

DAFTAR PUSTAKA

- Aeni, N. (2020). Effect of product quality , prices and places on purchase decisions case study of consumers ikhtiar meatballs tofu cikarang region. *Journal of Research in Business, Economics, and Education*, 2(1), 391–398.
- Akbar, M. F. (2020). The influence of product quality and price on purchasing decisions at mitraindo south tangerang online shop. *Jurnal Ad'ministrare*, 6(2), 237. <https://doi.org/10.26858/ja.v6i2.13557>
- Arjuna, H., & Ilmi, S. (2020). Effect of brand image, price and quality of the product on the smartphone purchase decision. *Journal Economics Adn Business*, 3(August 2020), 294–305. <https://doi.org/10.14421/EkBis.2019.3.2.1190>
- Fransisca, S., & Pujiarti. (2022). *The influencer of price, brand, and product quality on purchase decisions in the marketplace jd.id*. 4(41), 622–634.
- Gulliando, D., & Shihab, M. (2020). The effect of product quality, price and promotion on purchasing decisions. *Innovation Research Journal*, 4(9), 419–425. <https://doi.org/10.30587/innovation.v1i1.1190>
- Hasanah, N., & Usman, O. (2021). *Influence of brand image, price, and product quality on purchase decision on lazada e-commerce*.
- Kusdiyanto, K., Saputro, E. P., Sholahuddin, M., Mabruroh, M., Irawati, Z., Murwanti, S., & Setyaningrum, D. P. (2022). Identification of intention to buy healthy food. *International Journal of Business, Economics & Management*, 5(1), 32–41. <https://doi.org/10.21744/ijbem.v5n1.1867>
- Mbete, G. S., & Tanamal, R. (2020). Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on shopee online purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100–110.
- Ramadhanti, S., & Usman, O. (2021). Influence of brand ambassador BTS, brand image, and product quality on tokopedia e-commerce purchase decision. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3768614>
- Reinaldo, I., & Chandra, S. (2020). The influence of product quality, brand image, and price on purchase decision at CV sarana berkat pekanbaru. *Journal of Applied Business and Technology*, 1(2), 137–150. www.e-jabt.org
- Saputro, E. P., Achmad, N., & Handayani, S. (2016). Identifikasi Faktor Yang Mempengaruhi Sukses Wirausaha. *Benefit: Jurnal Manajemen Dan Bisnis*, 1(1), 10. <https://doi.org/10.23917/benefit.v1i1.2361>
- Saputro, E. P., & Dihan, F. N. (2012). Pendekatan technology acceptance model untuk menguji persepsi resiko adopsi e-banking benefit. *Jurnal Manajemen Dan Bisnis*, 16(1), 23–33.

- Senduk, I. F. A., Tulung, J. E., & Arie, F. V. (2021). The effect of brand image, price perception, and promotion on purchase decision at Pizza hut in manado. *Jurnal EMBA*, 9(4), 1134–1143.
- Utami, R. D., Nur, N., & Suleman, N. R. (2022). *The influence of product quality , customer value , and lifestyle on purchase decisions for woven fabrics (Study on : West Muna Weaving House)*. 15(03), 73–81. <https://doi.org/10.30574/wjarr.2022.15.3.0762>
- Wahyuni, S., & Ginting, M. (2017). The impact of product quality, price and distribution on purchasing decision on the astra motor products in jakarta. *Arthatama Journal of Business Management and Accounting*, 1(1), 18–26.