

# THE ANALYSIS OF PRICE PERCEPTION AND PROMOTION ON BRAND IMAGE AND PURCHASING DECISIONS

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan promosi terhadap citra merek dan keputusan pembelian. Populasi penelitian terdiri dari konsumen yang pernah melakukan pembelian produk Wedang uwuh MIMIKU. Metode penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui survey online dengan metode purposive sampling. Analisis data dalam penelitian ini dilakukan dengan menggunakan model persamaan struktural Partial Least Square (PLS) 3.2.6. Studi ini menemukan bahwa harga, yang dalam hal ini berkaitan dengan tinggi dan rendahnya atau jumlah uang yang dikeluarkan konsumen untuk mempengaruhi suatu produk, juga dapat mempengaruhi citra jangka panjang. rata-ratanya menandakan bahwa semakin baik persepsi konsumen terhadap harga akan semakin meningkatkan keputusan pembelian. dan menunjukkan bahwa variabel promosi online terhadap keputusan pembelian yang dimediasi oleh brand image memiliki pengaruh yang lebih besar daripada nilai pengaruh langsung variabel promosi online terhadap keputusan pembelian. Promosi, dapat menarik perhatian calon konsumen untuk membeli produk yang ditawarkan oleh perusahaan. Sehingga menyebabkan semakin baik promosinya, semakin tinggi pula keputusan konsumen untuk membeli barang. Dan yang terakhir brand image dari produk tersebut bagus, konsumen akan melakukan pembelian terhadap produk tersebut.

**Keywords:** Persepsi Harga, Brand Image, Promosi, Keputusan Pembelian.

## Abstract

This research aims to analyze the effect of price perception and promotion on brand image and purchasing decisions. The population of the research consists of consumers who has purchased Wedang uwuh MIMIKU products. The method of this study uses a quantitative approach. Data were collected through online survey by purposive sampling. Data analysis in this study was carried out using a structural equation model of Partial Least Square (PLS) 3.2.6. This study found that price, which in this case relates to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image. its mean signified that the better the consumer's perception of the price would further increase purchasing decisions. and shows that the online promotion variable on purchasing decisions mediated by brand image has a greater influence than the value of the direct effect of the online promotion variable on purchasing decisions. Promotion, it can attract the attention of potential consumers to buy the products offered by the company. So that cause be better the promotion, the higher the consumer's decision to buy goods. And the last the brand image of the product is good, the consumer will make a purchase of the product.

**Kata kunci:** Price Perception, Brand Image, Promotion, Purchasing Decision.

## 1. INTRODUCTION

The presence of various large-scale businesses on the one hand is very encouraging for consumers. They offer various positive things, including comfort, safety, convenience, increasingly diverse product variations, improved product quality and of course cheaper prices so that they can influence consumer purchasing decisions. According to Kotler and Keller (2016): Price perception is the difference between a product's perceived price and the prices of similar products in the market. Consumers then choose one of these various product options. In certain situations, customers will consider the goods or services they will buy and will take time to make a decision after evaluating. Therefore, every business must compete competitively in terms of building and maintaining loyal customers.

Every business believes that its corporate image is crucial, as it represents the public's overall perception of the organization. A company's image can be influenced by its name, its architectural style, the diversity of its products, its traditions, its ideologies, and how it comes across to customers during their interactions with the firm. In order to cultivate a positive public perception of their brand, businesses must be able to articulate precisely how they address the needs and wants of their customers (Alfian1, Wendrita2 2023).

Consumers assess and understand the price of a good or service as a complex cognitive process that shapes their price perception. According to Lee and Lawson Body (2011: 532) assert that consumers' assessments of whether the price a seller is offering and the price in comparison to other parties are reasonable, acceptable, or justifiable are reflected in their emotional shape and constitute price perception. As a result, the first factor that draws in or fascinates customers is the price they must pay for the given good.

In light of the fact that customers now value information highly, promotion aspects must also be taken into account. Promotion is a marketing component that influences consumer purchase decisions, but not significantly. The ability of the business to take other factors, such marketing communication, into account will determine how well the marketing plan draws in customers. To support marketing services, distribution management is also essential. Promotion is an offer that is usually carried out in marketing activities with the aim of introducing products to people around the world. According to Assauri (2018), a company's attempt to sway and entice consumers through the use of every component of the marketing mix is called promotion. Since promotional policies differ from the integrated policies of the marketing mix, other marketing policies taken as a whole have a significant impact on how well promotional policies work.

Better strategic marketing decisions regarding positioning a product and focusing on

particular market segments are based on brand image. However, different academics have given varied definitions and applications to the term "brand image." When measuring brand image, it might be perplexing to see how different definitions are used and evaluation of brand positioning and equity that follows.

Brand image, also called brand image, is a generalized image of the brand based on information and past experiences. Brand image is related to opinions, beliefs, and preferences. According to Nurhalim (2020), brand image or brand image is a representation of all perceptions about a brand based on previous data and experience. However, according to Supriyadi, Fristin, and Nugraha (2016), Consumers' overall impression of the product is influenced by brand image. The author discovers that a person's viewpoint, method of thinking, or interpretation of a brand identity is predicated on a variety of presumptions and firsthand accounts from brand advocates.

A consumer's decision to make a purchase is influenced by many factors, one of which is service. The better the company appreciates, serves, and facilitates customers, the consumers will always make the decision to make a purchase. Consumer behavior and the decisions made by consumers to purchase a product or service are essentially closely related. Businesses must understand consumer behavior since it plays a significant role in product marketing efforts. The trend showing how location, price, and service quality affect consumers' purchasing decisions suggests that business management should take consumer behavior into account, particularly when it comes to the decision-making process involved in purchases (Puspa, et al., 2020). Customers have the power to make decisions about what to buy if the products are complete, of high quality, reasonably priced, and placed in a convenient area (Febriansyah & Reni, 2020).

Purchasing decisions are behaviors that refer to the purchasing behavior of end consumers, both individuals and families, buying goods and services for personal use. This is known as a purchase decision. Purchasing decisions are the process of selecting and assessing various options based on importance, choosing one because it is considered more favorable than other options. In addition, purchasing decisions can also be described as an integrating process in which knowledge is combined to assess alternative behaviors and choose one among them. However, according to Kotler and Keller (2016: 194), a component of consumer behavior is the choice, acquisition, and use of products, services, ideas, or experiences by individuals, groups, and organizations to satisfy their needs and desires.

Wedang uwuh is a drink whose ingredients are leaves that are similar to spices. In Javanese, wedang means brewed beverage, while uwuh means waste. Wedang uwuh served hot

or warm has a sweet and spicy taste with a bright red color and fragrant aroma. The spiciness is caused by ginger, while the red color is due to the presence of sappan. Wedang uwuh is Yogyakarta's signature drink. In the beginning, Wedang Uwuh was still in the form of whole ingredients in the form of original spices, but along with the times and the need for practicality, Wedang Uwuh has now developed into an instant form, as well as a dipped form.

Along with its development, Wedang Uwuh is now not just a specialty drink. However, Wedang Uwuh has been named an intangible heritage that has great value. In Yogyakarta itself, Wedang Uwuh is very easy to find. Starting from the traditional market tradisional, restaurants, cafes, souvenir shops, and even many hotels and inns provide Wedang Uwuh for their visitors. In addition, Wedang Uwuh is also one of the typical souvenirs of Yogyakarta that tourists always look for when visiting Yogyakarta. In its place of origin, Yogyakarta. There are many brands of Wedang Uwuh that are traded. Not only selling Wedang Uwuh with an offline system, due to the large number of enthusiasts today, Wedang Uwuh can also be easily found through online stores.

In this study, improving network quality in several regions including the farthest ones and improving the quality of security in long-distance or out-of-town shipments can improve the Wedang Uwuh MIMIKU brand image so that consumers make the decision to buy Wedang Uwuh MIMIKU without worry. Price perceptions and promotions that have been carried out by Wedang Uwuh MIMIKU make consumers interested in buying, and increase consumer purchasing decisions for Wedang Uwuh MIMIKU. The very vigorous promotion of Wedang Uwuh MIMIKU has increased the purchasing decision for Wedang Uwuh MIMIKU. Wedang Uwuh MIMIKU's brand image is an important consideration for consumers to buy and increase consumer purchasing decisions for Wedang Uwuh MIMIKU.

## **2. METHOD**

Quantitative research is the systematic investigation of phenomena by collecting measurable data and performing statistical, mathematical, or computational techniques. This research uses a quantitative method in the form of distributing questionnaires online with google form using a Likert scale of 1-5. Research data comes from primary data collected directly by researcher. The sampling method use non-probability sampling with purposive sampling. Based on this understanding, the population in this research is all students of Muhammadiyah University of Surakarta totaling 35,604 students, According to Sugiyono (2017: 122) probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample.

The approach used in the determination of sampling is purposive sampling. Purposive sampling is a determination technique with certain considerations (Sugiyono, 2017). The criteria are:

1. Students of Muhammadiyah University of Surakarta who are domiciled in Soloraya.
2. 18 years old and above.
3. People who already know about Wedang Uwuh and already buy it

This study uses 20 indicators so that by using estimates based on the number of indicators obtained a sample size of 100 samples. With reference to the opinion of Ferdinand and based on considerations that have been stated above, the number of samples used in this study is  $20 \times 5 = 100$  samples. The minimum sample size selected in this study was 100 respondents. The method of statistical analysis of data that the author uses is Partial Least Square or PLS by using the Smart PLS 3.0 application. According to Jogiyanto (2011) SEM is a statistical technique to test and estimate causal relationships by integrating factor analysis and pathway analysis. SEM can perform several activities simultaneously, such as confirmatory factor analysis, path analysis, and structural model analysis. The complete Model consists of a measurement model, a causal model, or a structural model. Partial Least Squares (PLS) is one of the methods of analysis of soft modeling research. This method eliminates the concept of Ordinary Least Square (OLS).

### 3. RESULT AND DISCUSSION

#### 3.1. Respondent Profile

Respondent characteristics are the criteria used in a study of respondents who has purchased Wedang Uwuh MIMIKU product. This research has been distributed using a questionnaire distributed via google form with a population of consumers who has not purchased Wedang Uwuh MIMIKU product, so that 116 respondents have been obtained. The following details of the respondent's data.

**Tabel 1. Characteristics of Respondents (n=116)**

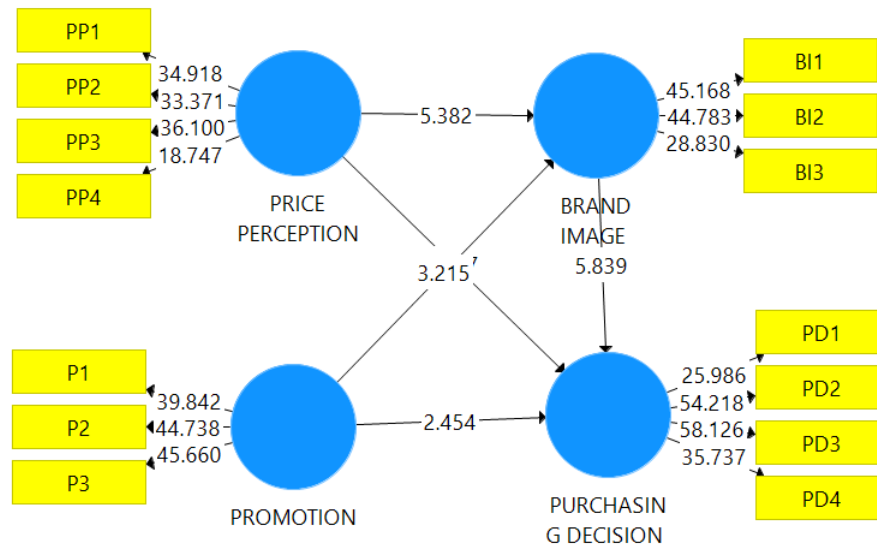
Characteristics	Frequently	
	n	%
<b>Gender</b>		
Male	74	63,8%
Female	42	36,2%
<b>Age</b>		
17-20	13	11,2%
21-30	58	50%
31-40	12	10,3%

>40	33	28,4%
<b>Education</b>		
Senior High School	52	44,8%
S1	57	49,1%
S2	6	5,2%
S3	1	0,9%
<b>Occupation</b>		
Government Employees	29	25%
Private Employees	12	10,3%
Self-Employed	25	21,6%
Student	49	42,2%
<b>Total</b>	<b>116</b>	<b>100%</b>

Table shows that there are more female respondents than male respondents. Female respondents totalled 42 people or in percentages of 36,2%, while male respondents totalled 74 or 63,8% if using percentages. With a total of 116 respondents the majority of respondents education is S1, namely 57 people with the percentage 49,1%. Then, Senior High School namely 52 people with the percentage 44,8%. Next, S2, namely 6 people with the percentage 5,2%. The last is S3, namely 1 people with the percentage 0,9%. Also respondents with an age range of 21-30 years have a dominant number, namely 58 people or around 50%, then followed by an age range of >40 years, namely 33 people or around 28,4% and the age range 17-20 years, namely 13 or around 11,2%, and then the last is respondents with an age range of 31-40 years, totaling 12 people or around 10,3%. And, the majority of people who knows Wedang Uwuh MIMIKU product, are Student, namely 42,2% or around 49 people. Then there are government employed namely 29 people with the percentage 25%. Followed by self employee namely 25 people with the percentage 21,6%. The last is from private employee namely 12 people each of the occupation with the percentage 10,3% each of the occupation

### 3.2. Questionnaire and Measurement

#### 3.2.1. Outer Model



**Figure 1. Outer Model**

**Table 2. Outer Loading**

Indicator	Price Perception (X1)	Description
Affordability of product prices	0.872	Valid
Price matches the quality	0.879	Valid
Price competitiveness	0.864	Valid
Price matches the benefits	0.831	Valid
Indicator	Promotion (X2)	Description
Advertising	0.882	Valid
Sales Promotion	0.897	Valid
Public Relations	0.903	Valid
Indicator	Brand Image (Y1)	Description
Product attribute	0.910	Valid
Consumer benefits	0.917	Valid
Brand personality	0.886	Valid
Indicator	Purchase Decision (Y2)	Description
Steadiness to buy after knowing product information.	0.873	Valid
Decided to buy it because of the most preferred brand.	0.900	Valid
Buying because it suits your wants and needs.	0.919	Valid
Buying because of recommendations from others.	0.878	Valid

Convergent Validity is also assessed based on the Average Variance Extracted (AVE) of each indicator with an AVE value > 0.7 to be valid. The following is the AVE value for each indicator

of the research variable:

**Table 3. AVE**

<b>Discriminant Validity</b>	<b>AVE</b>	<b>Description</b>
Price Perception	0.819	Valid
Promotion	0.800	Valid
Brand Image	0.782	Valid
Purchasing Decision	0.743	Valid

Source: Primary data, 2024

Based on the table above, it can be seen that the AVE value in the Price Perception indicator > 0.5 or amounting to 0.819. AVE value on Promotion Indicator > 0.5 or equal to 0.800. AVE value on Brand Image indicator > 0.5 or equal to 0.782. And the AVE value on the Purchasing Decision indicator > 0.5 or amounting to 0.743. So it can be concluded that the AVE value of all indicators can be said to be valid because > 0.5.

**Table 4. Cross Loading**

	PP(X1)	P(X2)	BI(Y1)	PD(Y2)
X1.1	0.872	0.731	0.712	0.758
X1.2	0.879	0.781	0.770	0.829
X1.3	0.864	0.716	0.685	0.783
X1.4	0.831	0.620	0.652	0.725
X2.1	0.741	0.882	0.696	0.721
X2.2	0.713	0.897	0.694	0.744
X2.3	0.769	0.903	0.731	0.807
Y1.1	0.787	0.706	0.910	0.848
Y1.2	0.760	0.739	0.917	0.826
Y1.3	0.673	0.703	0.886	0.744
Y2.1	0.731	0.703	0.778	0.837
Y2.2	0.784	0.742	0.810	0.900
Y2.3	0.851	0.798	0.779	0.919
Y2.4	0.809	0.754	0.791	0.878

**Table 5. Composite Reliable**

<b>Composite Reliable</b>	<b>Values</b>
Price Perception	0.920
Promotion	0.923
Brand Image	0.931
Purchasing Decision	0.935

Based on the table above, it can be concluded that Price Perception 0.920, Promotion 0.923, Brand Image 0.931, and Purchasing Decision 0.935. The data shows that Composite Reliability value of each variable is > 0.70, so it can be concluded that the variables above are reliable.



**Table 6. Cronbach's Alpha**

Cronbach's Alpha		Description
Price Perception	0.884	Reliable
Promotion	0.875	Reliable
Brand Image	0.889	Reliable
Purchasing Decision	0.906	Reliable

Based on the table, it can be conclude that Price Perception is 0.884, Promotion 0.875, Brand Image 0.889, and Purchasing Decision 0.906. So, the data above show that Cronbach's Alpha each variable are more than 0.70, the data are reliable.

**Table 7. VIF**

	VIF
Brand Image -> Purchase Decision	3.473
Price Perception -> Brand Image	3.198
Price Perception -> Purchase Decision	4.149
Promotion -> Brand Image	3.198
Promotion -> Purchase Decision	3.642

Sources: Primary data, 2024

Based on the data above, the multi collinearity test result show that, the inner result of Brand Image, Price Perception, Promotion, Purchase Decision are < 5. So, the data does not violate the multi collinearity test.

**3.2.2. Inner Model**

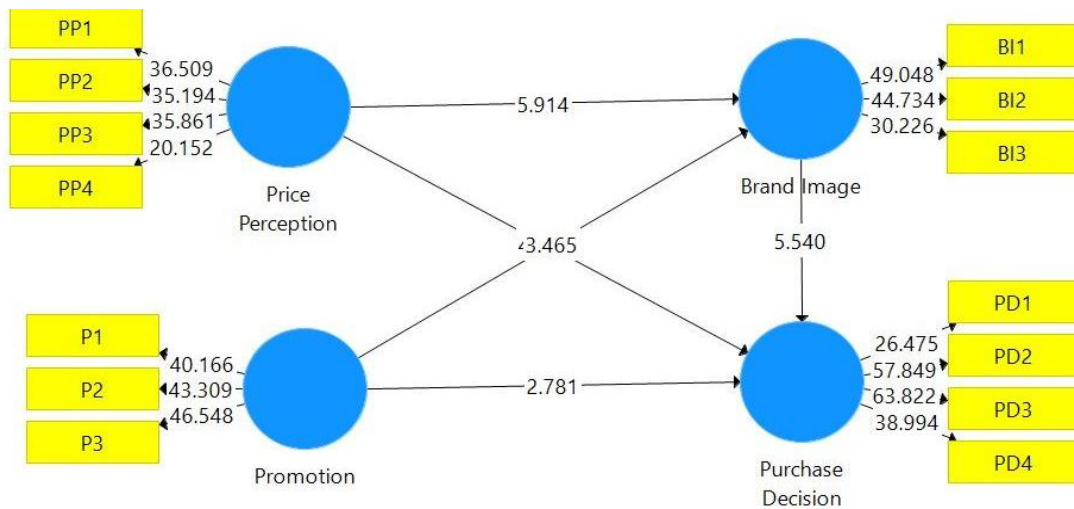


Figure 2. Inner Model

**Table 7. R Square**

	<b>R square</b>	<b>R Square Adjusted</b>
<b>Purchasing Decision</b>	0.892	0.889
<b>Brand Image</b>	0.712	0.707

Based on the data above, it can be seen that the value of R<sup>2</sup> on Purchasing Decision is 0.892 or 89.2%. The R value of<sup>2</sup> on Trust is 0.712 or 71,2%.

**Table 8. Q-Square**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1-SSE/SSO)</b>
Brand Image	336.000	145.862	0.566
Price Perception	448.000	448.000	
Promotion	336.000	336.000	
Purchase Decision	448.000	141.977	0.683

From the data above, it can be seen that the Q value<sup>2</sup> for Trust is 0.540, which means that this model has predictive relevance because the Q<sup>2</sup> value > 0, then the Q value<sup>2</sup> for Purchase Intention is 0.487, which means that this model also indicates that it has predictive relevance.

**Table 9. FIT**

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0,054	0,054
NFI	0,84	0,84
Chi Square	248,243	248,243

Based on the data table above, it can be concluded that the SRMR value is interpreted as fit, because it is <0.10, which is 0.054. Furthermore, the NFI value is also identified as fit because the NFI value > 0.1, which is 0.84. Chi Square has a value of 248,243, this value is said to be fit and feasible because it has a range value > 0.05 (Ghozali & Latan, 2020: 78).

### 3.2.3. Hypothesis Test

**Table 10. Hypothesis Effect**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (O/STDEV)</b>	<b>P Values</b>
BI-> PD	0.413	0.399	0.075	5.471	0.000
PP->BI	0.523	0.534	0.098	5.342	0.000
PP->PD	0.411	0.421	0.099	4.135	0.000
P->BI	0.358	0.349	0.115	3.110	0.002
P->PD	0.181	0.184	0.072	2.518	0.012
PP-> PD	0.216	0.212	0.049	4.397	0.000
P-> PD	0.148	0.141	0.056	2.621	0.009

### **3.2.3.1. The Impact of Price Perception on Brand Image**

The results shows that the P values is 0.000 which is  $< 0.05$ , the data shows that Price Perception has a positive and significant effect of Brand Image, which is in line with studies like Hazimi Bimaruci Hazrati Havidz, M. Rizky Mahaputra (2020) have found that with the better price perception by customers, the better the brand image of the product or company. A brand image is a set of associations about a brand that is stored in the mind or memory of consumers ". There are several factors that influence brand image Schiffman and Kanuk (2007) mention the factors forming a brand image, namely: 1) Quality or quality, relating to the quality of the goods offered by producers with certain brands; 2) Trustworthy or dependable. relating to the opinion or agreement formed by the community about a product that is consumed; 3). Uses or benefits associated with the function of a product that can be used by consumers. 4). Price, which in this case relates to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image; and 5). The image that is owned by the brand itself, namely in the form of views, agreements and information relating to a brand of a particular product.

### **3.2.3.2. The Impact of Price Perception on Purchasing Decision**

The results shows that the P values is 0.000 which is  $< 0.05$ , the data shows that Price Perception has a positive and significant effect of Purchasing Decision which is in line with studies like Misbahul Anwar and Dodi Andean (2020) have found that Furthermore, testing the effect of price perceptions on purchasing decisions showed a positive and significant influence of price perceptions on purchasing decisions. It signified that the better the consumer's perception of the price would further increase purchasing decisions. This test's results support research conducted by Muharam and Soliha, Nusarika and Purnami, Fatmawati and Soliha, and Harwani and Pradita, which stated that price perceptions significantly affected purchasing decisions.

### **3.2.3.3. The Impact of Promotion on Brand Image**

The results shows that the P values is 0.000 which is  $< 0.05$ , the data shows that Promotion has a positive and significant effect of Brand Image which is in line with studies like Mulianda Lestari and Wahyono (2021) have found that online promotion has a positive and significant effect on purchasing decisions through brand image. This shows that the online promotion variable on purchasing decisions mediated by brand image has a greater influence than the value of the direct effect of the online promotion variable on purchasing decisions. This means that the value of the influence of the online promotion variable on purchasing decisions will increase with the mediation of the brand image variable.

#### **3.2.3.4. The Impact of Promotion on Purchasing Decision**

The results shows that the P values is 0.002 which is  $< 0.05$ , the data shows that Promotion has a positive and significant effect of Purchasing Decision which is in line with studies Suhesti Ningsih, Sri Laksmi Pradanawati (2021) have found that onsumer decisions in making purchases focus on promotions made by a company in offering its products. The company carries out promotional activities to introduce its products so that they are better known to potential consumers. Promotional activities such as advertising, giving gifts that have been able to influence consumers to decide to make a purchase. With a vigorous promotion, it can attract the attention of potential consumers to buy the products offered by the company. The better the promotion, the higher the consumer's decision to buy goods.

#### **3.2.3.5. The Impact Brand Image on Purchasing Decision**

The results shows that the P values is 0.012 which is  $< 0.05$ , the data shows that Brand Image has a positive and significant effect of Purchasing Decision which is in line with studies like Suci Hermiyenti and Yunia Wardi (2018) have found that brand image has a significant effect on purchasing decisions. The brand image of a product can be measured from the sales data made by the product, if product sales increase it will have an impact on its brand image. If the brand image of the product is good, the consumer will make a purchase of the product, of course the right marketing strategy is needed by the company in order to maintain the brand image of the product.

### **4. CLOSING**

#### **4.1. Conclusion**

This current research demonstrated the Influence of Price Perception and Promotion to Brand Image and Purchasing Decision. The results show that Price Perception has a positive and significant effect of Brand Image, because price, which in this case relates to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image. So that, a business should focus on strategic to enhance good quality of product. This result shows that Price Perception has a positive, its mean signified that the better the consumer's perception of the price would further increase purchasing decisions. Based on the result of this research, the other way to show that Promotion has a positive and significant effect of Brand Image and this shows that the online promotion variable on purchasing decisions mediated by brand image has a greater influence than the value of the direct effect of the online promotion variable on purchasing decisions. On the other hand, the data shows that Promotion has a positive and significant effect of Purchasing Decision, and a vigorous promotion, it can attract the attention of potential consumers to buy the products offered by the company. The

better the promotion, the higher the consumer's decision to buy goods. Even though, Brand Image has a positive and significant effect of Purchasing Decision, If the brand image of the product is good, the consumer will make a purchase of the product. So that, between price perception, brand image, purchasing decision and promotion have good correlation to improve purchasing attention from consumer.

#### **4.2. Implication**

Based on the results of the research that has been conducted, the researchers provide the following inputs:

##### 1) Price Perception

Price Perception has a positive and significant influence on purchasing decisions, meaning that the better the price determination applied in the company, the higher the purchase decision of consumers. Therefore, companies should maintain a good pricing strategy, so that purchasing decisions on products can be optimal

##### 2) Promotion

Companies must be able to conduct sales promotions that are attractive and effective in the eyes of consumers. Sales promotions implemented by companies can improve consumer buying decisions.

##### 3) Brand Image

Companies must pay high attention to the importance of brand image and product quality, the higher or greater product purchase decisions that consumers can reach.

##### 4) Purchase Decision

Buyers will pay attention to the risks to the purchase of a product. Then the manufacturer must be able to convince consumers that the purchase of Wedang UWUH MIMIKU products has a low risk through the provision of appropriate guarantees, increasing good publicity about Wedang UWUH MIMIKU for after-purchase service and reference information on customer satisfaction guarantees to consumers who will buy.

#### **4.3. Limitation**

Although this study makes essential contribution to literature and practice, it has some limitations. First, this study focus on one of the local product Wedang Uwuh in Sukoharjo.

Second, in this study the authors only conducted research in the determination of purposive sampling sampling with people who already know and have bought Wedang UWUH MIMIKU

Third, this research only focusses on the effect of impact between price, promotion, brand image and purchasing decision. Future research should analyzed and examined a detail information about each factor that can improve the influence of price perception, promotion, brand image, and purchasing decision.

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