

RESEARCH ARTICLE



The impact of brand image, price perception, and product quality on consumer purchase decisions: A study on Telkomsel starter packs

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ABSTRACT

This research aims to examine the influence of brand image, price perception, and product quality on consumer purchase decisions for Telkomsel starter packs. The study was conducted in Bendahara District, Aceh Tamiang Regency, with a sample of 96 respondents. Data were analyzed using multiple linear regression to assess the relationships between variables. The findings indicate that brand image, price perception, and product quality each have a significant impact on consumer purchase decisions. Furthermore, these factors collectively play a crucial role in shaping consumer preferences when choosing Telkomsel starter packs.

KEYWORDS

Brand image; price percepti; product quality; purchasing decisions

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1. Introduction

In today's digital era, human interaction—both individual and collective—has become increasingly seamless, largely due to advancements in technology and communication tools. Indonesia, as one of the most populous nations, is actively embracing these developments, with its people becoming both users and drivers of technological progress.

The evolution of information and communication technology has significantly influenced human behavior, especially in the way people communicate. Reliable, effective, and affordable communication technology has become a fundamental necessity, supporting daily activities and providing instant access to information. In this context, the use of internet data packages has become increasingly popular, offering users the convenience of browsing, seeking information, and communicating with others in a more efficient and economical manner.

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This growing dependence on internet-based communication has propelled the rapid development of cellular service providers, which now offer not only traditional telephone and SMS services but also robust internet services to support social media interactions. As consumers move away from conventional communication methods and increasingly adopt digital platforms, the role of mobile service providers has become more critical. With fierce competition among providers, consumers must carefully evaluate which brands offer the most reliable service in their respective areas—especially in regions with limited coverage.

Cellular service providers build brand value through consistent service and strong public perception. A well-established brand image—defined as the consumer's perception and impression of a brand—can greatly influence purchasing decisions. When consumers purchase and use network services, their experiences shape how they perceive the brand in terms of signal stability, user-friendliness, and pricing. In a highly competitive market, price perception also plays a key role. Consumers tend to favor providers that offer affordable rates without compromising service quality.

Additionally, product quality remains a decisive factor in consumer decisions. It encompasses various attributes such as durability, functionality, reliability, and ease of use, which contribute to customer satisfaction. For mobile network services, product quality is often judged by signal strength, connection stability, and coverage reliability.

Consumer purchasing decisions are also influenced by geographical and demographic factors. In rural and semi-rural areas such as Aceh Tamiang Regency—dominated by forests, plantations, and agricultural zones—only certain service providers, like Telkomsel and Axiata (XL), are accessible. Given this landscape, this study focuses on Telkomsel starter packs as the research object.

Telkomsel, established by PT Telekomunikasi Seluler, is the largest mobile telecommunications operator in Indonesia and ranks among the top six globally, with over 170 million subscribers. Founded in 1995 in collaboration with Indosat, Telkomsel launched its first postpaid service, the Halo Card, on May 26 of the same year. As of 2020, Telkomsel operated more than 236,000 Base Transceiver Stations (BTS) and captured nearly 60% of the Indonesian mobile telecommunications market. Its three main products—Simpati/Loop, Kartu As, and Kartu Halo—continue to dominate the market through consistent service quality, strong brand presence, and extensive network coverage.

This study aims to examine the influence of brand image, price perception, and product quality on consumer purchasing decisions, specifically focusing on Telkomsel starter packs in Aceh Tamiang Regency.

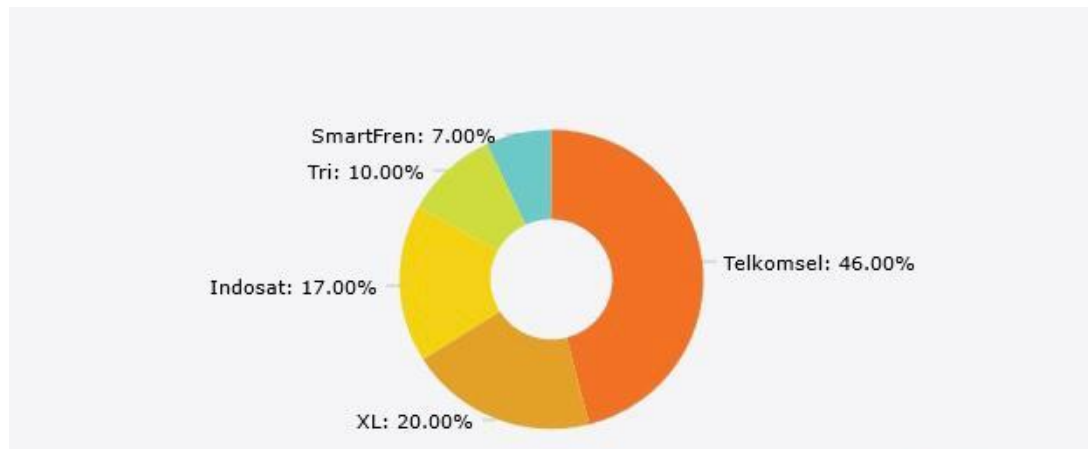


Figure 1. Number of Cellular Operator Subscribers to Mobile Internet.

Source: Databoks.katadata.co.id, 2021

The Indonesian Internet Service Providers Association (APJII) noted that 46.00% of in-ternet users via mobile phones in Indonesia use Telkomsel mobile operator services. As many as 20.00% of respondents chose XL services to surf the internet via cellphones. As many as 19.00% of respondents chose Indosat services to surf the internet via cellphones. A total of 10.00% of respondents chose Tri service to surf via cellphone. A total of 7.00% of respond-ents chose the Smartfren service to surf via cellphone (Databoks.katadata.co.id, 2021).

Researchers conducted interviews to find out phenomena related to brand image, price perceptions, product quality and their influence on purchasing decisions for Telkomsel starter packs to 10 people. For the problem of brand image itself, people in Bendahara Subdistrict are very familiar with Telkomsel in their area, but some of them complain about network prob-blems that are often constrained when the weather is bad and in some areas in Bendahara Sub-district are often constrained by missing networks because some areas are still classified as remote and difficult to reach by any cellular network. Even though Telkomsel is the most accessible network in Bendahara Subdistrict. This is very unfortunate for the people of Bendahara Subdistrict where the majority of the population uses Telkomsel as their cellular package and needs to be developed better. Moreover, at this time many people prefer to use WiFi (Wireless Fidelity) in their homes. Regarding prices, they

take issue with the tariffs on Telkomsel cards that change and are getting more expensive every day compared to similar competitors, as well as the fairly sudden changes in tariff prices that make some consumers use other cards besides Telkomsel products themselves even though only a few providers can be used in Bendahara District. Although the price of this Telkomsel card is fairly expensive compared to other cards, it does not rule out the possibility that the quality of the products issued is better than other cards and consumers continue to purchase Telkomsel cards because the quality of Telkomsel is good and can reach many areas. So that these problems need to be raised as an impact on the decision to purchase the Telkomsel starter pack itself.

2. Literature review

2.1. Brand image

According to Firmansyah (2019), brand image is a representation of the overall perception of the brand and the form of experience and past information about the brand. The image of the brand is related to attitudes in the form of beliefs and preferences towards a brand. According to Chalil et al. (2020), state that image can be defined as a representation of the overall perception of the brand formed from information and past experiences of consumers of certain brands. Brand image is related to attitudes, beliefs and preferences for certain brands. According to Sutiyono & Brata (2020), brand image is a form of brand identity for products with competing products.

It can be concluded that brand image reflects consumers' perceptions of a brand, including whether the brand is viewed positively or negatively. Brand image is closely related to consumer attitudes, beliefs, and preferences toward a particular brand. A brand that successfully builds a positive image in the minds of consumers is more likely to influence and encourage purchase decisions.

2.2. Price

According to Ramadhan & Muthohar (2019) Price perception is an important variable because consumers at middle and low economic levels will generally be very sensitive to price. Meanwhile, Shintaputri & Wuisan (2017), price perception is the relative level of the price of a product compared to other products. Unlike the case with Habibah & Sumiati (2016) price is the amount of value including goods and services.

Based on the definitions of these experts, it can be concluded that Price Perception is a value expressed in money that consumers will later exchange for a product or service, so that consumers will benefit from these goods or services.

2.3. Product quality

Kotler and Armstrong (2018) define product quality as the characteristics of a product or service that support the ability to satisfy customer needs. According to Assauri (2018), product quality is a factor contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or result is intended. According to Kotler & Keller (2017), product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes.

From the above definitions, it can be concluded that product quality is the ability of a product to fulfill customer desires. These customer desires include product durability, product reliability, ease of use and other valuable attributes. High or good product quality can provide something that can satisfy consumers. Product quality is an important thing that must be implemented by every company if it wants to compete with other companies to satisfy consumer needs and desires.

2.4. Purchase decision

According to Tanady & Fuad (2020) consumer purchasing decisions are influenced by how a purchasing decision-making process is carried out. According to Yusuf (2021) a purchasing decision is a thought where individuals evaluate various options and make choices on a product from many choices. One stage of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use and how goods or services satisfy their needs and wants.

From the expert's opinion, it can be concluded that purchasing decisions are a decision-making process that begins with recognizing the problem then evaluating it and deciding on the product that best suits your needs.

2.5. Relationship between brand image, price perception and product quality on purchasing decisions

At the stage of evaluating purchasing decisions, consumers arrange brands according to their choices and form purchase values. Consumers will choose

products according to their preferred brands, but there are also influencing factors such as the attitudes of others and un-expected circumstances. Consumer purchasing decisions often have more than two parties to the buying process, people who have a good perception of an item will also have an influence in making purchasing decisions for that item. A good brand image of an item will also increase a good perception of a person. Thus, a good brand image of Telkomsel brand products will influence a person's purchasing decision for their products. The results of research conducted by Dwiyanto (2017) state that brand image has an effect on purchasing decisions.

When consumers make an assessment of the price of a product, it will be influenced by the behavior of the consumers themselves. Paradigm shifts, lively dynamics, and various other environmental changes have had an impact on how consumers perceive the price of the products/services they will consume. Prices cause various interpretations in the eyes of consumers. Consumers will have different interpretations and perceptions depending on personal characteristics (motivation, attitudes, self-concept, etc.), background (social, economic, demographic, etc.), experience, and environmental influences. Thus, the assessment of the price of a product is said to be cheap, expensive, or ordinary from each individual is not the same, because it depends on individual perceptions that are backgrounded by the living environment and individual conditions. The results of research conducted by Hasanah & Handayani (2020) state that price perception has a significant effect on purchasing decisions.

Consumers in making purchasing decisions always consider things related to the quality of the product to be purchased. Network quality is also closely related to consumer behavior in making purchasing decisions. Network quality is a powerful weapon in the company's advantage in the provider sector. Therefore, a quality network such as internet speed, the widest and strongest coverage must be provided continuously so that the company does not lose in competing with other companies. This description explains that there is a relationship between network quality and purchasing decisions. The results of research conducted by Ayuningtias & Waluyo (2017) state that product quality affects purchasing decisions.

3. Methodology

3.1. Type of research data

The types of data used in this study are quantitative and qualitative data. Quantitative data is data in the form of numbers or quantitative data raised

(Sugiyono, 2020). Quantitative data in this study is in the form of respondents' opinions from the results of distributing questionnaires which are assessed using a Likert scale. Qualitative data is data in the form of sentences, words or images (Sugiyono, 2020). In this study, qualitative data in the form of an overview of Telkomsel. The approach used in this research is a quantitative approach. The data sources used in this study are primary data and secondary data.

3.2. Population and sample

The population in this study were the people of Bendahara District, Aceh Tamiang Regency who used Telkomsel starter packs. The sampling technique used is purposive *sampling* technique. *Purposive sampling* is a technique for determining research samples with certain considerations with the aim that the data obtained later can be more representative (Sugiyono, 2014).

In this study, the consideration is customers who have bought and used Telkomsel starter packs in Bendahara District within the last 5 months. Determination of the number of samples in this study using the *unknown population* formula put forward by (Sugiyono, 2016).

$$N = \frac{z^2 \cdot (p \cdot q)}{d^2} \quad (1)$$

Description:

n = number of samples

z = standard normal level (1.9)

p = estimated population proportion

q = 1-p

d = interval/deviation

$$n = \frac{(1,96)^2 \cdot (0,5)(0,5)}{(0,1)^2}$$

n = 96.4 rounded to 96

Thus the sample used in this study amounted to 96 people.

3.3. Data analysis

This study uses multiple linear analysis which is used to analyze the research hypothesis. Multiple linear analysis is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent variable and the independent variable (Ghozali, 2013). Multiple regression analysis is used when the number of independent

variables is at least 2 (two). The general form of the multiple linear regression model with the number of independent variables is as follows:

$$Y = \beta_a + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_{(k)} + \varepsilon \quad (2)$$

Description:

$\beta_1, \beta_2, \beta_k$ = Regression coefficient to be estimated

X_1, X_2, X_k = Independent variable

Y = The dependent variable

ε = Error

The multiple linear regression formulation equation in this study, namely:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_{(3)} + e \quad (3)$$

Description:

Y = Purchase decision

X_1 = Brand image

X_2 = Price perception

X_3 = Product quality

e = Standard error

a = Constant

b_1 - b_3 = Regression coefficient of each independent variable.

4. Results

4.1. Multiple linear regression analysis

To examine the effect of the independent variables on the dependent variable, a multiple linear regression analysis was conducted. The results of the analysis are presented in Table 1. Based on the data in Table 1, the multiple linear regression equation for this study can be formulated as follows:

Table 1. Multiple linear regression test results

		Coefficients ^a	
Model		Unstandardized Coefficients	Standardized Coefficients
		B	Beta
1	(Constant)	3,449	,385
	Brand Image	-,247	,090
	Price Perception	,240	,070
	Product Quality	,180	,085

a. Dependent Variable: Purchase Decision

Source: Primary data, processed (2024)

The constant of 3.449 shows the value of the purchase decision before being influenced by the brand image variable (X_1), price perception (X_2) and product quality (X_3), assuming other variables remain. The brand image regression coefficient (X_1) shows a negative value on purchasing decisions. This means that if the brand image (X_1) increases by one unit, the purchasing decision will decrease by 0.247, assuming that the price perception and product quality variables are constant. The price perception coefficient (X_2) shows a positive value of 0.240. This means that the price perception variable (X_2) has an effect on purchasing decisions. That is, if the price perception variable (X_2) increases by one unit, the purchasing decision will increase by 0.240, assuming the brand image and product quality variables are constant. The product quality coefficient (X_3) shows a positive value of 0.180. This means that the product quality variable (X_3) has an effect on purchasing decisions. That is, if the product quality variable (X_3) increases by one unit, the purchase decision will increase by 0.180, assuming the brand image variable and price perception are constant.

4.2. Correlation coefficient and determinant test

To find out how much influence the factors of brand image, price perception, and product quality have on purchasing decisions, it can be seen in the following table:

Table 2. Results of the coefficient of determination

Model Summary ^b		
Model	Adjusted R Square	Std. Error of the Estimate
1	,563	,17683

a. Predictors: (constant), product quality, brand image, price perception

b. Dependent variable: purchase decision

Source: Primary data, processed (2024)

Based on Table 2, the Adjusted R Square value is 0.563 or 56.3%, indicating that the variables brand image, price perception, and product quality collectively explain 56.3% of the variation in purchase decisions for Telkomsel starter packs in Bendahara Sub-district. The remaining 43.7% is influenced by other factors not included in this research model, such as purchase intention and promotion.

The multiple correlation coefficient (R) is used to measure the strength and direction of the relationship between the independent variables and the dependent variable. Meanwhile, the coefficient of determination (R^2) indicates the proportion

of variance in the dependent variable that can be explained by the independent variables. A higher R^2 value suggests a stronger influence of the independent variables on the dependent variable.

The value of R Square provides insight into the extent to which the independent variables (X) influence the dependent variable (Y). In this study, the R Square value confirms that brand image, price perception, and product quality have a substantial impact on consumers' purchase decisions for Telkomsel starter packs.

4.3. Results of regression analysis and hypothesis testing

Partial test or t test aims to determine the effect of independent variables (brand image, price perception and product quality) on the dependent variable (purchase decision) partially or each with a significant value of 5% = 0.05. The t test results can be seen in the Table 3.

Table 3. Results of regression analysis and hypothesis testing

Coefficients ^a				
		Standardized Coefficients		
Model		Beta	T	Sig
1	(Constant)		8,950	,000
	Brand Image	-,339	-2,737	,007
	Price Perception	,435	3,439	,001
	Product Quality	,216	2,109	,038

a. Dependent Variable: Purchase Decision

Source: Primary data, processed (2024)

The partial test or t-test is used to determine the individual effect of each independent variable—brand image, price perception, and product quality—on the dependent variable, purchase decision, at a significance level of 5% ($\alpha = 0.05$).

The brand image variable (X_1) has a significance value (p-value) of $0.007 < 0.05$, indicating that H_a is accepted. This means brand image has a significant effect on purchase decisions for Telkomsel starter packs in Bendahara District.

The price perception variable (X_2) shows a significance value of $0.001 < 0.05$, indicating that H_a is accepted, meaning price perception significantly affects purchase decisions for Telkomsel starter packs in the same region.

The product quality variable (X_3) has a significance value of $0.038 < 0.05$, also leading to the acceptance of H_a , which implies that product quality has a significant influence on consumers' purchase decisions.

In addition to the t-test, an F-test (simultaneous test) was conducted to assess the combined influence of the three independent variables on the dependent

variable. This test also uses a significance level of 5% ($\alpha = 0.05$). The F-test results are shown in Table 4.

Table 4. F-test results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1,603	3	,534	6,929	,000 ^b
	Residuals	7,093	92	,077		
	Total	8,696	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image, Price Perception

Source: Primary data, processed (2024)

From Table 4, the significance value of the F-test is $0.000 < 0.05$, indicating that H_a is accepted. This demonstrates that brand image, price perception, and product quality simultaneously have a significant effect on purchase decisions for Telkomsel starter packs. Therefore, it can be concluded that all hypotheses in this study are supported by the data and accepted.

5. Discussion

5.1. The effect of brand image on purchasing decisions

Brand image is a consumer's perception of a brand that includes whether it is good or bad. Brand image is related to attitudes, beliefs, and preferences for the brand. From the t test results, it can be explained that brand image has a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District, where the t sig value is obtained. $0.007 < 0.05$. According to the people in Bendahara Subdistrict, they are very familiar with Telkomsel in their area, because of its wide signal coverage, besides that Telkomsel also has stable and fast internet speeds, and Telkomsel also provides various flexible data packages and attractive promos according to user needs. The results of this study are in line with research conducted by Listyawati (2014) which states that brand image has a significant influence on purchasing decisions.

In this study, the electronic word of mouth variable has a positive effect on purchasing decisions for HNI products at the HNI Lhokseumawe Business Center. The positive estimate value explains that the better the high electronic word of mouth will also increase purchasing decisions. This shows that Business Center HNI Lhokseumawe has good electronic word of mouth. As a manufacturer of HNI products, Business Centre HNI Lhokseumawe must maximize social media well, so

that consumers can more easily decide with good reviews about HNI products on social media.

The same research results were also conducted by Kezia Abelista Hutagalung (2023) The results of this study support the first hypothesis, where there is a positive and significant influence between electronic word of mouth on purchasing decisions. These results indicate that the better the electronic word of mouth, the decision to purchase HNI products will increase.

5.2. The effect of price perception on purchasing decisions

Price perception is the process individuals use to select, organize, and interpret information inputs to create a meaningful picture. Price is an exchange rate to get goods or services issued by a person or group at a certain time and place. From the results of the t test, it can be explained that price perceptions have a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District, where the t sig value is obtained. $0,001 < 0,5$. According to the people in Bendahara District, although the price of Telkomsel is relatively more expensive than other cards, they still make purchases because it is comparable to the quality of the network it has. This is in line with research conducted by Carlos (2017) which states that price perception has a significant effect on purchasing decisions.

5.3. The effect of product quality on purchasing decisions

Product quality is the ability of a product to fulfill customer desires. From the results of the t test, it can be explained that product quality has a significant effect on the decision to purchase a Telkomsel starter pack in Bendahara District, where the t sig. $0.038 < 0.05$ is obtained. According to the people in Bendahara District, Telkomsel has better quality than other starter packs so that it meets their expectations and they tend to feel satisfied with the quality of Telkomsel products and will repurchase the product. The results of this study are in line with research conducted by Ilhami & Sari (2024) which states that product quality has a significant effect on purchasing decisions.

5.4. The effect of brand image, price perception and product quality on purchasing decisions

Based on the F test, it can be explained that brand image, perceived price and product quality simultaneously have a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District, where from the F sig. $0.000 < 0.05$

test. This shows that according to the people in Bendahara District, Telkomsel products have many innovations and services that make many package options for users, have adequate network quality, so that people make repeat purchases of Telkomsel cards. This is in line with research conducted by Wicaksono (2017) which states that brand image, price perception and product quality have a significant effect on purchasing decisions.

6. Conclusion

Based on the results of research conducted on the effect of brand image, price perception and product quality on purchasing decisions for Terlkomsel starter pack cards, it can be concluded that brand image partially has a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District. Price perceptions partially have a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District. Product quality partially has a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District. Brand image, perceived price and product quality simultaneously have a significant effect on purchasing decisions for Telkomsel starter pack cards in Bendahara District.

Disclosure statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

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