiple regression analysis, correlation coefficient tests, and determination

coefficient (R²) tests. Hypothesis testing comprises Simultaneous Testing (F-Test) and Partial Testing (T-Test).

According to [11], "Validity indicates the extent to which a measuring instrument accurately measures what it is intended to measure (a valid measure if it successfully measures the phenomenon)." The validity test in this study is conducted using the product-moment correlation technique. The validity test criteria are met if the calculated r-value exceeds the table r-value (0.196) at a 0.05 significance level.

According to [11], "Reliability aims to determine the consistency of measurement results when the same phenomenon is measured multiple times using the same measuring instrument." The reliability test in this study is conducted using the Cronbach's Alpha technique. An instrument is considered reliable if it has a Cronbach's Alpha value greater than 0.6.

According to [11], "The normality test is conducted to determine whether the data population follows a normal distribution." The normality test in this study employs the Kolmogorov-Smirnov test. Data distribution is considered normal if the significance value is greater than 0.05.

According to [11], "The linearity test is used to determine whether there is a linear relationship between the dependent variable (Y) and the independent variables (X)." The linearity test is conducted using the test for linearity. A variable is considered to have a linear relationship if the significance value of linearity is less than 0.05.

According to [13], "The multicollinearity test aims to examine whether there is a correlation among the independent variables in the regression model." Multicollinearity is tested by observing the variance inflation factor (VIF) and tolerance value. Multicollinearity is not present if the VIF value is less than 10.00 or the tolerance value is greater than 0.10.

According to [11], "Multiple regression analysis is an extension of simple linear regression, both of which serve as tools for predicting future demand based on past data or understanding the influence of one or more independent variables on a dependent variable."

According to [11], "The correlation coefficient represents the strength of the relationship between two or more variables and also determines the direction of the relationship between these variables."

According to [11], "The coefficient of determination (R²) is a value that indicates the contribution or influence of the independent variable (X) on the dependent variable (Y)." The coefficient of determination in this study assesses the extent to which Product Quality (X₁), Brand Image (X₂), and Price (X₃) influence Purchasing Decisions (Y) at Roti Laris 18 Bakery & Cake Pontianak.

According to [11], "The purpose of hypothesis testing in multiple linear regression analysis is to determine the extent of the simultaneous influence of data group A and B (independent variables X₁ and X₂) on data group C (dependent variable Y)." Simultaneous hypotheses are considered significant if the F-table value is greater than the calculated F-value.

According to [11], "The purpose of the partial significance test of two independent variables on a dependent variable is to separately measure the impact of each independent variable on

the dependent variable." The T-test is used to assess the partial effect of each independent variable. A hypothesis is considered significant if the T-table value is greater than the calculated T-value.

III. RESULT AND DISCUSSION

Validity Test

The validity test assesses the validity of questionnaire statements. It involves correlating all item scores with the overall score, comparing the computed correlation (r-value) with the critical value (r-table). For a sample size of 100 ($df = n - 2 = 98$), with a significance level of 0.05, the r-table value is 0.196. Table 1 below presents the validity test results for variables: Product Quality (X1), Brand Image (X2), Price (X3), and Purchase Decision (Y).

TABLE 1
VALIDITY TEST RESULTS

Variable	Indicator	r value	r table	Description
Product Quality (X1)	X1.1	0,682	0,196	Valid
	X1.2	0,648		
	X1.3	0,663		
	X1.4	0,752		
	X1.5	0,727		
	X1.6	0,605		
	X1.7	0,669		
	X1.8	0,672		
Brand Image(X2)	X2.1	0,623	0,196	Valid
	X2.2	0,714		
	X2.3	0,548		
	X2.4	0,636		
	X2.5	0,680		
	X2.6	0,669		
Price (X3)	X3.1	0,683	0,196	Valid
	X3.2	0,697		
	X3.3	0,526		
	X3.4	0,639		
	X3.5	0,681		
	X3.6	0,653		
	X3.7	0,569		
	X3.8	0,766		
Purchase Decision (Y)	Y1.1	0,689	0,196	Valid
	Y1.2	0,607		
	Y1.3	0,612		
	Y1.4	0,597		
	Y1.5	0,559		
	Y1.6	0,640		
	Y1.7	0,631		
	Y1.8	0,582		
	Y1.9	0,604		
	Y1.10	0,660		

Source: Processed Data, 2025

Based on Table 1, the results show that all tested items for the variables Product Quality (X1), Brand Image (X2), Price (X3), and Purchase Decision (Y) have r-values greater than the r-table value of 0.196. Thus, all questionnaire items are valid.

Reliability Test

The reliability test examines the consistency of a measurement instrument. Cronbach's Alpha method is used,

where a variable is considered reliable if the Cronbach's Alpha value exceeds 0.60. Table 2 displays the reliability test results.

TABLE 2
RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Description
Product Quality (X1)	0,832	Reliable
Brand Image (X2)	0,714	
Price (X3)	0,809	
Purchase Decision (Y)	0,819	

Source: Processed Data, 2025

Based on Table 2, it is evident that the Cronbach's Alpha values for all variables in this study, namely Product Quality (X1), Brand Image (X2), Price (X3), and Purchase Decisions (Y), exceed 0.60. Thus, it can be concluded that all items measuring the variables Product Quality (X1), Brand Image (X2), Price (X3), and Purchase Decisions (Y) demonstrate a high level of reliability.

Classical Assumption Test

Normality Test

The method employed in this study to assess normality is the Kolmogorov-Smirnov test. If the significance value from the Kolmogorov-Smirnov test exceeds 0.05, the normality assumption can be considered fulfilled. The results of the normality test for all research variables are presented in Table 3 below.

TABLE 3
NORMALITY TEST RESULTS

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	.075
Asymp.Sig. (2-tailed)	.182 ^c

Source: Processed Data, 2025

The result of the normality test in Table 3 shows a value of $0.182 > 0.05$, indicating that the data distribution in this study is normal.

Linearity Test

The linearity test was conducted using the Test for Linearity method. The results of the linearity test between the variables Product Quality (X1) and Purchase Decision (Y), Brand Image (X2) and Purchase Decision (Y), as well as Price (X3) and Purchase Decision (Y) are presented in Table 4 below.

TABLE 4
LINEARITY TEST RESULTS

Variable	Linierity Sig	Description
Product Quality* Purchase Decision	0,000	Linier
Brand Image* Purchase Decision	0,000	
Price* Purchase Decision	0,000	

Source: Processed Data, 2025

Based on the results of the linearity test in Table 4 above, it can be observed that the significance values for the linearity of all research variables are $0.000 < 0.05$. Therefore, it can be

concluded that the relationship between the variables Product Quality (X1), Brand Image (X2), and Price (X3) with Purchase Decision (Y) is linear.

Multicollinearity Test

The purpose of the multicollinearity test is to examine whether there is a correlation among the independent variables in the regression model. Multicollinearity can be assessed by observing the Variance Inflation Factor (VIF) and the tolerance value. Multicollinearity does not occur if the VIF value is < 10.00 or the tolerance value is > 0.10. The results of the multicollinearity test in this study are presented in Table 5 below.

TABLE 5
MULTICOLLINEARITY TEST RESULTS

Variable	Tolerance	VIF
Product Quality (X1)	.595	1.681
Brand Image (X2)	.580	1.723
Price (X3)	.609	1.641

Source: Processed Data, 2025

Based on Table 5 above, the results of the multicollinearity test show that the tolerance values for the variables Product Quality (X1) is 0.595, Brand Image (X2) is 0.580, and Price (X3) is 0.609, all of which are > 0.10. Additionally, the VIF values for the variables Product Quality (X1) is 1.681, Brand Image (X2) is 1.723, and Price (X3) is 1.641, all of which are < 10.00. Therefore, it can be concluded that no multicollinearity issues exist among the three independent variables.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis using SPSS 25 software can be seen in Table 6 below.

TABLE 6
MULTIPLE LINEAR REGRESSION ANALYSIS TEST RESULTS

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.256	3.383	.001
Product Quality	.396	4.320	.000
Brand Image	.186	1.740	.001
Price	.231	2.393	.019

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 6 above, the multiple linear regression equation is:

$$Y = 1.256 + 0.396X_1 + 0.186X_2 + 0.231X_3$$

This regression equation can be explained as follows:

1. Constant (a) = 1.256: This means that if the variables Product Quality (X1), Brand Image (X2), and Price (X3) are all zero, the Purchase Decision (Y) will be 1.256.
2. Regression coefficient (b1) for Product Quality (X1) = 0.396: This indicates that for each unit increase in Product Quality, the Purchase Decision will increase by 0.396 units.
3. Regression coefficient (b2) for Brand Image (X2) = 0.186: This implies that for each unit increase in Brand Image, the Purchase Decision will increase by 0.186 units.

4. Regression coefficient (b3) for Price (X3) = 0.231: This means that for each unit increase in Price, the Purchase Decision will increase by 0.231 units.

Correlation and Determination Coefficient (R²)

The values of the correlation coefficient and determination coefficient in this study can be seen in Table 7 below.

TABLE 7
CORRELATION AND DETERMINATION COEFFICIENT (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662 ^a	.439	.421	.19347

Predictors: (Constant), Price, Product Quality, Brand Image

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

The correlation coefficient in this study was calculated using the Product Moment method, with an R value of 0.662, indicating a moderate correlation. The coefficient of determination (R²) is 0.439. This means that 43.9% (1 × 0.439 × 100%) of the variation in Purchase Decision can be explained and influenced by Product Quality, Brand Image, and Price. The remaining 56.1% is influenced by other variables not examined in this study.

Simultaneous Effect Test (F Test)

The results of the simultaneous test (F test) in this study can be seen in Table 8 below:

TABLE 8
SIMULTANEOUS EFFECT TEST (F TEST) RESULTS

Model	Sum of Squares	Mean Square	F	Significance
Regression	2.807	.936	24.993	.000 ^b
Residual	3.593	.037		

Dependent Variable: Purchase Decision

Predictors: (Constant), Price, Product Quality, Brand Image

Source: Processed Data, 2025

Based on Table 8 above, it can be seen that the F-test result shows an F value of 24.993 > F table value of 3.09, with a significance value of 0.000 < 0.05. Therefore, it can be concluded that the variables Product Quality (X1), Brand Image (X2), and Price (X3) simultaneously (together) have a significant effect on Purchase Decision (Y).

Partial Effect Test (T Test)

The results of the partial test (T test) in this study can be seen in Table 9 below

TABLE 9
PARTIAL EFFECT TEST (T Test) RESULT

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.256	3.383	.001
Product Quality	.396	4.320	.000
Brand Image	.186	1.740	.001
Price	.231	2.393	.019

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 9 above, the results of the partial test (T test) can be explained as follows:

1. The t-value for Product Quality (X1) is $4.320 > t$ -table value of 1.660, and the significance value is $0.000 < 0.05$. Thus, it can be concluded that Product Quality (X1) has a significant partial effect on Purchase Decision (Y).
2. The t-value for Brand Image (X2) is $1.740 > t$ -table value of 1.660, and the significance value is $0.001 < 0.05$. Therefore, it can be concluded that Brand Image (X2) has a significant partial effect on Purchase Decision (Y).
3. The t-value for Price (X3) is $2.393 > t$ -table value of 1.660, and the significance value is $0.019 < 0.05$. Hence, it can be concluded that Price (X3) has a significant partial effect on Purchase Decision (Y).

The Effect of Product Quality, Brand Image, and Price on Purchase Decision

Based on the results of the hypothesis testing simultaneously (F test), the calculated F value is $24.993 > F$ table value of 3.09, with a significance value of $0.000 < 0.05$. This indicates that there is a simultaneous effect of Product Quality, Brand Image, and Price on Purchase Decision. The result of the F test also shows a positive relationship among the three variables. Therefore, it can be concluded that **H1**, which states that Product Quality, Brand Image, and Price have a positive and significant effect on Purchase Decision, is **accepted**.

The findings of this study align with the research conducted by [14], [15], which showed that Product Quality, Brand Image, and Price have a positive and significant effect on Purchase Decision.

The Effect of Product Quality on Purchase Decision

Based on the results of the hypothesis testing partially (T test), the calculated t value is $4.320 > t$ table value of 1.660, with a significance value of $0.000 < 0.05$. This indicates that there is a partial effect of Product Quality on Purchase Decision. The result of the t test also shows a positive relationship between the two variables. Therefore, it can be concluded that **H2**, which states that Product Quality has a positive and significant effect on Purchase Decision, is **accepted**.

The findings of this study are in line with the research conducted by [16], [17], which showed that Product Quality has a positive and significant effect on Purchase Intention.

The Effect of Brand Image on Purchase Decision

Based on the results of the hypothesis testing partially (T test), the calculated t value is $1.740 > t$ table value of 1.660, with a significance value of $0.001 < 0.05$. This indicates that there is a partial effect of Brand Image on Purchase Decision. The result of the t test also shows a positive relationship between the two variables. Therefore, it can be concluded that **H3**, which states that Brand Image has a positive and significant effect on Purchase Decision, is **accepted**.

The findings of this study are in line with the research conducted by [18], [19], which showed that Brand Image has a positive and significant effect on Purchase Decision.

The Effect of Price on Purchase Decision

Based on the results of the hypothesis testing partially (T test), the calculated t value is $2.393 > t$ table value of 1.660, with a significance value of $0.019 < 0.05$. This indicates that

there is a partial effect of Price on Purchase Decision. The result of the t test also shows a positive relationship between the two variables. Therefore, it can be concluded that **H4**, which states that Price has a positive and significant effect on Purchase Decision, is **accepted**.

The findings of this study align with the research conducted by [20], [21], which showed that Price has a positive and significant effect on Purchase Decision.

IV. CONCLUSIONS

Based on the results of the tests and discussions that have been carried out, it can be concluded that the variables of Product Quality, Brand Image, and Price simultaneously and partially have a positive and significant influence on Consumer Purchasing Decisions on Roti Laris 18 Bakery & Cake products in Pontianak. Good product quality, positive brand image, and prices that are in accordance with consumer purchasing power play a very important role in influencing consumer decisions to buy products. If companies are able to maintain consistent product quality, create a strong brand image, and offer affordable prices, purchasing decisions will increase. This shows that companies must focus on these aspects to win the competition in an increasingly tight market. Future research can develop broader variables, such as promotional factors, consumer experience, or after-sales service that can also influence purchasing decisions. In addition, research can be expanded to cover other geographic areas or other industrial sectors to get a more comprehensive picture of the factors that influence purchasing decisions. Based on these findings, it is recommended that Roti Laris 18 Bakery & Cake maintain good product quality, continue to build and strengthen brand image, and maintain competitive prices in order to remain competitive in the market. In addition, it is important for companies to pay attention to feedback from consumers to improve the quality of products and services, as well as conduct more intensive promotions through various channels to make them more accessible to consumers.

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