

The Influence of Brand Image and Price on the Purchase Decision of Hannochs Brand Led Lights (Case Study on Campaka Putra TB in Sukamaju Village, Garut Regency)

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Abstract

Tujuan penelitian ini adalah untuk mengetahui pengaruh citra merek dan harga terhadap keputusan pembelian Lampu Led Merek Hannochs pada TB Campaka Putra di Desa Sukamaju Kabupaten Garut. Metode yang digunakan adalah kuantitatif. Teknik pengambilan sampel menggunakan rumus rasio purba dan didapatkan responden sebanyak 100 orang. Analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi, koefisien korelasi, koefisien determinasi dan uji hipotesis. Hasil penelitian citra merek berpengaruh signifikan terhadap keputusan pembelian dengan persamaan regresi $Y = 3.147 + 0.897 X_1$ dan uji t diperoleh $t_{hitung} > t_{tabel}$ atau $(14,096 > 1,984)$. Harga berpengaruh signifikan terhadap keputusan pembelian dengan persamaan regresi $Y = 4.557 + 0,849 X_2$ dan uji t diperoleh nilai $t_{hitung} > t_{tabel}$ atau $(12,469 > 1,984)$. Citra merek dan harga secara simultan berpengaruh signifikan terhadap keputusan pembelian dengan persamaan regresi $Y = 1.418 + 0,599X_1 + 0,350X_2$ dengan determinasi sebesar 70% dan uji F diperoleh nilai $F_{hitung} > F_{tabel}$ atau $(113,139 > 3,090)$.

Abstract

The purpose of this study was to determine the influence of brand image and price on the purchase decision of Hannochs Brand Led Lights on Campaka Putra TB in Sukamaju Village, Garut Regency. The method used is quantitative. The sampling technique used the ancient ratio formula and obtained as many as 100 respondents. Data analysis uses validity tests, reliability tests, classical assumption tests, regression analysis, correlation coefficients, determination coefficients and hypothesis tests. The results of brand image research have a significant effect on purchasing decisions with the regression equation $Y = 3.147 + 0.897 X_1$ and the t test obtained $t_{calculate} > t_{table}$ or $(14.096 > 1.984)$. Price has a significant effect on purchasing decisions with the regression equation $Y = 4.557 + 0.849 X_2$ and the t test obtained a calculated value of $> t_{table}$ or $(12.469 > 1.984)$. Brand image and price simultaneously have a significant effect on purchasing decisions with the regression equation $Y = 1.418 + 0.599X_1 + 0.350X_2$ with a determination of 70% and the F test obtained the value of $F_{calculate} > F_{table}$ or $(113.139 > 3.090)$.

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INTRODUCTION

The history of the development of lighting began decades ago from a human invention that needed lighting for the night by rubbing stones to give off fire. Then the fire is developed by burning flammable objects to form a group of light and so on until oil and gas fuels are found that can be used as ignition materials for torch lights, as well as oil lamps.

Along with the development of technology from this lamp which initially looked very complicated and then continued to be developed by the next generation until it is more modern as it is now and for example there may be many types of lights such as fluorescent lights, led lights, ordinary bulb lights, light poles for street lighting and so on. This is coupled with the increasing number of lamp manufacturers and suppliers in Indonesia so that it is easier for people to get lamps that suit their needs and desires.

The increasing number of lamp manufacturers and suppliers in Indonesia triggers competition in the economy, so producers and suppliers are required to be able to design and implement marketing strategies that are in accordance with market situations and conditions in order to compete and benefit from the economy. The same is done by TB Campaka Putra. TB Campaka Putra is a building materials store located on the Garut-Tasikmalaya border road, Bojongloa campaka village, Sukamaju Village, Cilawu District, Garut Regency, West Java and has been established since 2011 until now. TB Campaka Putra is engaged in the sale of building materials and electrical tools such as LED lights, switches, cables, panels, sockets and others. Various products sold are for example Hannoch lamps, Philips, Kawachi, switches, power outlets, TV antennas and also batteries. The store always pays close attention to the wishes and needs of consumers so that it can maintain its existence until now. Hannochs is one of the brands of light bulbs that is widely known by the public, especially in the LED lights it offers. With the need for this product by consumers, it is easier for TB Campaka Putra to sell on its brand.

Based on purchase data from 2020 to 2022, that the sales level fluctuates, this is an indication of the level of fluctuating purchase decisions or symptoms of instability and change. Factors that influence purchasing decisions are due to brand image and price. Consumer purchases are a source of revenue for companies. Therefore, consumer decisions in buying must be really considered through consumer behavior in decision-making. A high level of consumer purchase will have an impact on high sales volume, so that the profits that will be obtained by the company will be higher. Seeing the increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy the needs and desires of consumers so that the products are sold in the market. Many factors can influence a purchase decision, such as brand image and price.

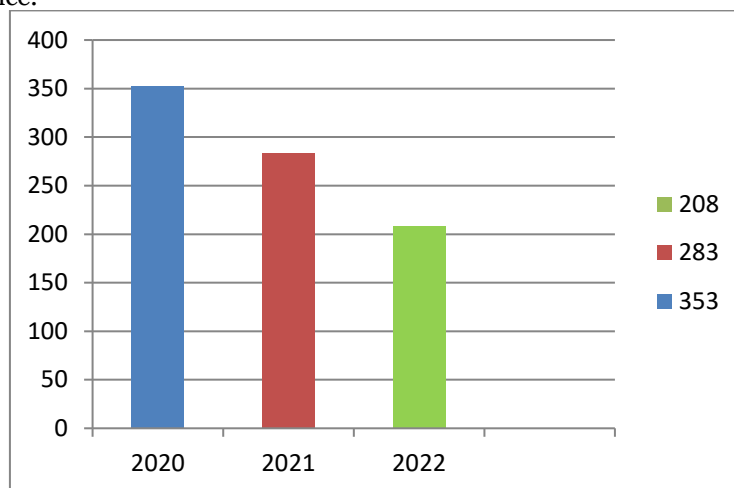


Figure 1.Sales Data of Hannochs Led Lights at TB Campaka Putra

Based on the Indonesia Best Brand Award 2022, Philips brand Led lights are in the first position in the Top Brand Index from 2020-2022, then followed by Hannochs brand Led lights occupy the second position in the Top Brand Index from 2020-2022 occupied by Hannochs brand Led lights, in 2020 Hannochs got 10.1%, in 2021 Hannochs got 11.1% and experienced an increase difference from 2020 of 1%, and in 2022 Hannochs got 12% and experienced an increase from 2021 of 0.9%.

Although Hannochs has experienced a slight increase from 2021-2022, this does not make Hannochs brand led lights the first position in the Top Brand Index from 2020-2022 due to very tight competition. Therefore, Hannochs brand Led lights must try to improve their brand image position and maintain a good brand image in the minds of consumers and make strategies so that they can compete to become Top Brand in the top position.

A brand image is a unique set of associations that marketers want to create or nurture. These associations state what the brand really is and what it promises to consumers. Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase. This proves that brand image can provide confidence for consumers in purchasing a product.

Decision making in making a purchase will be influenced by several factors, including the price factor that is able to offer consumer needs, so automatically potential consumers will try to compare with other similar products, these potential consumers pay attention and look for information to find out specifically about a product. Once the information is considered sufficient, the final step is to make a decision to purchase the required product.

Highly competitive prices from cheap to relatively expensive prices. Price is the amount of money needed to get a number of combinations of goods and services. Pricing strategies are very significant in providing value to consumers and influencing product image, as well as consumers' decision to buy.

Based on the above problems, the purpose of this research is to examine "The Influence of Brand Image and Price on the Purchase Decision of Hannochs Brand LED Lights (Case Study on TB Campaka Putra in Sukamaju Village, Garut Regency)".

METHOD

This type of research is Quantitative Research, according to Sugiyono (2019:17) the quantitative research method is a research method based on the philosophy of positivism, used to research on a certain population or sample, quantitative research uses a numerical scale, where to answer the formulation of the problem a concept or theory is used so that a hypothesis can be formulated, the purpose is to test the hypothesis that is set. The associative approach is an approach that is carried out to find out the relationship or influence between two or more variables. Thus, this study is a study that aims to examine the influence of brand image and price on purchase decisions.

The population of this study includes all consumers who purchase Hannochs Led lights at TB Campaka Putra in an unknown number. The sampling technique to find the sample to be used in this study uses a *non-probability sampling* technique (not all populations have the same chance to be sampled), with the *Purposive Sampling* method, which is the sampling technique with certain considerations Purwanto (2010:34).

The data analysis used: Classical Assumption Test (normality, multicollinearity, autocorrelation, and heteroscedasticity), multiple linear regression test, determination coefficient test, simultaneous F test and t-test.

RESULTS AND DISCUSSION

Normality Test

The normality test is used to test whether in a regression model, the dependent variable and the independent variable, or both, have a normal distribution or not. According to Sugiyono (2019:76), the normality test aims to test whether the regression model of the bound variable and the free variable both has a normal distribution or not. The results of the normality test that have been carried out with the *Kolmogorov-Smirnov Test* are as follows:

Table 1. Test Results with Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.98444789
Most Extreme Differences	Absolute	.081
	Positive	.066
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.103 ^{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.		

Source : Data processed with IBM SPSS 26, 2023

Multicollinearity Test

In this study, the provisions to detect the existence or absence of multicollinearity in the regression model can be seen from the tolerance value and its opponent, the *variance inflation factor* (VIF). These two measures indicate each independent variable when it is explained by another independent variable. *Tolerance* measures the variability of selected independent variables that are not explained by other independent



variables. So a low tolerance value equals a high VIF value (because $VIF = 1/Tolerance$). A good regression model is one in which multicollinearity does not occur.

The criteria are as follows:

- a. If the *tolerance value* is > 1 and the VIF value is > 10 , then the symptoms of multicollinearity are declared.
- b. If the *tolerance value* is < 1 and the VIF value is < 10 , then it is stated that there are no symptoms of multicollinearity.

The following are the results of the multicollinearity test conducted by the researcher using *the Statistical Package for Social Science (SPSS) program tool software*:

Table 4. 1
Multicollinearity Test Results With Collinearity Statistics Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.418	2.104		.674	.502		
Brand Image	.599	.113	.546	5.290	.000	.290	3.446
Price	.350	.112	.323	3.128	.002	.290	3.446

a. Dependent Variable: Purchase Decision

Source : Data processed with IBM SPSS, 2023

3. Autocorrelation Test

This autocorrelation test aims to determine whether or not there is a correlation deviation between sample members. In this test, the researcher used *the Durbin-Watson Test (DW-Test)* to determine the existence of an autocorrelation between *the Durbin-Watson value* and the criteria in interpretation. The criteria used in the *Durbin-Watson Test* are as follows:

Table 4. 2
Autocorrelation Test

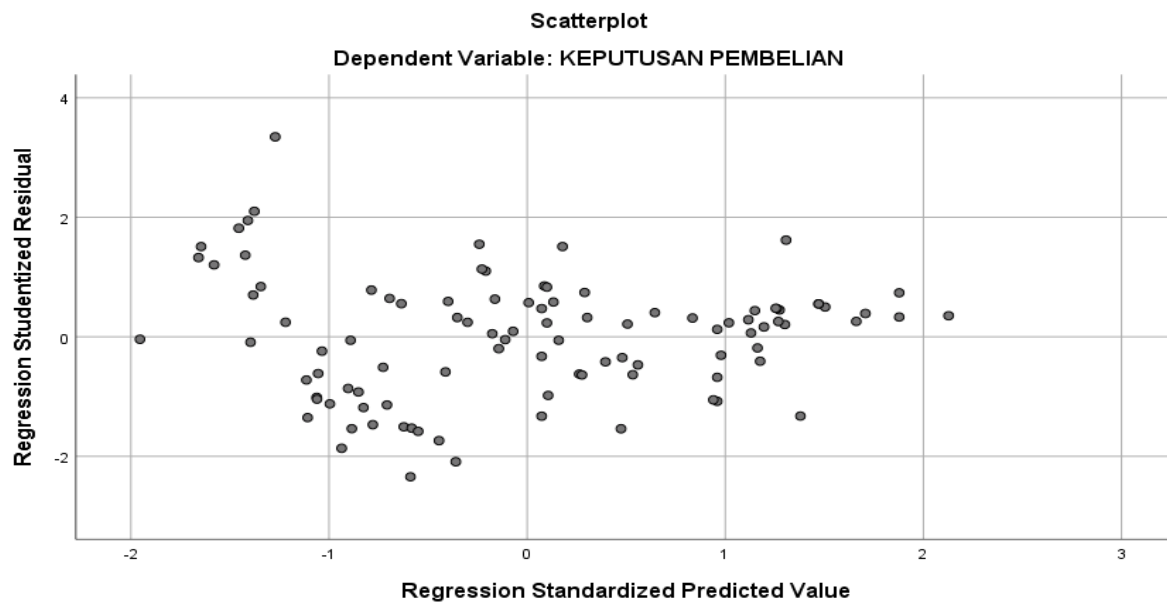
Source: data processed with IBM SPSS 26, 2023

Model Summaryb					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846a	.715	.706	4.860	1.806
a. Predictors: (Constant),LAG_Y, Price, Brand Image					
b. Dependent Variable: Purchase Decision					

4. Heteroscedasticity Test

Heteroscedasticity testing is intended to test whether there is inequality in a regression model *Residual variance*. One way to detect the presence or absence of heteroscedasticity is to look at a graph *scatter plot* between the predicted value of the bound variable (ZPRED) and its residual value (SRESID). Heteroscedasticity testing can also be done with graphs *scatter plot* can view the chart *scatter plot* (Ghozali, 2018:125-126), with the following provisions:

- a. If the distribution of data on the *scatter plot* is irregular and does not form a certain pattern (up and down, grouping into one), then it can be concluded that there is no heteroscedasticity problem.
- b. If the distribution of data on *the scatter plot* is regular and forms a certain pattern (up and down, grouping into one), then it can be concluded that the problem of heteroscedasticity occurs.



Source : data processed with IBM SPSS 26, 2023

Figure 4. 1
Graphs Scatter Plot Heteroscedasticity Test Results

4.2.1 Hypothesis Test

1. Testing Partial Hypothesis (t-Test)

The hypothesis testing of the Brand Image (X1) and Price (X2) variables against the Purchase Decision (Y) was carried out by the t-test (partial test). In this study, a significance criterion of 5% (0.05) is used by comparing the probability value of significance of 0.05 with the following criteria:

- a. If the t-value calculated $< t$ table or t-statistical $t > 0.05$, then H_{a1} is rejected and H_{o1} is accepted, meaning that there is no influence of the independent variable on the bound variable.
- b. If the t-value calculated $> t$ table or t-statistic < 0.05 , then H_{o1} is rejected and H_{a1} is accepted, meaning that there is an influence of the independent variable on the bound variable.

As for determining the magnitude of the t-table, $df = (n-k)$, where: n = sample k = number of research variables (independent and dependent) So that $df = 100 - 2 = 98$, so t table is 1,984 The following are the results of data processing from the results of the t-test conducted by the researcher using the Statistical Package for Social Science (SPSS) program tool software:

Table 4. 3
Results of Hypothesis Test (t-Test) Brand Image Variables on (X1) Purchase Decision (Y)

Coefficients ^a						
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.147	2.119		1.485	.141
	Brand Image	.897	.064	.818	14.096	.000

a. Dependent Variable: Purchase Decision

Source: Data processed with IBM SPSS 26, 2023

2. Simultaneous Hypothesis Testing (Test f)

For the simultaneous testing of the influence of Brand Image and Price variables on Purchase Decisions, a statistical test F (simultaneous test) with a significance of 5%. In this study, a significance criterion of 5% (0.05) was used, namely comparing the value of F calculated with F table with the following conditions:

- a. If F counts $< F$ table, then H_{o3} is accepted and H_{a3} is rejected.
- b. If F counts $> F$ table, then H_{o3} is rejected and H_{a3} is accepted.

To determine the magnitude of F table is sought $df = (n-k-1)$, then $(100-2-1) = 97$ is obtained, so F table is 3.090.

Determining the formulation of the hypothesis is:

- a. $H_{o3}: \rho = 0$: There was no simultaneous significant influence between Brand Image and Price on the Purchase Decision of Haannochs Brand Led Lights on TB Campaka Putra in Sukamaju Village, Regency.
- b. $H_{a3}: \rho \neq 0$: There is a simultaneous significant influence between Brand Image and Price on the Purchase Decision of Haannochs Brand Led Lights on TB Campaka Putra in Sukamaju Village, Regency.

Table 4. 4
Results of Hypothesis Test (Test F) Simultaneously Brand Image (X1) and Price (X2) on Purchase Decision (Y)

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5737.733	2	2868.866	113.139	.000b
	Residual	2459.627	97	25.357		
	Total	8197.360	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Price, Brand Image						

Source: Data processed with IBM SPSS 26, 2023

1.3 Discussion

Based on the results of statistical testing, it can be seen that independent variables partially and simultaneously affect the dependent variables. The influence of these two variables is positive and significant, in other words, the Brand Image and Price of Hannochs brand led lights on TB Campaka Putra in Sukamaju Village, Garut Regency will increase consumer purchase decisions both partially and simultaneously. This is in accordance with the hypothesis proposed and the results of previous research. The influence of these variables will be described as follows:

1. The Influence of Brand Image (X1) on Purchase Decisions (Y)

Based on the results of the analysis, the value of the Regression equation $Y = 3,147 + 0.897 X_1$, the value of the Correlation Coefficient is 0.818 where the value is in the interval of 0.80-1,000, meaning that the two variables, namely Brand Image (X1) and Purchase Decision (Y) have a very strong relationship level. The Coefficient of Determination value is 0.670, it can be concluded that the Brand Image variable has an effect on the Purchase Decision variable by 67.0% while the rest is $(100\% - 67.0\%) = 33\%$ influenced by other factors. The hypothesis test obtained a *t-value calculated* > *t table* or $(14.096 > 1.984)$. This is also strengthened by a ρ value < Sig.0.050 or $(0.000 < 0.050)$. Thus, H_{01} is rejected and H_{a1} is accepted, which shows that there is a significant influence between Brand Image and Purchase Decision.

2. Effect of Price (X2) on Purchase Decision (Y)

Based on the test results, the value of the Regression equation $Y = 4.557 + 0.849 X_2$ was obtained, the Correlation Coefficient value was 0.783 where the value was in the interval of 0.600-0.799, meaning that the two variables, namely Price (X2) and Purchase Decision (Y) have a strong relationship level. The value of the Coefficient of Determination is 0.613, it can be concluded that the Price variable affects the Purchase Decision variable by 61.3% while the rest is $(100\% - 61.3\%) = 38.7\%$ influenced by other factors. The Hypothesis Test obtained a *t-value calculated* > *t table* or $(12.469 > 1.984)$. This is also strengthened by a ρ value < Sig.0.050 or $(0.000 < 0.050)$. Thus H_{02} is rejected and H_{a2} is accepted, indicating that there is a significant influence between Price and Purchase Decision.

3. The Influence of Brand Image (X) and Price (X2) on Purchase Decisions (Y)

Based on the results of the study, it shows that Brand Image (X1) and Price (X2) have a significant effect on Purchase Decisions by obtaining the regression equation $Y = 1.418 + 0.599X_1 + 0.350X_2$. Then the Correlation Coefficient value of 0.837 was obtained where the value was in the interval of 0.80 – 1,000, so that it can be stated that the Brand Image (X1) and Price (X2) variables have a very strong relationship level with Purchase Decision (Y). Then the Determination Coefficient value of 0.700 is obtained, it can be concluded that the Brand Image and Price variables affect the Purchase Decision by 70% while the remaining $(100\% - 70\%) = 30\%$ is influenced by other factors. . Furthermore, the F value is obtained > F table or $(113.139 > 3.090)$, this is also strengthened by ρ value < Sig.0.050 or $(0.000 < 0.050)$. Thus, H_{03} is rejected and H_{a3} is accepted, which shows that simultaneously there is a significant influence between Brand Image and Price on Purchase Decisions.

COVER

1.1 Conclusion

Based on the data obtained and the tests that have been carried out on the problem, the following conclusions can be drawn:

- Brand image has a positive and significant effect on purchase decisions with the regression equation $Y = 3,147 + 0.897 X_1$, a correlation coefficient value of 0.818 where the value is in the interval of 0.80-1,000, meaning that the two variables have a very strong level of relationship. The value of the determination coefficient was 67.0%. The hypothesis test obtained a *t-value calculated* > *t table* or $(14.096 > 1.984)$. Thus, H_{01} is rejected and H_{a1} is accepted, which shows that there is a significant influence between brand image and purchase decisions.
- Price has a positive and significant effect on the purchase decision with the regression equation $Y = 4.557 + 0.849 X_2$, the correlation coefficient value is 0.783 where the value is in the interval of 0.600-0.799, meaning that the two variables have a strong relationship level. The value of the determination

coefficient was 61.3%. The hypothesis test was obtained with a tcount value of $> t_{table}$ or $(12.469 > 1.984)$. Thus H_02 is rejected and H_{a2} is accepted, which shows that there is a significant influence between price and purchase decision.

3. Brand image and price have a positive and significant effect on purchasing decisions with the regression equation $Y = 1.418 + 0.599X_1 + 0.350X_2$. The value of the correlation coefficient is 0.837 where the value is in the interval of 0.80 – 1,000, meaning that the independent variable and the bound variable have a very strong relationship level. The value of the determination coefficient was 70% while the remaining 30% was influenced by other factors that were not studied in this study. The hypothesis test obtained a value of $F_{cal} > F_{table}$ or $(113,139 > 3,090)$. Thus, H_03 is rejected and H_{a3} is accepted, which shows that simultaneously there is a significant influence between brand image and price on purchase decisions.

1.2 Research Limitations

This research is inseparable from all shortcomings, the limitations of this study are as follows:

1. In the process of collecting data, the information provided by respondents through questionnaires sometimes does not show the actual opinion of the respondents, this happens because sometimes there are differences in thoughts, assumptions and understandings that differ from each respondent, as well as other factors such as the factor of honesty in filling in the opinions of respondents in the questionnaire. If this happens, it will make it difficult for the data developed in this study, so that data that is not in accordance with what is desired can make it difficult for researchers to process the data studied.
2. The sampling method uses *the non-probability sampling method*, the researcher uses this method because the exact number of the population is not known. As well as the technique for determining the number of samples, determining the resource persons or respondents in this study is using *purposive sampling*, which is a technique for determining samples with certain considerations. The number of 100 respondents and the scope of the sample is only residents who live in Garut City who have bought hannochs brand led lighting products at TB Campaka Putra.
3. Various factors that affect the variables of Purchase Decision in Hannochs brand LED lighting products, in this study only consist of two independent variables, namely Brand Image and Price, while there are many other factors that also contribute.

1.3 Suggestion

Based on the results of the above conclusion as a result of the research, the author gives the following suggestions:

1. Based on the results of the questionnaire on the brand image variable (X_1), the lowest indicator was obtained namely Brand personality with the statement "Hannochs is able to encourage me to choose *this brand* more than other brands" with an average score of 2.99. Therefore, the researcher suggests that stores can maintain and maintain brand personality, as well as be able to pay attention to the distinctive character of their brand that forms a certain personality, so that customers can easily distinguish it from other brands in the same category and not switch to other brands' products.
2. Based on the results of the questionnaire on the price variable (X_2), the lowest indicator was obtained, namely Price Competitiveness with the statement "Hannochs led lamp prices can compete with other led lamp products" with an average value of 3.04. Therefore, the researcher suggested that the store can improve the price structure so that the prices offered are more competitive and in accordance with the quality of the products obtained so that it can increase the purchase decision of hannochs brand products at TB Campaka Putra.
3. Based on the results of the questionnaire on the purchase decision variable (Y), the lowest indicator was obtained, namely the number of purchases with the statement "The number of Hannochs led lamp stocks is always available at TB Campaka Putra so that consumers are not disappointed" with an average value of 3.02. Therefore, the researcher suggests that stores can maintain the availability of stock on products so that consumers do not move to other stores.

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