



Received: June 10, 2024

Revised: July 25, 2024

Accepted: August 05, 2024

*Corresponding author: Indah Mutia Sari, Department of Management, Faculty of Economic and Business, Universitas Pelita Bangsa, Bekasi, Indonesia

E-mail: mutiarasariindah8@gmail.com

MARKETING | RESEARCH ARTICLE

The Influence of Brand Image, Price, and Product Quality on Purchasing Decisions for iPhone Products

Indah Mutia Sari ^{1*}, A. Asral²

^{1,2,3}Department of Management, Faculty of Economics and Business, Universitas Pelita Bangsa, Bekasi, Indonesia. Email: mutiarasariindah8@gmail.com^{1*}, asral.dasril@gmail.com²

Abstract: This study is designed to examine the impact of Brand Image, Price, and Product Quality on Purchasing Decisions for iPhone products, especially in competition with other brands. The increasingly competitive condition of the cellphone market, especially with the emergence of iPhone products as a basic necessity in an ever-growing era, also affects the company's strategy for maintaining its position in the market. In addition, this study also aims to identify the most dominant factor influencing the purchase decision of iPhone products between Brand Image, Price, or Product Quality. The survey method was chosen to collect information from 96 respondents of potential iPhone product users at Universitas Pelita Bangsa, specifically from the class of 2020 students at the Faculty of Economics, Business Management Study Program. In this research, the approach applied is quantitative, using questionnaires and literature studies as data collection techniques. Data analysis was carried out through several methods, including validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing. Based on the t-test results, a calculated t-value of 2.861 with a significance level of 0.005 was obtained, indicating acceptance of the initial hypothesis. This confirms the significant and positive effect of brand image on purchasing decisions. The t-test results on the price variable produced a t-value of 8.009 with a significance level of 0.00, which indicates that the second hypothesis is accepted. This shows that price partially has a positive and significant influence on purchasing decisions. Meanwhile, the product quality variable obtained from the t-test results shows a calculated t-value of 2.022 with a significance of 0.046, stating the acceptance of the third hypothesis and indicating a positive and significant effect of product quality on purchasing decisions. Based on these findings, it can be concluded that 81.5% of purchasing decisions are influenced by a combination of brand image, price, and product quality variables, while the other 18.5% are influenced by other variables not examined in this study.

Keywords: Brand Image, Price, Product Quality, Purchasing Decisions.

JEL Classification Code: M31, D12, L15, C83, L81, O33

1. INTRODUCTION

Technology development throughout history has progressed significantly, both in business and communication. One of the most crucial results of technological development is the mobile phone. Starting from the telecommunication innovation by Alexander Graham Bell in 1876, communication technology continued to develop until the 21st century, which was marked by the smartphone revolution. This revolution began with the launch of the iPhone by Apple in 2007. The arrival of the first iPhone brought about major changes in the design and functionality of mobile phones and easy access to applications through the App Store, making mobile phones a versatile and essential tool in everyday life. Along with developing an increasingly competitive mobile phone market, various new



brands have emerged, offering products that vary in features and prices. This condition creates challenges for companies in maintaining their market share. Amid this intense competition, factors such as brand image, price, and product quality become important aspects that influence consumer purchasing decisions. This phenomenon emphasizes the importance of an in-depth understanding of how these three variables contribute to purchase decisions, particularly in competition between iPhone and other mobile phone brands. The main problem to be answered in this study is how brand image, price, and product quality affect iPhone purchasing decisions. This question is relevant given the intense competition in the mobile phone market. This competition demands innovation and improvement in marketing strategies to meet changing consumer expectations. This research focuses on Pelita Bangsa University students as respondents. The selection of this segment is based on students' diverse and critical characteristics towards technology, which can provide valuable insights into the factors that influence their purchasing decisions.

Recent research shows that various factors influence consumer purchasing decisions for technology products. According to Michael et al. (2021), brand image is a key factor influencing purchasing decisions. This study shows that a positive perception of a brand can increase the likelihood of consumers choosing that product, especially in a competitive market. Salsabila (2021) also emphasized that the decision to buy a product is not only influenced by brand image factors but also by product quality, purchase method, and time and place of purchase. Another study cited by Novalia and Muhtarom (2020) states that brand image is built based on information and consumers' past experiences with a brand. Tjiptono, quoted by Novalia Muhtarom, states that brand image describes consumers' associations and beliefs about a brand. This reflects how consumers see, identify, and value a brand based on their observations and beliefs.

Besides the brand image, the price also plays an important role in consumer purchasing decisions. Soeprihanto and Sumarni in Novalia Muhtarom (2020) define price as the money needed to obtain a certain combination of goods and services. Prices that are considered reasonable and affordable by consumers tend to increase satisfaction and ultimately influence purchasing decisions. In the context of competition with other brands, an effective pricing strategy is essential to attract consumers and maintain market share. Product quality is also an important factor influencing purchasing decisions. Yanto, as Marpaung et al. (2021) reported, states that product quality is an effort to meet or exceed consumer expectations. High product quality tends to increase the tendency of consumers to choose these products because they meet the expected standards. Brata in Ristanti & Iriani (2020) also emphasize that product quality is crucial in supporting purchasing decisions. Companies must ensure that their products meet technical standards and provide a satisfying experience for consumers.

While various studies have addressed the influence of brand image, price, and product quality on purchase decisions, some gaps must be addressed. Previous studies often focus on one or two factors in a broader market context without considering the complex interactions between the three variables in a specific context, such as the competition between iPhone and other mobile phone brands. Previous research also tends to pay little attention to dynamic changes in consumer preferences and how new technological innovations affect their perceptions of price and quality. The existing literature often does not provide an in-depth understanding of how these factors play a role in purchasing decisions in the context of higher education or specific demographic segments such as university students. Therefore, there is a need for studies that not only explore the individual influences of brand image, price, and product quality but also examine their interactions in the context of intense market competition.

Data from TrendForce shows smartphone sales in Indonesia from 2022 to 2023. This data illustrates how Apple, with its iPhone, is closing the gap with Samsung and competing to be the global market leader by 2023. Samsung still leads in the production rankings, shipping 53.9 million units, despite a 12.4% quarter-on-quarter decline. Global economic challenges, fierce competition, and the waning effect of Samsung's flagship phone launch at the beginning of the year affected Samsung's production performance which lagged behind the same period last year. Apple's production in the second quarter is usually lower due to the transition between old and new models. Output for the second quarter totaled 42 million units, down 21.2% from the previous quarter. The upcoming

iPhone 15/15 Plus is expected to face bottlenecks due to sub-optimal CMOS Image Sensor yields, potentially affecting production performance. Apple and Samsung compete fiercely in their annual production projections, and if the iPhone 15 series meets market expectations, Apple has a chance to replace Samsung as the global market leader.

This study aims to answer the following questions: How much influence does the brand image have on iPhone purchasing decisions? How does price affect iPhone purchasing decisions? And how does product quality play a role in iPhone purchase decisions? Based on the gap analysis that has been identified, this research seeks to make a new contribution by holistically analyzing how these three factors interact with each other and influence iPhone purchasing decisions among the 2020 batch of students from the Pelita Bangsa University Faculty of Business Management. This research is expected to fill the gap in the literature by providing more comprehensive empirical insights into the factors that influence iPhone purchasing decisions in the context of increasingly fierce cellphone market competition. The novelty of this research lies in its comprehensive approach to analyzing the simultaneous influence of brand image, price, and product quality, as well as the practical implications for more effective marketing strategies in the face of changing market dynamics.

This study makes an important contribution by providing empirical insights into the influence of brand image, price, and product quality on iPhone purchase decisions, especially in a competitive market. These results are expected to assist companies in designing more effective marketing strategies to attract and retain consumers. The study also underscores the importance of innovation and customization of marketing strategies to remain relevant and competitive in a changing market. By understanding how consumers prioritize these factors, companies can better design products and marketing campaigns that meet the needs and expectations of their target market. This will increase purchase decisions and help companies maintain their competitive advantage in the highly dynamic smartphone market. This research contributes to developing marketing management theory and real business practice, offering useful insights for more competitive and sustainable strategies in the smartphone industry.

2. LITERATURE REVIEW

2.1. Purchase Decision

According to Kotler and Armstrong in Rijadi & Hidayat (2019), a purchase decision is a stage in the decision-making process where consumers purchase a product. This process involves various steps ranging from problem recognition, information search, and alternative evaluation to finally deciding to buy a product and evaluating whether consumers are satisfied with the product that has been purchased. Kotler and Angga Yudha in Hakim & Saragih (2019) added that purchasing decisions are a series of processes starting from problem recognition, followed by information search, evaluation of existing alternatives, to finally making purchasing decisions and evaluating the results of these purchases. Consumers who are satisfied with the products they buy usually show joyful behavior, which reflects their satisfaction. This consumer behavior is defined as actions and processes in a social context carried out by individuals, groups, and organizations in obtaining, using products, and interacting with experiences and other resources to meet their needs. In marketing, understanding and directing consumer behavior is very important, especially since consumer needs are often not fully met.

Two main factors influence purchase intentions in purchasing decisions for a preferred product or brand. The first factor is the influence of other people's attitudes, and the second is unexpected situational circumstances. After purchase, consumers will experience post-purchase behavior, which is a feeling of pleasure or disappointment that arises from comparing the product's performance or results with the expectations previously set. If the product performance does not meet expectations, consumers will feel dissatisfied. However, if the performance matches or even exceeds expectations, consumers will feel satisfaction and pleasure.

Hanaysha in Darmawan & Arifin (2021) explains several factors influencing consumer purchasing decisions, including corporate social responsibility, social media marketing, store environment, perceived value, and sales promotion. Corporate social responsibility involves a company's efforts to contribute to social and environmental well-being, which can influence consumer perceptions of the brand. Social media marketing includes a company's strategy to promote products and interact with consumers through social media platforms, which shapes purchasing decisions. The store environment includes the physical elements and in-store atmosphere that can influence consumers' shopping experience. Perceived value is the consumer's perception of the product's benefits compared to the cost they spend. Sales promotion involves marketing tactics designed to increase sales in the short term, such as discounts and special offers.

Simamora in Lestari et al. (2020) identifies five main indicators in purchasing decisions. First, decisions about product types involve understanding consumer preferences for product attributes such as size, quality, and style so that companies can increase the attractiveness of their products. Second, decisions about product form include consumers' consideration of the visuals of the products they want to buy, so companies need to create attractive displays. Third, decisions about brands involve the company's understanding of how consumers choose the brands to buy, which requires an in-depth understanding of the consumer decision-making process for brands. Fourth, decisions about the seller include choosing the location where the product is sold, so consumers must make decisions regarding the place of purchase. Fifth, decisions about the number of products include determining the number to purchase at a certain time. Hence, companies need to provide products that suit the needs and desires of diverse consumers. This literature review shows that the purchase decision is a complex process influenced by various factors, including brand image, price, product quality, and environmental and social factors. Understanding these dynamics is important for companies to develop effective marketing strategies that meet consumer expectations. This study seeks to fill the gap in the literature by examining the interaction between these variables in the specific context of mobile phone market competition, which provides insights into how firms can steer consumer behavior to achieve a competitive advantage in the market.

2.2. Brand Image

According to Darmansyah & Yosepha (2020), cited by Donni, brand image is a combination of impressions created in people's minds about a company. This image is related to the business name and includes architecture, product variety, tradition, ideology, and perceptions about the quality of communication employees play when interacting with clients. Brand image is a collection of tangible and intangible attributes, including ideas, beliefs, values, interests, and traits that make it feel unique. Visually and collectively, the brand image always represents all internal and external characteristics that affect how the brand is enjoyed by the target market or customers (Saripudin & Faihaputri, 2021). Meanwhile, Kotler and Armstrong in Mukarromah & Rofiah (2019) define brand image as consumers' assumptions towards products from a company. They emphasize that brand image must always be remembered quickly in customers' minds and conveyed through various media. Companies need to maintain and spread their brand image through existing means of communication on an ongoing basis because, without a strong brand image, companies will have difficulty attracting new customers and creating loyalty from existing consumers. Without such brand strength, it will be difficult for companies to maintain or increase their customer base.

As explained by Keller in Suardhita et al. (2019), factors that influence brand image include product excellence and brand strength. Product excellence emphasizes how a product can stand out from the competition and thus contribute to brand image formation. Brand strength relies on the information entering into consumer memory and how the information persists, which then becomes part of the brand image. The strength of this brand association is determined by the volume of information processing that occurs during the encoding process.

According to Ratri, cited in Apriani & Bahrin (2021), brand image indicators include product attributes, consumer benefits, and brand personality. Product attributes refer to the characteristics



inherent in a particular brand, including packaging, taste, and price. Consumer benefits are the benefits obtained from using products of a particular brand. Brand personality describes the association of personality characteristics the brand possesses as if the brand were a person. These indicators help form consumer perceptions about the brand and play an important role in purchasing decisions. Understanding brand image is very important for companies when designing effective marketing strategies. By knowing the factors that influence brand image and the indicators that shape it, companies can better craft strong brand communications, increase competitive advantage, and build long-term relationships with consumers. A positive brand image not only attracts new consumers but also increases the loyalty of existing customers so that companies can maintain and expand their market share amid increasingly fierce competition.

2.3. Price

Every company is competing to offer competitive prices to attract buyers to its products. Price is considered one of the important elements in market competition. According to Fandy Tjiptono, as quoted by Adhitama & Laily (2021), price is the single element in the marketing mix that generates revenue for the company. On the other hand, Kotler & Armstrong (2015: 312) define price as the amount of money that must be paid for a product or service, which is the total value consumers exchange to get the benefits of owning or using the product or service. According to Hakim & Saragih (2019), price is a critical component that determines a company's success because it determines the level of profit obtained from the sale of its products, be it goods or services. Larika Ekowati (2020) quoted Stanton, who stated that price is a key element in the competition to sell industrial and consumer goods. Some experts also argue that price is the amount of money that may also involve the exchange of goods, which is needed to obtain a combination of products and services.

The value of a product is reflected in the price, which affects the profit earned by the producer. Therefore, it is important for producers to give special consideration to pricing because this is also a factor consumers consider in purchasing decisions (Teddy & Zuliastiana, 2020). Competitive and proportional prices not only influence purchasing decisions but also determine the competitiveness of companies in an increasingly competitive market. Ardista Wulandari in Sari & Prihartono (2021) state that several main factors influence price. First is the demand analysis of a product, which involves two steps: analyzing the price expected by consumers and the difference in sales based on that price. This analysis helps companies understand the price level acceptable to the market and how price variations affect sales volume. Second is competitor response, where competitors are a major component driving price formation, mainly due to the expected threat of competition. Companies should consider competitors' pricing strategies to set competitive and attractive prices to consumers.

According to Stanton in Rahayu (2021), there are four price indicators that companies must pay attention to. First, the price offered must reflect affordability, which is flexible and in accordance with the financial capabilities of consumers. This means that the product's price must be adjusted to the purchasing power of consumers to ensure that the product remains within the reach of the target market. Second, the price given must be proportional to the quality obtained from the product, indicating a match between price and product quality. Consumers tend to compare the quality of the product with the price paid to ensure that they get value for money. Third, the price set should be proportional to consumers' benefits, indicating price competitiveness. This reflects that the price should reflect the additional benefits or advantages the product offers compared to competing products. Fourth, the benefits consumers perceive should match the price they pay, emphasizing the match between the price and the benefits provided. Consumers who feel the price is comparable to the benefits obtained will be more likely to feel satisfied and loyal to the brand or product. This literature review emphasizes that price is important in consumer purchasing decisions and corporate strategy. Companies can develop effective pricing strategies by understanding the factors that influence pricing and relevant pricing indicators. This strategy not only helps in attracting consumers but also in maintaining a competitive advantage in the market. A properly set price can increase the product's perceived value, influence consumer satisfaction, and encourage customer loyalty.



Companies need to continuously adjust their prices to reflect market dynamics and changes in consumer preferences to achieve long-term success.

2.4. Product Quality

Product quality is a key concept in marketing and product management, where quality is the main measure that determines the success of a product in the market. According to Susanto Cahyono (2021), who quotes Kotler and Armstrong, a product is anything that can be offered to the market to attract attention or consumption, which is able to fulfill certain wants or needs. They also state that product quality is the ability of a product to demonstrate its performance and functions. This definition emphasizes that product quality is a measure or level of good and bad products consisting of factors inherent in goods and services, so consumers can use the product. Product quality reflects the totality or features of products and services that include everything expected by customers. Dzulkharnain (2020) defines product quality as the ability or capacity of a product to perform its functions, which include durability, excellence, accuracy, facilities, and service. Meanwhile, as cited by Rijadi Hidayat (2019), Kotler and Armstrong define product quality as the overall excellence or quality of a product or service related to consumer expectations. Product quality plays an important role in meeting consumer expectations and increasing their satisfaction, affecting product loyalty and preference.

According to Assauri in Pratiwi et al. (2020), product quality is the main factor that companies must consider because it is directly related to consumer satisfaction and is an important element in efforts to improve or maintain a position in the market. Good product quality meets consumer expectations and improves the company's brand image and competitiveness in a competitive market. Assauri in Azahari & Hakim (2021) states that product quality is influenced by three main factors: function, form, and cost of goods. Function refers to the product's ability to perform the expected task or function. Form refers to the product's physical characteristics, including design and shape that affect visual appeal and ease of use. Cost of goods reflects the efficiency in production and the price offered to consumers. These three factors are interrelated in determining the overall quality of the product.

Hakim Saragih (2019), citing the opinions of Kotler, Keller, and Bob Sabran, explained that product quality indicators include several important aspects. First is performance, which is a fundamental operational characteristic of a product and reflects how well the product functions according to its purpose. Second, durability, which measures how long a product can last before it needs to be replaced, and how often consumers have to replace the product based on the level of wear and tear. Third, conformance to specifications relates to how well the product meets the specifications set by consumers and the absence of defects. Fourth, features, which refer to characteristics designed into the product to increase functionality or appeal to consumers. Fifth, reliability measures the probability that the product will function satisfactorily over some time and how unlikely it is to break down. Sixth, aesthetics, which relates to the product's visual appearance that affects consumer appeal. Seventh, perceived quality includes consumers' assessment of quality based on their perceptions, even though they may not have complete information about the product. Finally, serviceability includes quick and easy repair capabilities as well as the skill and friendly attitude of the service staff. These factors and indicators provide a comprehensive picture of how product quality can be measured and improved. High product quality is the key to achieving consumer satisfaction, building loyalty, and strengthening a company's position in the market. By focusing on performance, durability, specifications, features, reliability, aesthetics, quality impression, and ease of service, companies can develop products that meet and exceed consumer expectations. Consistent efforts in maintaining and improving product quality will help companies maintain a competitive advantage and achieve long-term success in a dynamic market.

3. RESEARCH METHOD AND MATERIALS

3.1. Type of Research

This research adopts a quantitative approach, prioritizing objective measurement of social phenomena. This approach emphasizes using numbers to obtain more accurate and focused information (Melati & Dwijayanti, 2020). This study, titled "The Effect of Brand Image, Product Quality" explores the influence of brand image, product quality, and Price on Purchasing Decisions for iPhone Products." This study focuses on determining whether and how the brand image, price, and product quality influence purchasing decisions. The focus of this study is to determine whether and to what extent these factors influence consumer decisions to buy iPhone products.

3.2. Place and Time of Research

This research was conducted at Universitas Pelita Bangsa, Cikarang, with a duration of six months, from January to June 2024. The schedule of research activities included guidance in January, questionnaire collection in February, interviews in February to March, data analysis in April to May, data processing in May, thesis checking in June, and thesis examination at the end of June. Each research phase was designed to ensure data collection and analysis were conducted systematically and effectively.

3.3. Operational Definition of Research Variables

The variables operationalized in this study include several dimensions. For purchasing decisions, as revealed by Simamora in Lestari et al. (2020), the dimensions measured include decisions about the type of product, product form, brand, seller, and the number of products to be purchased. This decision reflects consumer preferences for the products offered, based on various product attributes and available choices. Based on Ratri in Apriani & Bahrin (2021), brand image consists of product attributes, including price and packaging, consumer benefits that refer to the use value of the product, and brand personality, which is an association of brand characteristics. According to Stanton in Rahayu (2021), the price variable has several indicators, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with the benefits obtained by consumers. The price offered must be flexible and in accordance with the financial capabilities of consumers, proportional to the quality obtained, reflect the benefits received, and be in line with the benefits felt by consumers. Meanwhile, based on Kotler's definition in Hakim & Saragih (2019), product quality includes performance, durability, conformity to specifications, features, reliability, aesthetics, quality impression, and serviceability. Product performance is associated with basic operational characteristics, while durability measures the time a product lasts before it needs to be replaced. Conformance to specifications measures how well the product meets set standards. Features are characteristics that enhance the functionality of the product. Reliability reflects the probability of the product to function satisfactorily. Aesthetics relates to visual appearance, impression of quality is consumers' judgment of quality based on their perception, and serviceability includes the ease and speed of repair and the expertise of service staff.

3.4. Population and Sampling

In this study, the population is defined as students of the management study program class of 2020 FEB Universitas Pelita Bangsa who have purchased iPhone products. This population is considered infinite because the number is not known with certainty (Rasyid & Indah, 2018). Therefore, a purposive sampling technique was used to determine the sample size. This technique refers to the Lemeshow formula used to determine the sample size in large and infinite populations. Based on the calculation of Lemeshow's formula with a confidence level of 95% and a sampling error



of 10%, the number of samples taken was 96 respondents. Respondents were selected based on the criteria of management study program students class of 2020 FEB Pelita Bangsa University who have purchased iPhone products.

3.5. Data Collection Methods

The data collection techniques in this study included two main methods. First, questionnaire data was collected using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This questionnaire contains questions directly related to brand image, price, and product quality, as well as purchasing decisions, to ensure the level of agreement from respondents. Second, a literature study was conducted by collecting documents, articles, and theories relevant to the research, to support and strengthen the data obtained from the questionnaire.

3.6. Data Source

This study uses primary and secondary data. Primary data was obtained directly from questionnaires given to respondents, which contained questions regarding brand image, price, product quality, and purchasing decisions. Secondary data is obtained from various sources, including books, scientific journals, and published documents relevant to the research. This data serves as support in the discussion and analysis of research results. According to Indah et al. (2020), the data used in this study are quantitative data obtained through questionnaire scores filled out by respondents and measured using a numerical scale.

3.7. Data Analysis Method

Data analysis methods were used to gain relevance from the data collected to understand the relationship between the research variables. The data analysis process was conducted using SPSS software. First, validity and reliability tests were conducted to ensure the validity and consistency of the measurement tools. According to Hurdawaty & Madaniyah (2020), validity is tested by comparing the r_{count} and r_{table} values, while reliability is tested using Cronbach Alpha (α), where an α value of more than 0.6 is considered reliable. Second, the classical assumption test includes normality, multicollinearity, and heteroscedasticity tests. The normality test uses the Kolmogorov-Smirnov Test to determine the normality distribution of the data (Nurchahyo & Riskayanto, 2018). The multicollinearity test is carried out by looking at the Variance Inflation Factor (VIF) value and the Tolerance value, where the VIF value is less than or equal to 10 and the Tolerance value is more than or equal to 0.1 indicating the absence of multicollinearity. The heteroscedasticity test is carried out to verify whether the residual variance shows inequality between one observation and another, with observations on the pattern of data points.

Third, multiple linear regression analysis is used to understand the effect of the independent variables, namely brand image, price, and product quality, on the dependent variable, namely purchasing decisions. The multiple linear regression equation used is $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, where Y is the purchase decision, a is a constant, b_1 , b_2 , and b_3 are the regression coefficients of each independent variable, and e is the standard error (Ani et al., 2022). Finally, hypothesis testing is carried out with the individual parameter significance test (T test), which compares the t table value with the t count to determine the significant effect of the independent variable on the dependent variable (Nurchahyo & Riskayanto, 2018). This test is carried out at a significance level of 5%, with the regression model considered significant if the t value is greater than the t table. The coefficient of determination (R^2) is used to assess how well the independent variable explains the variation in the dependent variable, with a higher R^2 value indicating better explanatory capacity (Ani et al., 2022). This overall analysis method is designed to comprehensively understand the influence of brand image, price, and product quality on iPhone purchasing decisions among Universitas Pelita Bangsa students.

This research is expected to provide deep insight into how these factors influence consumer behavior and assist in developing more effective marketing strategies in a competitive market.

4. RESULTS AND DISCUSSION

4.1. Demography of Respondent

Table 1. Age Distribution of Respondents

Age Category	Number of Respondents	Percentage
Less than 20 years	2	2%
21 - 25 years	79	82%
26 - 30 years	15	16%
31 - 35 years old	0	0%
Over 35 years old	0	0%
Total	96	100%

Table 2: Gender distribution of respondents

Gender	Number of Respondents	Percentage
Female	52	54%
Male	44	46%
Total	96	100%

Table 3. Occupational Distribution of Respondents

Jobs	Number of Respondents	Percentage
Self-employed	71	74%
Student	13	14%
More	10	10%
ASN	2	2%
Total	96	100%

Table 4. Income Distribution of Respondents

Revenue	Number of Respondents	Percentage
Less than Rp. 500.000	2	2%
Rp. 500.000 - Rp. 2.500.000	10	11%
Rp. 2.500.000 - Rp. 5.000.000	52	54%
More than Rp. 5.000.000	30	31%
More	2	2%
Total	96	100%

4.2. Statistical Result

Based on the PLS analysis is carried out in three stages: outer model analysis, inner model analysis, and hypothesis testing. Outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). Outer model analysis can be seen from several indicators: Convergent validity, Discriminant validity, Un-dimensionality. Meanwhile, the inner model/structural analysis of the model is carried out to ensure that the structural model built is robust and accurate. The evaluation of the inner model can be seen from several indicators which include: Coefficient of determination (R^2), Predictive Relevance, Goodness of Fit Index (GoF) (Azizah et al., 2022; Farida & Ardiansyah, 2022).

a) Validity Test

The quality of the questionnaire as a research tool can be measured through a validity test to determine the validity of the tool. A questionnaire is said to be valid if it can reveal the aspects that the research wants to measure, in accordance with the opinion of Hurdawaty Madaniyah (2020). Based on the validity test results using degrees of freedom ($df = n - 2 = 96 - 2 = 94$) and a significance level ($\alpha = 0.05$), the r table value of 0.263 was obtained. This shows that a question item is considered valid if the calculated r value is greater than r table and has a positive value. This analysis was carried out using SPSS version 22, where the results showed the validity of each variable studied.

The correlation results of the question items in the validity test for the "Brand Image" variable can be seen in the table presented below:

Table 5. Brand Image Validity Test Results Data (X1)

Question	R Count	R Table	Description
X1.1	0,711	0, 263	Valid
X1.2	0,757	0, 263	Valid
X1.3	0,748	0, 263	Valid
X1.4	0,595	0, 263	Valid
X1.5	0,611	0, 263	Valid
X1.6	0,337	0, 263	Valid

Based on information from table 5, there are 6 question items for the Brand Image variable, where the calculated r value of each item is between 0.337 and 0.757, with a calculated r value greater than 0.263. Since the correlation value of each item is greater than 0.263 and each question shows a significant correlation ($\alpha > 0.05$), it can be concluded that the data is valid. Furthermore, the results of the correlation between the question items from the validity test for the Price variable are presented in table 6.

Table 6. Data on Price Vaiditas Test Results (X2)

Question	R Count	R Table	Description
X2.1	0,678	0, 263	Valid
X2.2	0,480	0, 263	Valid
X2.3	0,527	0, 263	Valid
X2.4	0,760	0, 263	Valid
X2.5	0,719	0, 263	Valid
X2.6	0,661	0, 263	Valid
X2.7	0,472	0, 263	Valid
X2.8	0,482	0, 263	Valid

Based on the data in table 6, the results of the validity test for the price variable with 8 question items turned out to have r count > 0.263 where the value of the eight question items was between 0.472 - 0, 760. because the correlation value is greater than 0.263 with each question significantly correlated ($\alpha > 0.05$), it can be said that the data is valid. Furthermore, the results of the question item correlation of the validity test for the Product quality variable can be seen in table 7:

Table 7. Product Quality Validity Test Results Data (X3)

Question	R Count	R Table	Description
X3.1	0,649	0, 263	Valid
X3.2	0,625	0, 263	Valid
X3.3	0,687	0, 263	Valid
X3.4	0,555	0, 263	Valid
X3.5	0,616	0, 263	Valid
X3.6	0,592	0, 263	Valid
X3.7	0,600	0, 263	Valid

Question	R Count	R Table	Description
X3.8	0,725	0, 263	Valid

Based on the data in Table 7, the validity test results for the Brand Quality variable with 8 question items turned out to have $r_{count} > 0.263$ where the value of the eight question items was between 0.555 - 0.725. Because the correlation value is greater than 0.263 with each question correlating significantly ($\alpha > 0.05$) so it can be said that the data is valid, furthermore, the results of the question item correlation from the validity test for the Purchase Decision variable can be seen in Table 8:

Table 8. Validity Test Results Data Purchasing decisions (Y)

Question	R Count	R Table	Description
Y1	0,854	0, 263	Valid
Y2	0,679	0, 263	Valid
Y3	0,858	0, 263	Valid
Y4	0,658	0, 263	Valid
Y5	0,511	0, 263	Valid
Y6	0,435	0, 263	Valid
Y7	0,619	0, 263	Valid
Y8	0,610	0, 263	Valid
Y9	0,294	0, 263	Valid
Y10	0,333	0, 263	Valid

Based on the data in Table 8, the validity test results for the Purchase Decision variable with ten question items turned out to have $r_{count} > 0.263$, where the value of the ten question items was between 0.294 and 0.858. Because the correlation value is greater than 0.263, with each question significantly correlated ($\alpha > 0.05$), it can be said that the data is valid.

b) Reliability Test

A reliability test is a tool for measuring a questionnaire that contains variable indicators. Hurdawaty and Madaniyah (2020) suggest that the questionnaire is said to be reliable if people's responses to statements are consistent over time. SPSS provides a way to measure reliability using the Cronbach Alpha (α) statistical test > 0.6 or greater than 0.6.

Table 9. Reliability Test Results

Variables	Cronbach's Alpha	Number of Items	Description
Brand Image (X1)	0.704	6	Reliable (Cronbach's Alpha > 0.6)
Price (X2)	0.745	8	Reliable (Cronbach's Alpha > 0.6)
Product Quality (X3)	0.768	8	Reliable (Cronbach's Alpha > 0.6)
Purchase Decision (Y)	0.789	10	Reliable (Cronbach's Alpha > 0.6)

Table 9 presents the reliability test results for the Brand Image (X1), Price (X2), Product Quality (X3), and Purchase Decision (Y) variables. The reliability test is carried out using Cronbach's Alpha, where a value of more than 0.6 indicates that the question items on the variable are consistent and reliable. The Brand Image variable (X1) with 6 question items has a Cronbach's Alpha value of 0.704, indicating that this variable is reliable. The Price variable (X2) measured using 8 question items shows a Cronbach's Alpha value of 0.745, indicating adequate reliability. Furthermore, the Product Quality variable (X3) with 8 question items has a Cronbach's Alpha value of 0.768, which is also greater than the critical value of 0.6, so this variable is declared reliable. Finally, the Purchase Decision (Y) variable, measured using 10 question items, had a Cronbach's Alpha value of 0.789, also greater than the critical value, indicating high reliability of the question items for this variable. These overall results indicate that the questionnaire used in this study is reliable for measuring the variables under study.

c) Normality Test

According to Nurcahyo & Riskayanto (2018) the normality test aims to determine whether each variable is normally distributed. The Kolmogorov - Smirnov Test statistical test is carried out to test whether the data is normally distributed. Residuals are normally distributed if they have a significance value > 0.05 . And this can be detected by looking at the distribution of data (points) on the diagonal axis of the graph or by looking at the residual histogram.

Table 10. Kolmogorov-Smirnov Normality Test Result Data

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.04341962
Most Extreme Differences	Absolute	.067
	Positive	.067
	Negative	-.055
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Table 10 shows that the significance value is $0.200 > 0.05$, so it can be concluded that the residual value is normally distributed.

d) Multicollinearity Test

According to Nurcahyo & Riskayanto (2018) multicollinearity test aims to test whether regression capital finds a correlation between independent variables. A good regression model should not have a high level of correlation between independent variables. A common testing method is to look at the value of the inflation factor (VIF) and tolerance in the regression model. If the VIF value is ≤ 10 , and the amount of Tolerance is a guideline for a regression model free of multicollinearity, namely the Tolerance value ≥ 0.1 . Then the regression model does not occur Multicollinearity. The multicollinearity results can be seen in Table 11 as follows:

Table 11. Multicollinearity Test Result Data

		Coefficients	
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Brand Image	.203	4.934
	Price	.478	2.091
	Product Quality	.241	4.157

Based on Table 11, it can be seen that from the table, the Brand Image variable has a Tolerance value = 0.203 and VIF 4.934. Because the Tolerance value is greater than the minimum requirement ($0.203 > 0.1$) and the VIF value is lower than the maximum requirement ($4.934 < 10$), it can be concluded that the multiple regression analysis does not have a multicollinearity problem (the model developed is correct), the Price variable has a Tolerance value = 0.478 and VIF 2.091. Because the Tolerance value is greater than the minimum requirement ($0.478 > 0.1$) and the VIF value is lower than the maximum requirement ($2.091 < 10$), it can be concluded that the multiple linear regression analysis has no multicollinearity problem (the model developed is correct). The Product Quality

variable has a Tolerance value = 0.241 and a VIF value 4.157. Because the Tolerance value is greater than the minimum requirement ($0.241 > 0.1$) and the VIF value is lower than the maximum requirement ($4.157 < 10$), it can be concluded that the multiple linear regression analysis has no multicollinearity problem (the model developed is correct).

e) Multicollinearity Test

According to Nurcahyo & Riskayanto (2018) the Heteroscedasticity Test aims to test whether in the regression model there is an unequal or variance from the residuals of one observation to another. A good regression model is that heteroscedasticity does not occur. Several testing methods can be used, including the Gleser test. There is no heteroscedasticity if the sig value is greater than 0.05. The results of the heteroscedasticity test using SPSS version 22 are as follows:

Table 12. Heteroscedasticity Test Result Data Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.272	1.349		.943	.348
	Brand Image	.077	.098	.181	.794	.429
	Price	.057	.057	.150	1.016	.312
	Product Quality	-.107	.068	-.329	-1.574	.119

a. Dependent Variable: RES2

Based on the results of the heteroscedasticity test in Table 4.12 above, it can be seen that the brand image variable has a significance value of $0.429 > 0.05$, so the brand image variable does not occur heteroscedasticity. For the variable price, the significance value is $0.312 > 0.05$, so the price variable does not occur heteroscedasticity. And for the Product Quality variable, the significance value is $0.119 > 0.05$, so the Product Quality variable does not occur heteroscedasticity.

f) Multiple Linear Regression Analysis

According to Ani et al. (2022) Multiple linear regression analysis is a regression with one dependent variable and two or more independent variables. This analysis determines the effect of independent variables, namely brand image, price and product quality on related variables, namely purchasing decisions. Based on the calculation of the linear regression equation analysis carried out with SPSS 22, the multiple linear regression equation model is as follows:

$$Y = 3.651 + 0.460X_1 + 0.746X_2 + 0.228X_3$$

Description:

- The constant value of $a = 3.651$ means that if Brand Image (X_1), Price (X_2) and Product Quality (X_3) exist, the Purchasing Decision (Y) is positive.
- The Brand Image (X_1) regression coefficient value of $b_1 = 0.460$ indicates that Brand Image (X_1) affects Purchasing Decisions (Y) in a positive direction.
- The regression coefficient value of Price (X_2) of $b_2 = 0.746$ shows that Price (X_2) affects Purchasing Decisions (Y) in a positive direction.
- The regression coefficient value of Product Quality (X_3) of $b_3 = 0.228$ indicates that Product Quality (X_3) affects Purchasing Decisions (Y) in a positive direction.

The detailed results of multiple linear regression analysis are presented in table 13 below:



Table 13. Multiple Linear Regression Test Result Data

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.651	2.223		1.642	.104
	Brand Image	.460	.161	.285	2.861	.005
	Price	.746	.093	.519	8.009	.000
	Product Quality	.228	.113	.185	2.022	.046

g) Hypothesis Test

According to (Nurchahyo & Riskayanto, 2018) the t statistical test shows how much influence an independent variable individually explains the dependent variable, with a significance level (a) 5%: 2 from df = n- K-1, the T table value is obtained, then the T table value is compared with the P - value (sig - t) with a significance level of 0.05. The variable has no significant effect if the P-value is smaller than 0.05. The calculated t value is compared with the t table value greater than the t table, then the hypothesis is accepted, and vice versa. The hypothesis is rejected if the calculated t is smaller than the t table.

Table 14. T-test Result Data

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.651	2.223		1.642	.104
	Brand Image	.460	.161	.285	2.861	.005
	Price	.746	.093	.519	8.009	.000
	Product Quality	.228	.113	.185	2.022	.046

The results of the analysis show that price has the greatest influence on yield, followed by brand image and product quality. If price increases by 1 point, the yield increases by 0.746 points (highly significant, p = 0.000). A 1-point increase in brand image increases yield by 0.460 points (significant, p = 0.005). Better product quality by 1 point increases the yield by 0.228 points (significant, p = 0.046). The initial value (constant) is 3.651, but not significant (p = 0.104). Price is the most influential factor, followed by brand image and product quality.

According to Ani et al. (2022), the coefficient of determination measures the ability of the independent variable to explain variations in the dependent variable. The coefficient of determination is between zero and one. A low R² value shows that the independent variable can explain variations in the dependent variable.

Table 15. Data from the Coefficient of Determination Test Results (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903a	.815	.809	2.076
a. Predictors: (Constant), Product Quality, Price, Brand Image				
b. Dependent Variable: Purchase Decision				

Based on the data above, it is known that R² (R Square) is 0.815. This states that Brand Image, Price, and Product Quality influence 81.5% of Purchasing Decisions. In comparison, other variables not examined in this study influence the remaining 18.5% of Purchasing Decisions.

4.3. Discussion

1. The effect of Brand Image partially on Purchasing decisions

Brand image significantly influences purchasing decisions for iPhone products, evident from all the tests above, which observe the relationship between brand image and purchasing decisions. The sig result is less than 0.05 or 0.005, so the t value is 2.861 with a t table greater than 1.986. The validity test of the brand image indicator is considered valid because the data processed with SPSS Version 22 and tested results in r count greater than r table. Then, in the reliability test, each variable produces a value greater than 0.6. The possibility of buyers choosing an iPhone will be greater. The hypothesis in this study was accepted because the t-statistical test for the brand image variable obtained a t value of 2.861, greater than 1.986. In addition, the calculation of the significance value is greater than the pre-existing standard significance value ($0.005 < 0.05$). Thus, Brand Image partially has a positive and significant effect on purchasing decisions for the iPhone. This is relevant to research conducted by Serli Apriani and Khairul Bahrin in a journal entitled *The Effect of Brand Image and Product Quality on Purchasing Decisions for Maybelline Mascara Cosmetics*, which states that Brand Image has a positive and Significant effect on purchasing decisions for Maybelline mascara cosmetics.

2. Partial effect of price on purchasing decisions

Based on all the above tests on the effect of price on purchasing decisions from sig results smaller than 0.05, namely 0.00 and the t value of 8.009 with t table smaller than 1.986, this price significantly affects purchasing decisions on iPhone products. Data was processed using SPSS Version 22, and results were tested in the value of r count greater than the r table so that the validity test of the price indicator was declared valid. Then, in the reliability test, all variables produced > 0.6 . If the price is higher, the consumer purchasing decision to buy an iPhone will be greater. The hypothesis in this study was accepted because the results of the t statistical test for the price variable obtained a t value of 8.009, greater than 1.986. In addition, the calculation of the significance value is greater than the pre-existing standard significance value ($0.00 < 0.05$). Thus, the price partially has a positive and significant effect on purchasing decisions for the iPhone. Research conducted by Rissa Mustika Prihartono determined this. In an article published in the MEA Scientific journal (Management et al.), Vol.5 No.3 in 2021 entitled "The Effect of Price and Product Quality on Purchasing Decisions (Customer Survey of Rise Bed Linen Products)", it was concluded that Price and Product Quality have a significant impact on Purchasing Decisions.

3. The effect of product quality partially on purchasing decisions

Product quality significantly influences purchasing decisions for iPhone products, evident from all the tests above, which observe the relationship between product quality and purchasing decisions. The sig result is smaller than 0.05, which is 0.046, and the t value is 2.022 with a t table greater than 1.986, so this product quality significantly affects purchasing decisions on iPhone products. The data was processed using SPSS Version 22 and tested results in the value of r count greater than r table so that the validity test of the product quality indicator is declared valid. Then, all variables produce a value > 0.6 in the reliability test. If the product quality is higher, the purchase decision will be higher.

Consumers will buy iPhone products more. The hypothesis in this study is accepted because the results of the t-statistical test for the product quality variable obtained a calculated t-value of 2.022, which is greater than the pre-existing standard significant value ($0.046 < 0.05$). Thus, product quality partially has a positive and significant effect on purchasing decisions for the iPhone. This is relevant to the research conducted by Lukmanul Hakim and Rinjani Saragih in a journal entitled *The Effect of Brand Image, Price Perception and Product Quality on Consumer purchasing decisions for NPK Mutiara at UD. Barelang Tani Jaya Batam* states that Product Quality has a positive and significant effect on purchasing decisions.



5. CONCLUSION

This study aims to evaluate the effect of brand image, price, and product quality on consumers' purchasing decisions for iPhones at Pelita Bangsa University. The results showed that these three variables positively and significantly influence purchasing decisions. Brand image is proven to influence purchasing decisions, where consumers are more likely to choose an iPhone because of its strong brand image. Product price showed the most dominant influence, with consumers strongly considering price. In addition, product quality also plays an important role in attracting consumers to buy, showing that the perception of iPhone product quality can increase purchasing decisions.

This research provides important value to science and business practice by highlighting the importance of maintaining a balance between brand image, price, and product quality to influence purchasing decisions. The findings are useful for companies in devising more effective marketing strategies, particularly in the face of competition in the premium technology product market. By focusing on a strong brand image, appropriate pricing, and maintaining product quality, companies can increase the attractiveness of their products and strengthen consumer loyalty, especially in dynamic market segments such as university students. However, this study has limitations, such as a limited focus on one university, which may only partially represent the wider population. For future research, it is recommended that researchers expand the scope of the study to various market segments and add other variables, such as personal preferences and social influence. In addition, research can use longitudinal and qualitative approaches to understand the dynamics of consumer preferences and other factors that influence purchasing decisions in the long term. Thus, future research can provide a more comprehensive and practical view of consumer purchasing behavior and effective marketing strategies.

REFERENCES

- Adhitama, B. W., & Laily, N. (2021). Pengaruh Citra Merek, Kualitas Produk, Harga, dan Gaya Hidup terhadap Keputusan Pembelian Sarden Bantan Dibanyuwangi. *JIRM: Jurnal Ilmiah dan Riset Manajemen*, 10(5), 1–16.
- Ani, J., Lumanauw, B., & Tampenawas, J. (2022). Pengaruh Citra Merek, Promosi dan Kualitas Layanan terhadap Keputusan Pembelian Konsumen pada E-Commerce Tokopedia di Kota Manado. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(1). <https://doi.org/10.35794/emba.v10i1.38279>
- Apriani, S., & Bahrin, K. (2021). Pengaruh Citra Merek, Kualitas Produk terhadap Keputusan Pembelian Kosmetik Maskara Maybelline. *JMMIB: Jurnal Manajemen Modal Insani dan Bisnis*, 2(1), 14–25. <https://doi.org/10.61567/jmmib.v2i1.32>
- Azahari, A. A., & Hakim, L. (2021). Pengaruh Citra Merek, Kualitas Produk, dan Persepsi Harga terhadap Keputusan Pembelian. *Jurnal Manajemen, Organisasi dan Bisnis*, 1(4), 553–564. <https://doi.org/10.33373/jmob.v1i4.3779>
- Darmansyah, A., & Yosepha, S. Y. (2020). Pengaruh Citra Merek dan Persepsi Harga terhadap Keputusan Pembelian Online pada Aplikasi Shopee di Wilayah Jakarta Timur. *Jurnal Ilmiah Manajemen Unsuraya*, 1(1).
- Darmawan, D., & Arifin, S. (2021). Studi Empiris tentang Kontribusi Harga, Varian Produk, dan Kemasan terhadap Pembentukan Minat Beli Produk Sabun Mandi Batang (Studi Kasus terhadap Pekerja Rantau di Kota Surabaya). *Bisman (Bisnis dan Manajemen): The Journal of Business and Management*, 4(2), 99–116. <https://doi.org/10.37112/bisman.v4i2.1170>
- Dzulkharnain, E. (2020). Pengaruh Persepsi Harga, Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian. *Iqtishadequity Jurnal Manajemen*, 1(2). <https://doi.org/10.51804/iej.v1i2.543>
- Hakim, L., & Saragih, R. (2019). Pengaruh Citra Merek, Persepsi Harga dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Npk Mutiara di Ud.Barelang Tani Jaya Batam. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 6(2), 37–53. <https://doi.org/10.36987/ecobi.v6i2.4>
- Hurdawaty, R., & Madaniyah, U. (2020). Pengaruh Brand Image Terhadap Keputusan Pembelian Pada Domino's Pizza Lippo Karawaci Utara. *Jurnal Mandiri : Ilmu Pengetahuan, Seni, dan Teknologi*, 4(1), 66–79. <https://doi.org/10.33753/mandiri.v4i1.105>

- Indah, D. R., Afalia, I., & Maulida, Z. (2020). Pengaruh Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Hand and Body Lotion Vaseline (Studi Kasus pada Mahasiswa Universitas Samudra). *Jurnal Samudra Ekonomi dan Bisnis*, 11(1), 83–94. <https://doi.org/10.33059/jseb.v11i1.1983>
- Ismayana, S., & Hayati, N. (2018). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Lipstik Pixy (Studi pada Konsumen Produk Lipstik Pixy Toserba Borma Cipadung). *Jurnal Sains Manajemen & Akuntansi*, 10(2), 1–15.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2015). *Principles Management* (15 ed.). New York: Pearson.
- Larika, W., & Ekowati, S. (2020). Pengaruh Citra Merek, Harga dan Promosi terhadap Keputusan Pembelian Handphone Oppo. *JMMIB: Jurnal Manajemen Modal Insani dan Bisnis*, 1(1), 128–136. <https://doi.org/10.61567/jmmib.v1i1.13>
- Lestari, R., Elwisam, E., & Molina, M. (2020). Determinant Citra Merek dan Dampaknya pada Keputusan Pembelian Sabun Mandi. *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, 3(2), 149–160.
- Marpaung, F. K., Simarmata, M. W. A., Sofira, A., & Aloyna, S. (2021). Pengaruh Harga, Promosi, dan Kualitas Produk terhadap Keputusan Pembelian Konsumen Indomie pada PT. Alamjaya Wirasentosa Kabanjahe. *Jurnal Manajemen*, 7(1), 49–64.
- Melati, R. S., & Dwijayanti, R. (2020). Pengaruh Harga dan Online Consumer Review terhadap Keputusan Pembelian Case Handphone pada Marketplace Shopee (Studi Pada Mahasiswa Surabaya). *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(2), 882–888. <https://doi.org/10.26740/jptn.v8n2.p%25p>
- Michael, M., Harahap, R. A., Albert, A., & Hartanto, A. (2021). The Influence of Brand Image, Price and Product Quality on Purchase Decision. *Manajemen, Teknologi Informatika dan Komunikasi (Mantik)*, 5(3), 1883–1889.
- Mukarromah, D. S., & Rofiah, C. (2019). Pengaruh Citra Merek, Desain Produk dan Kualitas Produk terhadap Keputusan Pembelian Sepatu Merek Bata. *JMD: Jurnal Riset Manajemen & Bisnis Dewantara*, 2(1), 27–36. <https://doi.org/10.26533/jmd.v2i1.346>
- Novalia, I. C., & Muhtarom, A. (2020). Pengaruh Citra Merek, Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian Konsumen pada Cv. Boga Lestari. *Jurnal Ekonomi Mahasiswa (JEKMA)*, 1(1), 1–13.
- Nurchayho, B., & Riskayanto, R. (2018). Analisis Dampak Penciptaan Brand Image dan Aktifitas Word of Mouth (WoM) pada Penguatan Keputusan Pembelian Produk Fashion. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 3(1), 14. <https://doi.org/10.29407/nusamba.v3i1.12026>
- Pratiwi, A. P., Ridwan, H., & Ali, S. (2020). Pengaruh Citra Merek, Kualitas Produk, Harga Terhadap Keputusan Pembelian Kosmetik Sariayu. *Prosiding Biema: Business Management, Economic and Accounting National Seminar*, 1.
- Rahayu, S. (2021). Pengaruh Harga, Kepercayaan dan Kualitas Produk Terhadap Keputusan Pembelian Pengguna E-Commerce Tokopedia. *MBIA*, 20(1), 40–50. <https://doi.org/10.33557/mbia.v20i1.1271>
- Rasyid, H. Al, & Indah, A. T. (2018). Pengaruh Inovasi Produk dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha di Kota Tangerang Selatan. *Perspektif: Jurnal Ekonomi dan Manajemen Akademik Bina Sarana Informatika*, 16(1), 39–49.
- Rijadi, M. F., & Hidayat, I. (2019). Pengaruh Promosi, Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Vivo. *JIRM: Jurnal Ilmiah dan Riset Manajemen*, 8(1), 1–21.
- Ristanti, A., & Iriani, S. S. (2020). Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Konsumen Nature Republic di Surabaya. *Jurnal Ilmu Manajemen*, 8(3), 1026–1037. <https://doi.org/10.26740/jim.v8n3.p1026-1037>
- Sari, R. M., & Prihartono, P. (2021). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian (Survey Pelanggan Produk Sprei Rise). *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 5(3), 1171–1184. <https://doi.org/10.31955/mea.v5i3.1573>
- Saripudin, S., & Faihaputri, N. (2021). Pengaruh Kepercayaan, Keamanan, dan Kemudahan Penggunaan Aplikasi terhadap Minat Beli Ulang (Studi Kasus di E-commerce Jd.id). *Jurnal Ilmiah Edunomika*, 5(2). <https://doi.org/10.29040/jie.v5i2.2765>
- Suardhita, N., Rafik, A., & Sugeng, I. S. (2019). Pengaruh Citra Merek (Brand Image) terhadap Keputusan Pembelian Produk Bedak Merek Wardah. *Aktiva – Jurnal Penelitian Ekonomi dan Bisnis*, 3(1), 11–20.
- Susanto, D. M., & Cahyono, K. E. (2021). Pengaruh Citra Merek, Kualitas Produk, dan Harga terhadap Keputusan Pembelian Iphone (Studi Pada Mahasiswa di Surabaya). *Jurnal Ilmu dan Riset Manajemen*, 10(1), 1–15.
- Teddy, A., & Zuliestiana, D. A. (2020). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Melalui Aplikasi Gofood di Kota Bandung. *eProceedings of Management*, 7(3), 5422–5428.