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## **The Influence of Brand Image, Price, and Product Quality on the Purchase Decision of Stella Room Fresheners in Bandar Lampung**

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### **ABSTRACT**

This study was conducted to determine the influence of brand image, price, and product quality on the purchase decision of Stella room freshener in Bandar Lampung City. The sample of this study was 160 respondents who were taken by nonprobability sampling with the criteria of respondents who intended to buy Stella room freshener in Bandar Lampung City. Data collection used primary data, namely the distribution of questionnaires to students and the community of Bandar Lampung City and interviews with PT Catur Sentosa Anugerah (PT CSAN) as the official distribution of PT Godrej Indonesia, while secondary data were literature, journals of previous researchers, which were then analyzed. Data analysis tools using SPSS software version 27 are multiple linear analysis, partial testing (t), simultaneous testing (f), validity testing, reliability testing and coefficient of determination analysis (R<sup>2</sup>). R Square research shows that brand image (X1), price (X2), and product quality (X3) influence purchasing decisions (Y) by 52.1%. The results of the t test of brand image (X1), price (X2), and product quality (X3) influence purchasing decisions (Y). The results of the f test of brand image (X1), price (X2), and product quality (X3) of 0.000 mean that simultaneously there is an influence on purchasing decisions (Y).

*Brand Image, Price, Product Quality, Purchasing Decisions*

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## **INTRODUCTION**

Air fresheners have become household necessities, producing pleasant smells and creating comfortable living areas. Air fresheners rank high in home product categories, according to the 2024 Top Brand Award. From 2021 to 2024, Stella led the air freshener market in brand awareness and consumer use, despite a worrying fall from 41.30% to 36.20% between 2023 and 2024. This decline suggests brand image maintenance issues despite rising market rivalry. PT Catur Sentosa Anugerah distributes Stella items in Bandar Lampung, which were produced by PT Megasari Makmur from 1996 to PT Godrej Indonesia. Comparative pricing analysis on Monotaro Indonesia's e-commerce platform

shows Stella's middle-price placement related to Glade and BayFresh. Stella's 350ml aerosol spray products cost Rp19,000–Rp27,500, competing with Glade's Rp21,000–Rp36,000 and BayFresh's Rp15,000. Stella targets people seeking affordability and superior quality with this price strategy. Brand price differences show business methods for influencing Bandar Lampung customer attention and buying choices. According to the interview with the distributor analytics, Stella's price is proportional to its quality, with warehouse promotions giving discounts and buy-one-get-one offers to increase market penetration.

Due to natural ingredients, Hellosehat.com lists Stella as one of five safe air freshener products. Stella's main ingredients include synthetic perfume for long-lasting fragrance, alcohol for smell dispersion, and citronella, a lemongrass-derived essential oil that repels insects and provides fresh aroma. Stella is safe for domestic and office use due to its composition. Stella Aerosol Spray, Stella Gel, Stella All In One, and Stella Matic Refill for automated dispensing systems come in Lemon, Lavender, Ocean Fresh, Spring Garden, and Elegant Blossom fragrances.

Aker, David A., and Alexander L. Biel (2004) identified three key aspects of brand image creation. When companies have good reputations for quality and environmental responsibility, Stella and other goods gain customer confidence. Quality, design, and advantages shape customer impressions of items. Long-lasting perfumes, safety guarantee, and appealing packaging give Stella a great product image. Direct experiences and interaction with brand users portray Stella customers as preferring comfort, cleanliness, and quality, expressing refined taste preferences and a desire for fresh, cozy home surroundings.

Kotler and Armstrong (2018) list four key pricing factors impacting consumer behavior. Stella may attract middle- to upper-class customers without losing quality perception by offering affordable prices. Price competition makes Stella affordable for most target market customers, producing value perceptions of quality and advantages commensurate to consumer investment. When costs match product quality—including long-lasting smells, safe chemicals, and beautiful packaging—customer happiness and loyalty increase. Price-benefit alignment assures customers see pricing as proportional to advantages like long-lasting perfumes and safe ingredients.

Ardiansyah (2013) lists four quality-indicating product selection parameters. Stella's spray, gel, and automated options in numerous scents provide total choice. Stella's vast distribution in supermarkets, minimarkets, and online platforms ensures quick customer access to complementing

products. Stella has depth in colors, sizes, amounts, and aromas within each product category. Stella's aromas, sizes, and packaging for homes, businesses, and cars show that flexibility demands regular product modifications to stay current.

Purchase choice criteria vary in modern study. Romandhoni Muhammad (2015) and Shofwan, T. et al. (2021) found that brand image and product quality influence buying choices more than price. Syamsidar, R. and Soliha, E. (2019) found that price perception and promotion drive purchasing choices, whereas brand image and product quality had little effect. Conflicting results highlight the need for localized study on Bandar Lampung's market dynamics. The research seeks to determine whether brand image, price, or product quality most strongly influence Stella product purchases, filling the knowledge gap on regional-level purchasing behavior and providing strategic insights for marketing and brand strengthening.

## **RESEARCH METHOD**

### **Population and Sample**

The researcher chooses features, characteristics, or values of people, things, or activities with specified changes to analyze and conclude (Sugiyono, 2017). The independent variables (X) are brand image, price, and product quality, while the dependent variable (Y) is purchase decision. Local stores and supermarkets sell Stella items, making them accessible to customers' needs and tastes. No Stella product research has been done in Bandar Lampung City. Thus, this research targets Bandar Lampung Stella room freshener buyers.

According to Sekaran and Bougie (2017), a population is the total group of people, events, or things the researcher is studying. This survey covers Bandar Lampung Stella room freshener buyers, although the actual population number is unclear. The research uses sampling since the population is big and undefined. Under time and resource restrictions, the sample is a subset of the population. This study employs convenience sampling to choose respondents based on accessibility (Sekaran & Bougie, 2017). The sample includes students and local customers planning to purchase Stella items in stores or online. For accurate SPSS analysis, Hair et al. (2010) recommend 100–200 respondents. The sample size is 160 responders based on 22 indicators multiplied by seven.

### **Data Sources and Data Collection Techniques**

This research gathered primary and secondary data utilizing particular approaches. Malhotra (2009) defines primary data as data generated by the researcher to solve the study challenge. According to Suliyanto (2005), researchers or organizations collect and analyze primary data straight from the

source. This study collected primary data from Bandar Lampung students and residents using questionnaires. The questionnaire used a Likert scale to assess statements from each study variable indication. The Likert scale asks respondents to rate their agreement with five statements from “strongly agree” to “strongly disagree” (Malhotra, 2009). The scale scores 1–5, with 5 indicating strong agreement and 1 severe dissent (Sugiyono, 2009).

Secondary data is information obtained for reasons other than the present research. Secondary data is cheap and fast, according to Malhotra (2009). Suliyanto (2005) defines secondary data as data processed and published by others in journals, books, or internet sources. This study used secondary data from pertinent literature, research papers, and documents. The data was collected via surveys and interviews. According to Sekaran and Bougie (2017), questionnaires are pre-prepared written questions used to effectively collect quantitative answers from a big sample. Questionnaires are cheaper and faster than interviews or observations, although they may have greater non-response and mistake rates.

### **Variable Definition**

Sekaran and Bougie (2017) describe a variable as a trait or quality that may change over time or between persons. Thus, a variable indicates differences between persons or things that researchers use to derive conclusions (Talika, 2016). This research uses independent and dependent variables. Independent factors may impact other variables and raise or reduce the dependent variable. This study uses brand image (X1), price (X2), and product quality (X3) as independent variables (Sekaran & Bougie, 2017). The research examines how the independent factors affect the buying decision (Y), the dependent variable.

Operationally, this research defines variables using quantifiable indicators. Consumer perception, connections, and perceptions about a brand may be divided into corporate, product, and user images (Tjiptono, 2005; Aker & Biel, 2004). Price is the overall value consumers trade for a product or service, assessed by affordability, consumer capabilities, and product quality and benefits (Kotler & Armstrong, 2012). Product quality is measured by the product's completeness, breadth, depth, and adaptability in meeting client expectations (Tjiptono, 2008; Ardiansyah, 2013). Consumers pick brands via issue detection, information search, appraisal, buying, and post-purchase behavior (Kotler & Keller, 2009). To answer research questions and evaluate hypotheses, data will be grouped, tabulated, presented, and statistically tested (Sugiyono, 2013).

### Data Analysis

Data reflects the factors being studied and is the basis for hypothesis formulation in this investigation. Thus, data accuracy and quality greatly impact study conclusions. The efficacy of data gathering tools determines data dependability. Validity and dependability are necessary for a good instrument.

Validity testing, according to Ghozali (2018), determines whether a questionnaire measures what it should. Valid questionnaires accurately represent the topic being examined. This study uses factor analysis and SPSS version 27 to assess validity. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy measures variable correlation. KMO values above 0.50 imply validity. Item validity is also determined by factor loading above 0.50. Items with factor loadings below 0.50 or cross-loading should be eliminated. Ghozali (2018) defines dependability as questionnaire answer consistency across time. Cronbach's Alpha tests dependability, with values over 0.60 indicating reliability and below 0.60 indicating unreliability.

### Data Testing

This research uses quantitative data analysis to handle and interpret primary data. Quantitative data analysis is underpinned by a solid theoretical basis from literature research to provide scientifically sound results. After collecting data, it is analyzed for meaning. This study employed a multiple linear regression equation (Ghozali, 2018):  $Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$  where  $Y$  is the purchase decision,  $X_1$  is brand image,  $X_2$  is price,  $X_3$  is product quality,  $a$  is constant,  $\beta$  represents regression coefficients, and  $\varepsilon$  is the error term.

The study uses quantitative descriptive methods. Sugiyono (2017) defines descriptive analysis as utilizing statistical methods to summarize data without investigating variable connections. This method clarifies data patterns and distributions to better comprehend the variables under examination.

This study evaluates hypotheses partially and simultaneously. To evaluate the impact of each independent variable on the dependent variable, the partial test (t-test) involves generating hypotheses, establishing a confidence level of 95% ( $\alpha = 0.05$ ), assessing significance (p-value), and drawing conclusions. The null hypothesis is rejected if the p-value is less than 0.05, showing a substantial partial influence of the independent variable on the dependent variable (Ghozali, 2018). The simultaneous test (F-test) uses identical techniques to determine whether all independent factors substantially affect the dependent variable. Additionally, the coefficient of determination ( $R^2$ ) evaluates the model's ability to explain fluctuations in the dependent variable. An  $R^2$  number around zero implies low explanatory power, whereas a value near one shows

the independent factors successfully explain the dependent variable's variance (Ghozali, 2018).

## **RESULT AND DISCUSSION**

### **Validity and Reliability Analysis**

The validity test findings show that all questionnaire items' Kaiser-Meyer-Olkin (KMO), Measure of Sampling Adequacy (MSA), and Factor Loading values surpass 0.50. For the Brand Image variable (X1), all items had factor loadings from 0.524 to 0.722 and KMO and MSA values over 0.50, demonstrating their validity. Price variable (X2) items had factor loadings between 0.533 and 0.731 with KMO and MSA values above the minimal threshold, suggesting good measurement. All items in the Product Quality (X3) and Purchase Decision (Y) variables have factor loadings and KMO/MSA values over 0.50. Thus, all Brand Image, Price, Product Quality, and Purchase Decision questionnaire questions are valid and assess the desired constructs.

All variables' Cronbach's Alpha values above 0.60, the minimal dependability requirement. Cronbach's Alphas of 0.671, 0.613, 0.658, and 0.613 for Brand Image, Price, Product Quality, and Purchase Decision indicate reliability. These findings imply the questionnaire assesses each component reliably and gives reliable results. Data is ready for analysis after validity and reliability. Thus, multiple linear regression analysis may be used to analyze how Brand Image, Price, and Product Quality affect Purchase Decision.

### **Respondent Characteristics**

The 160 responders are 60% female and 40% male. Women like Stella air fresheners, according to this research. Women care more about cleanliness, comfort, and interior scents, which explains this propensity. Females also impact household purchases, particularly home care goods like air fresheners. This matches consumer behavior where women value a clean and pleasant home.

Over half of responders are 21-25 years old. This shows that younger people prefer Stella air fresheners. Schiffman and Wisenblit (2019) found that this age group is brand-conscious and carefully weighs price and quality before buying. Other age groups are represented in lower amounts, showing that the product mostly appeals to young people targeted by practical and lifestyle marketing methods.

Nearly 60% of responses are students or university students. This shows that younger individuals, especially students, utilize this product most to keep their homes clean and pleasant. Setiadi (2019) also found that young customers want practical, budget-friendly promotions that meet their lifestyle demands.

Even though many customers have modest monthly incomes, they prioritize cost when buying air fresheners. A large number of respondents live near metropolitan centers and educational institutions, where home comfort and convenience items are in high demand.

### Descriptive Analysis

The descriptive study of brand image shows that customers like Stella air fresheners. The assertion that Stella air fresheners are practical and simple to use had the highest mean score, 4.44. The average brand image mean is 4.125, suggesting that customers regard the product as trustworthy, memorable, and ideal for diverse room situations. This shows that Stella's consumer appeal stems from its simplicity of use and strong reputation.

The study demonstrates that most customers think Stella items' prices fit their quality. The assertion that Stella's costs are reasonable for customers' buying power had the highest mean score, 4.26. Consumers think the product's pricing is fair and competitive compared to comparable items, as the mean price score is 4.172. The affordability of Stella air fresheners is a major reason people purchase them.

Consumers say Stella's vast selection of high-quality products meets their demands. The statement with the highest mean, 4.33, was about consumer-desired kinds and variations. The product quality variable mean is 4.148, showing that buyers like the brand's numerous alternatives, high material quality, and trend alignment. Variety and quality boost customer happiness and purchase choices.

Finally, the purchase decision variable shows that air freshener buyers value quality. The statement requiring a high-quality air freshener had the highest mean score, 4.56. Customers also felt happy after buying Stella air fresheners, averaging 4.26. The findings suggest that quality, faith in Stella's superiority over rivals, and contentment drive customers' purchases.

### Multiple Linear Regression Analysis

The regression results show that brand image, price, and product quality all significantly influence the purchase decision. The regression equation derived is:  $Y = 3.847 + 0.204X_1 + 0.202X_2 + 0.310X_3 + e$ . Product quality has the strongest effect, followed by brand image and price.

Table 1.

Multiple Linear Regression Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
Constant	3.847	1.347		2.856	0.005
Brand	0.204	0.078	0.251	2.603	0.010

Image (X1)					
Price (X2)	0.202	0.080	0.190	2.523	0.013
Product Quality (X3)	0.310	0.084	0.359	3.682	0.000

The t-test shows that Brand Image (X1), Price (X2), and Product Quality (X3) significantly affect Purchase Decision (Y). Brand Image, Price, and Product Quality all have significance levels below 0.05: 0.010, 0.013, and 0.000. Additionally, Brand Image (2.603) and Product Quality (3.682) t-values above the threshold t-value of 1.654 (with degrees of freedom = 156) confirming partial effect. Although Price's t-value is wrongly represented as less than 1.654, it has a substantial influence since it is more than 1.654. First, for H1, Brand Image positively and substantially impacts Purchase Decision, rejecting H0 and accepting Ha. H0 is rejected and Ha is approved because Price also positively affects Purchase Decision in H2. Third, for H3, Product Quality positively affects Purchase Decision, rejecting H0 and accepting Ha. All three independent factors strongly influence customer purchases.

#### **f Test (Simultaneous)**

The results of the simultaneous F-test, as shown in Table 4.2, demonstrate that the independent variables Brand Image (X1), Price (X2), and Product Quality (X3) collectively have a significant effect on the dependent variable Purchase Decision (Y). The ANOVA table provides the following statistics: the regression sum of squares is 461.529 with 3 degrees of freedom, the residual sum of squares is 423.565 with 159 degrees of freedom, and the total sum of squares is 885.094 with 159 degrees of freedom. The mean square for regression is 153.843, and the F-value calculated is 56.661. The significance value (Sig.) is 0.000, which is less than the threshold of 0.05, indicating the regression model is statistically significant. Furthermore, the calculated F-value of 56.661 exceeds the critical F-value of 2.66 at df = 156, confirming that Brand Image, Price, and Product Quality together significantly influence Purchase Decision.

**Table 2. f Test**

Model	Sum of Squares	df	Mean Square	Std. Error of Estimate	F	Sig.
Regression	461.529	3	153.843	56.661	56.661	0.000
Residual	423.565	159	2.715			
Total	885.094	159				

#### **Coefficient of Determination (R Square)**

The determination coefficient (R Square) shown in Table 4.14 indicates the extent to which the independent variables Brand Image (X1), Price (X2), and



Product Quality (X3) explain the variation in the dependent variable Purchase Decision (Y). The table presents an R value of 0.722 and an R Square of 0.521, meaning that approximately 52.1% of the variation in Purchase Decision can be accounted for by these three variables together. The adjusted R Square value of 0.512 slightly corrects this for the number of predictors in the model, reflecting a robust explanatory power. The standard error of the estimate is 1.648, which measures the average distance between the observed values and the predicted values by the regression model. Meanwhile, the remaining 47.9% of the Purchase Decision variation is influenced by other factors not included in this study, suggesting that other variables outside the scope of this research also play a role in shaping consumers' purchase decisions.

**Table 3. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.722	0.521	0.512	1.648

### **The Influence of Brand Image (X1) on Purchasing Decisions (Y)**

We found that brand image positively and significantly affects Stella air freshener purchases, with an average indication score of 4.125. This implies that brand image influences purchase choices, especially because Stella is practical, readily accessible, supported by a respected firm, and easily recalled. This supports Tjiptono's (2005) idea that brand image is shaped by product attributes, perceptions, experiences, and marketing. Brand image is also the view and assumptions people have while choosing products, according to Kotler and Keller (2009). This study's consumers were confident in Stella's brand image owing to strong corporate and product aspects (Aker & Biel, 2004) and the view that customers appreciate comfort and quality. These findings complement Hasanah and Usman (2020) and Moenardy and Ximenes (2023), who discovered brand image effects purchase choices by building customer trust and loyalty.

### **The Influence of Price (X2) on Purchasing Decisions (Y)**

The research findings reveal that price exerts a positive and significant impact on the purchase decision of Stella air fresheners, with the highest average indicator score of 4.172 among all variables. This highlights that consumers in Bandar Lampung city place great emphasis on price affordability when deciding to buy. This aligns with Kotler and Armstrong's (2018) definition of price as the amount of money exchanged for a product, representing perceived value. A price that matches the quality, benefits, and consumers' purchasing power influences buying decisions. In this study, most consumers are students and low-to-middle income groups, making competitive

pricing a crucial factor. Key indicators such as affordability, value for money, and competitiveness with other brands strongly shape consumer perceptions. These results are consistent with prior studies by Hasanah and Usman (2020) and Carvalho et al. (2020), which found that appropriate price perception enhances customer satisfaction and encourages purchase decisions, particularly for household necessities.

### **The Influence of Product Quality (X3) on Purchasing Decisions (Y)**

Product quality positively influences Stella air freshener purchases, with an average indication score of 4.148. Stella's extensive selection, trendiness, high-quality materials, and customer satisfaction inspire repeat purchases. Kotler and Armstrong (2012) define product quality as a product's durability, safety, and use. Tjiptono (2008) defines product quality as features that maximize customer satisfaction. This research shows Stella's quality via multiple smells, product types (gel, spray, automated), and natural components like citronella. Consumers assess Stella's quality high based on Ardiansyah (2013) characteristics including diversity, depth, and product adaptability. These results confirm Hasanah and Usman (2020) and Moenardy and Ximenes (2023), who argue that product quality impacts purchasing choices because customers want safe, durable, and relevant items.

## **CONCLUSION**

The Stella air freshener brand's falling Top Brand Index (TBI) countrywide from 2021 to 2024 prompted this investigation. The following findings are based on 160 Bandar Lampung City respondents: First, Stella's purchasing choices are positively influenced by Brand Image, as shown by an average indicator score of 4.125, which shows customers regard Stella as a well-known, approachable brand with a good reputation and user comfort. Price positively and strongly impacts purchasing choices, with an average indication score of 4.172, making it the most important element. Consumers think Stella's pricing is fair given its quality and features. Third, Stella goods' diversity, long-lasting scent, and safe components favorably and substantially affect buying choices, with an average score of 4.148. The research found that brand image, price, and product quality influence purchase choices, with price being the most important, particularly among lower-to-middle-income customers, who dominate the sample.

To increase customer interest, PT Godrej Indonesia and its approved distributors should provide discounts, bundling, and loyalty programs. The corporation could also emphasize the product's versatility in homes, automobiles, and bathrooms and provide more scent, size, and packaging alternatives to meet customer tastes. Digital and social media advertising

should be increased to increase product accessibility, especially for Bandar Lampung's youth. This study may inform marketing and consumer behavior studies by academics. For more thorough and representative findings, future researchers should include promotion, lifestyle, and social media effects and increase the geographic reach.

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