

## The Influence Of Brand Image, Product Quality, Promotion, And Purchasing System On Purchasing Decisions (Honda Automatic Motorcycle Purchase Decision In Yogyakarta City)

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**Abstrak:** *This study aims to analyze brand image, product quality, promotion, and purchasing system on purchasing decisions of Honda automatic motorcycles in the city of Yogyakarta. The population in this study were all users of Honda automatic motorcycles in the city of Yogyakarta. The sample in the study was 150 respondents. This study uses a quantitative approach. The data collection method uses a questionnaire that has been tested for validity and reliability. The data analysis technique used to answer the hypothesis is multiple linear regression T test and F test. The results of this study indicate that brand image has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, promotion has a positive and significant effect on purchasing decisions, purchasing systems have a positive and significant effect on purchasing decisions and show that brand image, product quality, promotion and purchasing systems have a simultaneous effect on purchasing decisions. The R square value of 0.659 indicates that the ability of the independent variable to explain the variation of the dependent variable is 65.9% and the remaining 34.1% is explained by variables outside the research model.*

**Keywords:** Brand image, product quality, promotion, purchasing system and purchasing decision.

**JEL :** A1, A13, A14

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### 1. INTRODUCTION

The development and growth of the automotive industry is currently running very rapidly, we can see this from the increasing volume of vehicles owned by the community today. Especially for the motorcycle industry, its development is very visible. The market demand for motorized vehicles is so high that it makes motorcycle automotive manufacturers compete to make products that can meet all the demands of prospective buyers. Motorcycles are born with various brands, models, types, colors and specifications. All of this is in line with the increasing activity of the population in various aspects, this shows that the motorcycle industry is experiencing tight competition, we can see it with the increasing number of business actors entering this industrial sector.

Product quality is the ability of a product to meet consumer desires. Consumer desires for motorcycle quality include product durability, product reliability, ease of use, and other values that are free from deficiencies and damage (Amstrong, et al. 2015:253).

Promotion is an important thing that is often used in business competition. Promotion functions to inform a product and influence consumer purchasing decisions, promotion also influences purchases. Daryanto (2014:94) promotion is a one-way flow of information or persuasion that can direct an organization or person to create transactions between sellers and buyers.

The Purchasing System is divided into two, namely the online purchasing system and the offline purchasing system which are tools used by the public in making purchases of a product. Online purchases are a form of percentage and promotion, marketing of goods and services using certain media such as newsletters, magazines, radio, television, billboards, brochures, social media, the internet, and others, while offline purchases are situations when a seller offers or sells its products directly to consumers, both individual consumers and businesses.

In purchasing decisions made by customers, customer confidence in a product is involved, so that a sense of confidence arises in the truth of the information taken. According to Kotler and Keller (2009), purchasing decisions are a problem-solving process that consists of analyzing or recognizing needs and desires, assessing sources of selection of alternative purchases, searching for information, and purchasing decisions, and behavior after purchase. Factors that need to be considered by companies when consumers make purchases such as product quality, price perception, and brand image, in order to influence consumers to make purchasing decisions for their products.

Based on the background above, the following problem statements are concluded: Does brand image have a positive and significant effect on purchasing decisions for Honda automatic motorcycles in the city of Yogyakarta. Does product quality have a positive and significant effect on purchasing decisions for Honda automatic motorcycles in the city of Yogyakarta. Does promotion have a positive and significant effect on purchasing decisions for Honda automatic motorcycles in the city of Yogyakarta. Does the purchasing system have a positive and significant effect on the purchasing decision of Honda automatic motorcycles in the city of Yogyakarta. Do the variables of brand image, product quality, promotion, and purchasing system simultaneously affect the purchasing decision of Honda automatic motorcycles in the city of Yogyakarta.

## **2. LITERATURE REVIEW**

### **1. Brand Image**

Brand image is everything related to the brand in the minds of consumers or the impression of the brand itself. (Alamsyah & Cahyono, 2021). According to Kotler and Keller (2009), image processing is a process in which someone selects, organizes, and interprets input information to create a meaningful picture, in this case sometimes we cannot distinguish between identity and image. To differentiate it, we will see the understanding, according to Kotler (2007) Identity is various ways that are directed by the company to identify itself or position its products while image is the public's perception of the company or its products. So it is clear that brand image is how a brand influences the perception, views of the public or consumers towards the company or its products.

A brand (brand) needs an image to communicate to the public, in this case the target market, about the values contained therein. For a company, image means the public's perception of the company's identity. This perception is based on what the public knows or knows about the company concerned. Therefore, companies that have the same business field do not necessarily have the same image in front of a person or consumer.

### **2. Product Quality**

According to (Yudi Darma, 2019), Product quality is the ability of an item to provide maximum results or performance, even exceeding what is desired by the customer. Product quality is the ability of a product to meet consumer desires. Consumer desires for motorcycle quality include product durability, product reliability, ease of use, and other valuables that are free from deficiencies and damage (Armstrong, et al. 2015:253).

Meanwhile, according to Kotler (2016), if a company wants to maintain a competitive advantage in the market, the company must understand more about what aspects of dimensions can be used by customers to differentiate the products sold by the company from those of competitors. Quality must start from customer needs and end with customer perception. This means that a good quality image is not based on the service provider's point of view or perception, but rather on the customer's point of view or perception. It is the customer who determines whether a product or service is of good quality or not.

### **3. Promotion**

According to (Laili & Cangih, 2021), explains that promotion is an element in a company's marketing mix that is used to inform, persuade, and encourage about the company's products. Daryanto (2014:94) promotion is a one-way flow of information or persuasion that can direct an organization or person to create transactions between sellers and buyers. Promotion is the act of informing or reminding customers about a particular product or brand.

According to Buichari Alama (2018:179) said that promotion is a type of communication which provides an explanation to convince potential buyers about goods and services. Meanwhile, according to Schiffman and Kanuik (2014:329), promotion is all efforts made to introduce their products to customers and persuade them to buy and encourage old customers to make purchases again.

#### 4. Purchase System

The purchasing system is divided into two types, namely the online purchasing system and the offline purchasing system, which are the tools used by the community in purchasing a product. According to Hansein et al (2004), indirect purchasing is a form of presentation, promotion, marketing of goods and services using certain media such as newspapers, magazines, radio, television, billboards, brochures, social media, the internet, etc.

According to Lalwani (2016) Offline shopping is an interaction that occurs between two individuals who meet face to face when they agree to create, improve, control or maintain an exchange relationship that is beneficial to the other party. Direct buying is a situation when a seller offers or sells his products directly to individual consumers or businesses. (Kasim & Hasanah, 2018).

#### 5. Buying Decision

According to Kotler & Armstrong (2018) Consumer purchasing intention is to buy the most preferred brand, but two factors can come between purchase intention and purchase intention. Kotler & Keller (2009) Purchasing decision is a problem-solving process that consists of analyzing or recognizing needs and desires, evaluating the purchase alternatives, searching for information, making purchase decisions, and post-purchase behavior.

According to Sudaryono (2018) The definition of a decision is a choice or action from two or more alternatives. The decision-making process begins with the existence of a need that is being tried to be fulfilled. Meinuiruit Nuigroho (2003:38) in (Anggraini, 2019) defines that purchasing decisions are an integration process that combines attitudes and knowledge to evaluate the world or more alternative behaviors and choose one of them.

### 3. METHOD

#### 3.1 Research Methodologist

The type of research can be determined based on the object and purpose. Based on the explanation above, it can be seen that this research is a field research by using a descriptive quantitative method.

#### 3.2 Population Sampling, Sampling Techniques

##### 3.2.1 Population

The population in this study were Honda Matic Motorcycle users in Yogyakarta City.

##### 3.2.2 Sample

The sample in this study was part of Honda Matic Motorcycle Owners in Yogyakarta City.

##### 3.2.3 Sample Test

The sampling technique in this study uses the Purposive Sampling Technique, only certain criteria are used as research samples. (Khoirudin, 2013). Sampling is determined using the Lameshow formula. The Lameshow formula is a formula used to determine the number of samples with the condition of an unknown population (Guinawan & Flawrencia, 2019).

#### 3.3 Data Types and Sources

The type of data used in this research is prime data. According to (Sugiyono, 2012) Primary data is data that comes from the original source that is collected by researchers in order to be able to answer the problems faced in the research that is obtained by asking or directly to the material or respondents, either from interviews or questionnaires.

#### 3.4 Data Research Techniques

According to Arikunto (2010) The tool used is intended to manipulate data to facilitate work so that the results obtained are more accurate, precise and complete and can be easily processed using this research instrument ipa questionnaire data. The questionnaire in this research uses a

Likert scale. The Likert scale is a psychological scale that is usually used in research using survey methods..

SS : 5, S : 4, N : 3, TS : 2, STS : 1

### 3.5 Research Instrument Test

The questionnaire tool must check the validity and reliabilities of the data so that the survey can provide valid and reliabilities.

#### 3.5.1 Validity test

holds the same meaning as the word ‘good’ Validity which is meant by “to reject what should be accepted”. The example that has been explained above, if you want to reject the ‘desire to buy’, then validity is interpreted as rejecting the tool that has been used. Can the item that has been used reject the buyer’s interest. If the result is correct then the instrument is a valid instrument. In this study, Confirmatory Factor Analysis (CFA) was used which facilitated the validity test.

#### 3.5.2 Reliability Test

According to Aguiristy Feirdinand (2014: 218), reliability is a scale or tool for collecting data or materials and data that has been produced can be relied on or trusted if the tool consistently produces the same results when an assessment is carried out. The audience test in this study used Cronbach Alpha with a level of 60% or 0.60 which was carried out with the help of the SPSS 20 program.

## 4. RESULTS AND DISCUSSION

### 4.1 Validity and Reliability Test Analysis

#### 4.1.1 Validity Test

Validation test is used to check the validity of the questionnaire. The questionnaire variable has 26 statement items answered by respondents. The questionnaire checks the validity of the questionnaire, you can do it by looking at the value in the component matrix. If the component matrix value is > 0.5 and each indicator becomes one component, then the propositional item in the questionnaire can be considered valid.

**Table 1** Validity Test Results

Variable	Questions	Component					Status
		1	2	3	4	5	
Brand Image	1.1	0,895					Valid
	1.2	0,940					Valid
	1.3	0,803					Valid
	1.4	0,834					Valid
Product Quality	2.1		0,740				Valid
	2.2		0,567				Valid
	2.3		0,628				Valid
	2.4		0,594				
Promotion	3.1			0,773			Valid
	3.2			0,695			Valid
	3.3			0,802			Valid

Purchasing System	4.1	0,526	Valid
	4.2	0,872	Valid
	4.3	0,872	Valid
	4.4	0,819	Valid
Buying decision	5.1	0,811	Valid
	5.2	0,741	Valid
	5.3	0,839	Valid
	5.4	0,607	Valid

Source: Primer Data (2023)

Of the 19 questions on the variable selection, it is said to be valid according to the standard which has a factor loading value  $>0.5$  and there are no negative values.

a. Brand Image Validity Test

The results suggest that one of the components is generated by the questions in the variable. Since eight of the questions have factor estimation values greater than 0.5 and none of the results show a negative number in one component, the questions are considered valid.

b. Product Quality Validity Test

The results suggest that one of the components is generated by the questions in the variable. Since three questions have factor estimation values greater than 0.5 and no results show negative numbers in one component, the questions are considered valid.

c. Promotion Validity Test

The results suggest that one of the components is generated by the questions in the variable. Since five questions have factor estimation values greater than 0.5 and no results show negative numbers in one component, the questions are considered valid.

d. Validity Test of Purchasing System

The results suggest that one of the components is generated by the questions in the variable. Since five questions have factor estimation values greater than 0.5 and no results show negative numbers in one component, the questions are considered valid.

e. Purchasing Authorship Validity Test

The results suggest that one of the components is generated by the questions in the variable. Since five questions have factor estimation values greater than 0.5 and no results show negative numbers in one component, the questions are considered valid.

#### 4.1.2 Reliability Test

To determine how consistent and reliable the instrument is, the researcher used the Cronbach Alpha reliability test. A reliable instrument tests the same thing and consistently gives the same results. If the test conditions indicate a Cronbach's alpha value  $> 0.60$  ( $> 0.60$ ), the questionnaire until the questionnaire used can be trusted when the variables are stated to be equal (Bairizki, 2017).

**Table 2** Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Brand Image	0,891	Reliabel

2	Product Quality	0,803	Reliabel
3	Promotion	0,609	Reliabel
4	Purchasing System	0,714	Reliabel
5	Buying decision	0,729	Reliabel

Source: Primeirr Data (2023)

This study concludes that the independent and dependent variables used in this study are reliable because Cronbach's alpha is greater than 0.6.

**Table 3** Results of Multiple Linear Regression Analysis

Model	B
Konstanta	1,892
X1	0,229
X2	0,212
X3	0,253
X4	0,274

Source: Primeirr Data (2023)

Based on the table above, the results obtained are entered into the regression equation:

$$Y=a+b1.X1=b2.X2+b3.X3+b.4.X4+e$$

$$Y= -0.506+0.101. X1+0.363. X2+0.149. X3+0,495.X4+e$$

From the multiple linear equation it can be declared a constant value of -0.506, meaning that if the variables x1, x2, x3, x4 does not exist or ir the value of variables independently 1.892.

Based on tabel 3, each coeirfisie irgreiri can be interested:

- The regression coefficient of the Meireik Image variable X1 has a positive value of 0.229, which means that with the assumption that other variables have fixed values, then every 1 unit increase in the X1 variable will increase the Purchasing Accuracy of Y by 0.229.
- The regression coefficient of variable X2 has a positive value of 0.212, which means that with the assumption that other variables have fixed values, then every 1 unit increase in the Product Quality variable will increase Purchase Quality Y by 0.212.
- The regression coefficient of the Promotion variable X3 has a positive value of 0.253, which means that with the assumption that other variables have a fixed value, then every 1 unit increase in the Promotion variable will increase the Purchasing Precision of Y by 0.253.
- The regression coefficient of variable X4 has a positive value of 0.274, which means that with the assumption that other variables have a fixed value, then every 1 unit value of the Purchasing System variable will increase the Purchasing Precision Y by 0.274.

#### 4.1.3 T Test

The t-test is used to test the correlation between brand image, product quality, promotion, and purchasing system. The t-test indicates how much influence one independent variable has on the other independent variables. The significance level is set at 0.05.(Asti & Ayuningtyas, 2020).

**Table 4** T Test Results

Variabel	Sig	Keterangan
Brand Image	0,001	Signifikan
Product Quality	0,003	Signifikan
Promotion	0,005	Signifikan
Purchasing System	0,000	Signifikan

Source: Primeirr Data (2023)

This can be explained as follows by using the significant values obtained from the partial test.:

a. Brand Image Variable (X1)

Based on the results of the t-test which can be seen from the significant value in table 4, the significant result of the Citra Meireik variable is 0.001, so it can be concluded that the significant value is smaller than 0.05 or  $0.001 < 0.05$ , thus indicating that the Citra Meireik variable (X1) has a positive influence on the Purchasing Purity variable (Y).

b. Product Quality Variable (X2)

Based on the results of the t-test which can be seen from the significant value in table 4, the significant results obtained for the Product Quality variable are 0.003, so it can be concluded that the significant value is smaller than 0.05 or  $0.003 < 0.05$ , thus indicating that the Product Quality variable (X2) has a positive effect on the Purchasing Quality variable (Y).

c. Promotion Variable (X3)

Based on the results of the t-test which can be seen from the significant value in table 4, the significant results obtained for the Promotion variable are 0.005, so it can be concluded that the significant value is smaller than 0.05 or  $0.005 < 0.05$ , thus it is indicated that the Promotion variable (X3) has a positive effect on the Purchase Order variable (Y).

d. Purchasing System Variable (X4)

Based on the results of the t-test which can be seen from the significant value in table 4, the significant results obtained for the Purchasing System variable are 0.000, so it can be concluded that the significant value is smaller than 0.05 or  $0.000 < 0.05$ , thus it is indicated that the Purchasing System variable (X3) has a positive effect on the Purchasing Determination variable (Y).

**4.1.4 Simultaneous Test (F Test)**

The impact of the dependent variable on the independent variable is calculated using the test f. The impact is the independent variable. Value, quality, and service are all extraordinary. However, customer happiness is the dependent variable here. (Nur Wahyuningsih, Sri Ernawati, 2021). The result of this joint assessment (F Test) is:

**Table 5 F Test Results**

F	Sig
70,131	0,000 <sup>b</sup>

Source: Primeirr Data (2023)

1. Based on the ANOVA results, the significance value (sif) is 0.000, as shown in the output table. It is shown that there is a positive influence simultaneously between the variables of Brand Image (X1), Product Quality (X2), Promotion (X3), and Purchasing System (X4) on the Purchasing Quality variable (Y).

2. he SPSS table presented in its entirety provides confidence in the premise that the four independent factors (X) in their entirety have a positive contribution to the dependent variable (Y). There is a difference between the calculated F value of 70.131 and the F table value of 2.44.

**4.1.5 Coefficient Of Determinat (R2)**

The influence of the independent variable (X) on the dependent variable (Y) is measured using the differential coefficient, which is also known as R square or R square. X is the independent variable, and R square is used to determine the level of significance of the relationship between X and Y (Tianing & Siswahyuirdianto, 2022). The study conducted yielded the following results.:

**Table 6 R Square**

Model	R Square
1	0,659

Source: Primer Data (2023)

Based on the table above, it is known that the coefficient of determination has a value of 0.812. Where this can be interpreted as individual variables, namely Brand Image (X1), Product Quality (X2), Promotion (X3), and Marketing System (X4), namely Quality and Peimbelian (Y) 0.659 or 65.9% while the remaining 34.1% is influenced by other variable factors outside this research.

## 4.2 Discussion

### 4.2.1 The Influence of Brand Image on Consumer Satisfaction

The first hypothesis is that the influence of brand image (X1) has a positive and significant effect on purchasing decisions (Y) on consumers of Honda automatic motorcycles in the city of Yogyakarta. This can be proven by a significant value of  $0.001 < 0.05$  with a regression coefficient value of 0.229. It can be concluded that the variable influencing brand image (X1) has a positive and significant effect on purchasing decisions (Y) on consumers of Honda automatic motorcycles in the city of Yogyakarta. The results of this study are in line with previous research conducted by Iis Miati (2020), the results of the study showed that the influence of brand image has a positive and significant effect on purchasing decisions of Deenay consumers (Study on Geia Fashion Banjar Consumers).

### 4.2.2 Influence of Product Quality on Purchase Decision

The second hypothesis is that product quality (X2) has a positive and significant effect on purchase decision (Y) on automatic motorcycles in the city of Yogyakarta. This can be proven by a significant value of  $0.002 < 0.05$  with a regression coefficient value of 0.212. It can be concluded that the Price Quality variable (X2) has a positive and significant effect on Purchase Decision (Y) on Honda automatic motorbikes in the city of Yogyakarta. The results of this study are in line with previous studies conducted by Suiiri Amilia, and M. Oloan Asmara Nst (2017) showing that the variables of brand image, price, and product quality have a positive and significant influence on purchasing decisions of Xiaomi brand mobile phones in Langsa city.

### 4.2.3 Influence of Promotion on Purchasing Decisions.

The third hypothesis is that promotion (X3) has a positive and significant impact on the purchasing power (Y) of Honda automatic motorbikes in the city of Yogyakarta. This can be proven to have a significant value of  $0.005 < 0.05$  with a regression coefficient value of 0.253. It can be concluded that the promotional variable (X3) has a positive and significant influence on purchasing potential (Y) on Honda automatic motorbikes in the city of Yogyakarta. The results of this study are in line with previous research conducted by Deide Solihin (2020) which states that the influence of customer trust and promotion has a positive and significant influence on Purchase Intention at the Mikaylaku Online Shop with Purchase Interest as an investigating variable.

### 4.2.4 Influence of the Purchasing System on Purchasing Decisions

The third hypothesis is that the purchasing system (X4) has a positive and significant impact on the purchasing power (Y) on Honda automatic motorbikes in the city of Yogyakarta. This can be proven to have a significant value of  $0.000 < 0.05$  with a regression coefficient value of 0.274. It can be concluded that the purchasing system variable (X3) has a positive and significant effect on purchasing decisions (Y) on Honda automatic motorbikes in the city of Yogyakarta. The results of this study are in line with previous research conducted by Farida Nailil Muina (2019) which states that online purchases and offline purchases offline has a positive and significant influence on purchasing decisions with interest as an investigating variable.

#### **4.2.5 Brand Image Branding, Product Quality, Promotion, and the Branding System towards Branding Purity.**

The fifth hypothesis, namely that brand image (X1), product quality (X2), promotion (X3), and sales site (X4) have a positive and significant impact on Honda automatic motorbikes in the city of Yogyakarta. This can be proven to have a significant value of  $0.000 < 0.05$  with an F Calculation value of  $70.131 > F$  Table 2.44. It can be concluded that the variables of brand image (X1), product quality (X2), promotion (X3), and sales system (X4) simultaneously have a positive and significant impact on sales success (Y). The results of this study are in line with the research conducted by Salman Farisi (2018) which shows that the influence of brand image and product quality has a positive and significant influence on the purchasing decision of Adidas shoes among students at the Muhammadiyah University of Surabaya.

## **5. CONCLUSION AND SUGGESTION**

### **CONCLUSION**

Based on the results of the research analysis of the influence of brand image, product quality, promotion, and purchasing system on purchasing decisions for Honda automatic motorcycles in the city of Yogyakarta, from the description and discussion of the research results, the following conclusions can be drawn:

1. The influence of brand image on purchasing decisions has a positive and significant effect on purchasing decisions for Honda automatic motorcycles in the city of Yogyakarta.
2. The influence of product quality on purchasing decisions has a positive and significant effect on purchasing decisions of a type of Honda automatic motorcycle in the city of Yogyakarta.
3. The influence of promotion on purchasing decisions has a positive and significant effect on purchasing decisions of a type of Honda automatic motorcycle in the city of Yogyakarta.
4. The influence of the purchasing system on purchasing decisions has a positive and significant effect on purchasing decisions of Honda automatic motorcycles in the city of Yogyakarta.
5. Brand image, product quality, promotion, and purchasing system have a positive and significant effect on purchasing decisions of Honda automatic motorcycles in the city of Yogyakarta

### **SUGGESTION**

For further researchers who want to continue or repeat the same topic, it is recommended that the teacher add other variables that are not in the research or other theories that may be denied by others. The addition of these variables is explained in this research, the teacher helps explain other factors that do not affect the results of the research.

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