THE INFLUENCE OF PRODUCT PRICE AND QUALITY OF COOKIE CORNER MANADO ON CONSUMER PURCHASING DECISION

PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA COOKIE CORNER MANADO

Oleh :
Atika Poppy Marentek[1]
Merinda H. Ch. Pandowo[2]
Regina T. Saerang[3]

[123]International Business Administration, Management Department
Faculty of Economic and Business
Sam Ratulangi University Manado

E-mail:
[1]atikamarentek07@gmail.com
[2]merindapandowo@unsrat.ac.id
[3]reginasaerang@unsrat.ac.id

Abstract: This study analyzes the influence of product price and product quality on consumer purchasing decisions at Cookie Corner Manado. A quantitative approach was employed using purposive sampling of 70 consumers. Primary data were collected through questionnaires and analyzed using multiple linear regression. The results show that product price and product quality jointly have a significant effect on purchasing decisions, as indicated by an F statistic of 639.766 (Sig. = 0.000). The model achieves an R Square of 0.950, which means that 95% of the variation in consumer purchasing decisions is explained by these two variables. Partial tests also reveal that product price (t = 7.034, Sig. = 0.000) and product quality (t = 5.427, Sig. = 0.000) each have a positive and significant effect on consumer purchasing decisions, with product price showing a slightly stronger standardized coefficient (β = 0.559) compared to product quality (β = 0.431). These findings indicate that consumers give considerable attention to product excellence while still considering price fairness. Therefore, Cookie Corner is advised to maintain consistent product quality and implement competitive pricing strategies to enhance customer satisfaction and strengthen purchase intentions.

Keywords: Product Price, Product Quality, Consumer Purchasing Decision

Abstrak: Penelitian ini menganalisis pengaruh harga produk dan kualitas produk terhadap keputusan pembelian konsumen pada Cookie Corner Manado. Penelitian menggunakan pendekatan kuantitatif dengan metode purposive sampling terhadap 70 konsumen. Data primer diperoleh melalui kuesioner dan dianalisis dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa harga produk dan kualitas produk secara simultan berpengaruh signifikan terhadap keputusan pembelian, yang ditunjukkan oleh nilai F hitung 639,766 (Sig. = 0,000). Model penelitian memiliki R Square sebesar 0,950, yang berarti 95% variasi keputusan pembelian dapat dijelaskan oleh kedua variabel tersebut. Uji parsial juga menunjukkan bahwa harga produk (t = 7,034; Sig. = 0,000) dan kualitas produk (t = 5,427; Sig. = 0,000) masing-masing berpengaruh positif dan signifikan, dengan harga produk memiliki koefisien beta standar sedikit lebih besar (β = 0,559) dibandingkan kualitas produk (β = 0,431). Temuan ini mengindikasikan bahwa konsumen sangat memperhatikan keunggulan produk sekaligus mempertimbangkan kewajaran harga. Oleh karena itu, Cookie Corner disarankan untuk menjaga konsistensi kualitas produk dan menerapkan strategi penetapan harga yang kompetitif guna meningkatkan kepuasan dan niat beli konsumen.

Kata Kunci: Harga Produk, Kualitas Produk, Keputusan Pembelian Konsumen

INTRODUCTION

Research Background

      Competition in the food and beverage industry is becoming increasingly fierce, especially in the current digital era, where companies must continuously innovate to attract consumer attention. One way that companies can do this is by optimizing product price and quality. These two elements are the main considerations for consumers before deciding to purchase a product (Gaol et al., 2024). The purchase decision is a crucial aspect of consumer behavior, reflecting the process of selecting and buying a product or service. This process begins with the recognition

of a problem or need by the consumer, followed by searching for information about a specific product or brand, and evaluating the available alternatives. In this phase, consumers assess various options systematically and objectively, considering the pros and cons of each alternative before making the final decision (Gaol et al., 2024).

Price is one of the key factors to consider in the purchase decision, as higher prices tend to decrease purchase decisions, while lower prices tend to increase them (Gaol et al., 2024). Therefore, price setting must be done carefully to attract consumers. If the price set aligns with the consumer's purchasing power, consumers are more likely to choose the product (Winasis et al., 2022). Products with affordable prices that match the quality offered are more easily accepted by consumers. A favorable price perception can positively affect repurchase intentions. Consumers do not only evaluate price in terms of being cheap or expensive, but also based on the benefits they receive (Darmawan & Grenier, 2021).

Product quality is the combination of various characteristics of goods and services, which are produced through marketing, engineering, production, and maintenance processes. These elements work together to ensure that the products produced provide value to consumers and meet their expectations (Tanuwijaya et al., 2022). The better the product quality, the more likely it is to attract consumers, which in turn increases the likelihood of consumers recommending the product to others Products with good quality have greater appeal for consumers because they tend to choose products that are superior in quality and can meet their needs in the long term. Consumers not only seek functional products but also those that can provide comfort and long-term satisfaction. The better the product quality, the higher the likelihood of purchase decisions.

Cookie Corner Manado, a local bakery known for its personalized birthday cakes and unique cookies, uses this approach to align their promotions with market demand while maintaining their uniqueness and high quality. The decision to focus on Cookie Corner as a case study is driven by significant growth opportunities in the bakery segment, particularly in a world driven by social media. Competitors such as Instagram-based businesses like about.choux, which also offer various cookies and tarts, are among the competitors in the same market. Although about.choux draws attention with its unique products, they have a smaller follower base compared to Cookie Corner. The presence of competitors like about.choux allows for a comparative analysis of marketing strategies and product offerings in a space where creativity and personalization are key factors for success. Therefore, it is important for marketing management to continuously evaluate and adjust product prices and quality to remain competitive and align with market expectations (Kridaningsih, 2023). In this regard, product price and quality play a crucial role in increasing sales and influencing consumer purchase decisions, including the products offered by Cookie Corner Manado.

Research Objectives
1. To determine whether price of a product influence the purchase decision among consumers Cookie Corner in Manado.
2. To determine whether product quality influence the purchase decision among consumers Cookie Corner in Manado.
3. To determine whether price and product quality influence the purchase decision among consumers Cookie Corner in Manado.

LITERATURE REVIEW

Marketing
Marketing is the process of creating and delivering value to satisfy customer needs and build lasting relationships (Kotler & Keller, 2021).

Product Price
Price is a key element of marketing that strongly influences consumer purchase decisions. It represents the money exchanged for a product and reflects the value perceived by consumers rather than only the production cost (Kotler & Armstrong, 2015). A properly set price signals both affordability and product value, helping shape consumer perceptions and willingness to buy. According to Kotler and Armstrong (2015), price can be assessed through four main dimensions: affordability, price–quality alignment, price–benefit alignment, and competitiveness, Price also carries an allocation function, guiding consumers in distributing their spending, and an informational function, signaling product quality when direct evaluation is difficult (Tjiptono, 2014).

Product Quality

Product quality is a fundamental determinant of a company's competitiveness and customer loyalty. It refers to the ability of a product to perform its intended function and to meet or exceed consumer expectations (Kotler & Keller, 2021). Quality encompasses both objective aspects—such as materials, durability, and technical specifications—and subjective perceptions formed through consumer experience (Tjiptono, 2014). A high level of quality increases satisfaction, encourages repeat purchases, and supports long-term business success (Kotler & Armstrong, 2015).

Previous Research

Chasanah (2024) examined the influence of price and product quality on purchasing decisions for the Elzatta brand hijab. Through a quantitative approach with descriptive methods, data was collected from 100 respondents in the city of Surabaya using a questionnaire. The research results show that both price and product quality have a significant influence on the decision to purchase Elzatta hijabs.

Rahmawati and Solagracia (2024) determined (1) the influence of product quality on purchasing decisions; (2) the influence of price on purchasing decisions; (3) the influence of product quality on purchasing decisions mediated by brand image; and (4) the influence of price on purchasing decisions mediated by brand image among consumers of Pantene Shampoo products in Yogyakarta. This research uses a population of all consumers of Pantene Shampoo products in Yogyakarta. This type of research is quantitative research using primary data in the form of questionnaires distributed to 96 respondents as research samples. The research results show (1) product quality has a positive effect on purchasing decisions; (2) price has no effect on purchasing decisions; (3) brand image partially mediates the influence of product quality on purchasing decisions; and (4) brand image does not mediate the influence of price on purchasing decisions among consumers of Pantene Shampoo products in Yogyakarta.

Islahuben et al. (2023) analyzed the purchase decision at the Wuling Car Showroom in Fatmawati, South Jakarta. The population is the Jakarta community, which has a minimum income of Rp. 4,000,000 with a sample of 135 respondents. The sampling technique used was Pourposive Sampling. By using a quantitative descriptive approach. The results of this study indicate that Product Quality has a significant positive effect on Purchase Decisions, Promotion has a significant positive effect on Purchase Decisions and Price has a significant positive effect on Purchase Decisions.
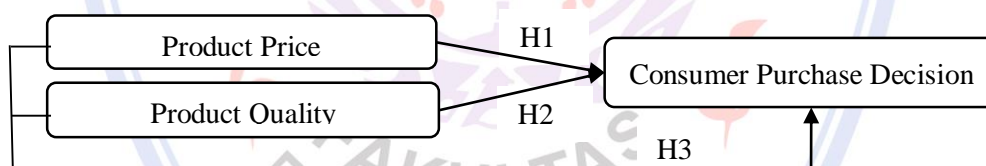
Conceptual Framework

Figure 1. Conceptual Framework
Source: Processed Data, 2025

Research Hypothesis

H1: Product price significantly influences consumer purchase decision.
H2: Product quality significantly influences consumer purchase decision.
H3: Product price and product quality simultaneously have a significant influence on consumer purchase decision

RESEARCH METHOD

Research Approach

This study adopts a quantitative research approach which assumes that social phenomena can be explained through cause-and-effect relationships and measured using numerical data (Hair et al., 2019). Quantitative research emphasizes objective measurement and statistical analysis to test hypotheses and minimize researcher bias. Data are collected through structured instruments, such as questionnaires and rating scales, allowing for systematic measurement and analysis of the relationships among product price, product quality, and consumer purchase decision.

Population, Sample Size and Sampling Technique

The population comprises consumers of Cookie Corner who have purchased its products within a defined time period and exhibit characteristics aligned with the study objectives. The primary criterion is that respondents must have purchased Cookie Corner products within the specified period. Using Hair et al.'s (2019) guideline of five to ten respondents per indicator and considering 14 research indicators, the minimum sample size is calculated as 14 × 5, resulting in 70 respondents. This study employs a purposive sampling method, a non-probability technique in which participants are chosen based on specific considerations to ensure that the data collected are relevant and meaningful.

Data Collection Method

This study relies on primary data as the main source of information. Primary data are collected directly from respondents to obtain accurate and relevant insights related to the research objectives. A questionnaire is used as the primary instrument for data collection, following the definition by Hair et al. (2019) as a structured set of written questions or statements to which respondents provide answers. The questionnaire is distributed directly to participants who meet the established criteria, namely consumers who have purchased products from Cookie Corner within the specified time period.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variabel	Definition	Indicator
Consumer Purchase Decision	Consumer purchase decision is a critical process in consumer behavior that reflects the selection and purchase of products or services	1. Purpose of Buying a Product 2. Processing Information to Reach Brand Selection 3. Giving Recommendations to Others Evgeniy et al. (2019)
Product Price	Price is the amount of money spent to obtain a product or service, or the value exchanged by consumers to gain the benefits or ownership of the product or service.	1. Price Affordability 2. Price-Quality Alignment 3. Price-Benefit Alignment 4. Price Competitiveness Kotler & Keller (2021)
Product Quality	Product quality is the ability of a product to provide results or performance that meet or even exceed consumer expectations	1. Taste 2. Durability 3. Service Ability 4. Aesthetics Graciola, et al. (2020)

Testing of Research Instruments
Validity and Reliability Test

According to Ghozali (2013), the validity test is used to measure whether or not a questionnaire is valid, a questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure.

A questionnaire can be said to be reliable or reliable if one's answers to statements are consistent or stable over time. According to Ghozali (2013) questionnaire items are said to be reliable (proper) if Cronbach's alpha > 0.06 and are said to be unreliable if cronbach's alpha < 0.06.

Classical Assumption Tests
Normality Test

The normality test is a technique used to determine whether the data used in the research follows a normal distribution or not (Sugiyono, 2022). This test is important because many statistical analysis methods, such as regression and hypothesis testing, assume that the data follows a normal distribution. The normality test can be conducted using graphical approach that involves using a histogram or normal probability plot to visualize the data distribution, where normally distributed data will form a bell-shaped pattern on the histogram and a straight diagonal line on the graph.

Multicollinearity Test

Multicollinearity occurs when there is a perfect linear relationship between two or more independent variables. The purpose of the multicollinearity test is to identify if there is a high or perfect correlation among the independent variables in the regression model. A good regression model should not exhibit correlation between the independent variables. The multicollinearity test is conducted using the tolerance value or Variance Inflation Factor (VIF). If the tolerance value > 0.10 and VIF < 10, it is concluded that no multicollinearity exists between the independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the variance of residuals is unequal across observations. If the residuals' variance is constant across observations, it is called homoscedasticity; if unequal, it is called heteroscedasticity (Sugiyono, 2022). A good regression model is homoscedastic, not heteroscedastic. Heteroscedasticity is tested using the Glejser test, which regresses the absolute value of residuals against independent variables. If the significance value between the independent variable and absolute residuals is greater than 0.05, it is concluded that heteroscedasticity is not present in the model.

Multiple Linear Regression Analysis

Regression analysis aims to test the relationship between one variable and another. The variable being influenced is called the dependent variable, while the influencing variable is called the independent variable. Regression with one dependent variable and multiple independent variables is called multiple regression. The equation for multiple regression in this study is as follows:

$$Y = \beta0 + \beta1\ X1 + \beta2\ X2 + e$$

Description:
Y   = Consumer Purchase Decision
B0   = Coefficient
X1   = Product Price
β1   = Coefficient Product Price
X2   = Product Quality
B2   = Coefficient Product Quality
e   = Error

Coefficient of Determination (R2)

The coefficient of determination is used to measure how well the regression model explains the variation in the dependent variable. The R² value ranges from zero to one. A value close to one means the independent variables provide almost all the information needed to predict the variation in the dependent variable. If a high R² is obtained, the regression model is considered good, but if the R² is low, the model is considered poor.

Hypothesis Testing
F-Test and T-Test

The F-test, also known as the model test or ANOVA test, aims to determine the joint effect of all independent variables on the dependent variable. The test is conducted at a significance level of 0.05 ($\alpha=5\%$) (Ghozali, 2013). If $F_1 > F_0$ or p-value < 0.05, then H_0 is rejected, indicating the regression model can be used to test the influence of all independent variables on the dependent variable. If $F_1 < F_0$ or p-value > 0.05, then H_0 is accepted, indicating the model does not yet adequately test the influence of the independent variables on the dependent variable.
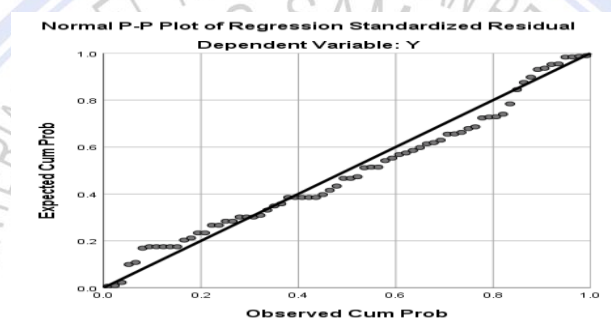
The t-test, also known as the partial test, is used to assess the effect of each independent variable on the dependent variable individually. The test is conducted at a significance level of 0.05. If the significance value > 0.05, the hypothesis is rejected (regression coefficient is not significant), indicating that, individually, the independent variable does not significantly affect the dependent variable. If the significance value < 0.05, the hypothesis is accepted (regression coefficient is significant), indicating that, individually, the independent variable significantly affects the dependent variable.

RESULT AND DISCUSSION

Result
Validity and Reliability Testing
Table 2. Validity and Reliability Test Results

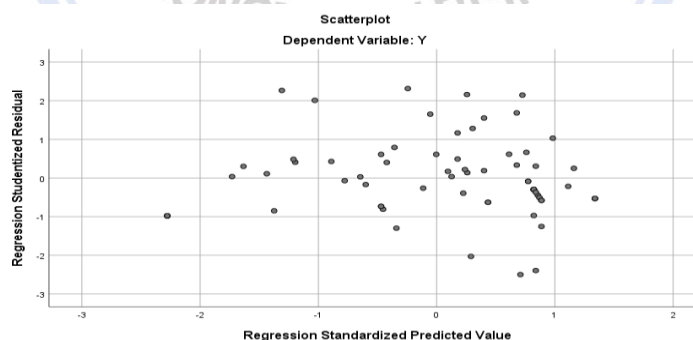| Variable	R-Value	R-Table	Cronbach's Alpha	Status
Product Price (X_1)	0.870-0.922	0.2352	0.962	Valid & Reliable
Product Quality (X_2)	0.890-0.940	0.2352	0.973	Valid & Reliable
Purchase Decision (Y)	0.943-0.959	0.2352	0.978	Valid & Reliable

Source: SPSS Processed Data, 2025

All questionnaire items demonstrated strong validity with r-values substantially exceeding the critical value of 0.2352. The correlation coefficients ranged from 0.870 to 0.959, indicating robust construct measurement. Reliability analysis yielded exceptional Cronbach's alpha values: Product Price (0.962), Product Quality (0.973), and Purchase Decision (0.978), all surpassing the 0.70 threshold significantly. These results confirm the psychometric adequacy of measurement instruments.

Classical Assumption Testing
Normality Test

Figure 2. Probability Plot Graph
Source: SPSS Processed Data, 2025

From the P-Plot image, it can be observed that the data distribution follows the diagonal line and is scattered around it. Therefore, it can be concluded that the regression model meets the normality assumption.

Heteroscedasticity Test

Figures 3. Scatterplot Graph
Source: SPSS Processed Data, 2025

Based on Figure 3, it can be seen that the points are scattered around 0 and do not form any clear pattern. Therefore, it can be concluded that there is no issue of heteroscedasticity in this study.

Multicollinearity Test
Table 3. Multicollinearity Statistics

Variable	Tolerance	VIF
Product Price (X_1)	0.118	8.494
Product Quality (X_2)	0.118	8.494

Source: SPSS Processed Data, 2025

While VIF values (8.494) approached but remained below the critical threshold of 10, and tolerance values (0.118) exceeded 0.10, the results indicate acceptable levels of multicollinearity. The relatively high VIF values suggest substantial correlation between price and quality perceptions, reflecting their interconnected nature in consumer evaluation processes.

Multiple Linear Regression Analysis
Table 4. Regression Coefficients

Variable	B	Std. Error	Beta	T-Value	Sig.
(Constant)	1.557	0.606	-	2.570	0.012
Product Price (X_1)	0.420	0.060	0.559	7.034	0.000
Product Quality (X_2)	0.311	0.057	0.431	5.427	0.000

Source: SPSS Processed Data, 2025

The regression equation derived:

$$Y = 1.557 + 0.420X_1 + 0.311X_2$$

This regression equation implies:
1. Product Price and Product Quality have values of 0 (or are not factored into the calculation) then Consumer Purchase Decision would have a base value of 1.557.
2. The regression coefficient for the Product Price variable is 0.420, meaning that if Product Price increases by one unit, Consumer Purchase Decision is expected to increase by 0.420 units, assuming Product Quality remains constant.
3. The regression coefficient for Product Quality is 0.311, indicating that if Product Quality increases by one unit, Consumer Purchase Decision would increases by 0.311 units, assuming Product Price remains constant.

Coefficient of Determination
Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.975	0.950	0.949	1.501

Source: SPSS Processed Data, 2025

The exceptional R² value of 0.950 indicates that the model explains 95% of variance in purchase decisions. This remarkably high explanatory power suggests that Cookie Corner has effectively identified and leveraged the primary drivers of consumer behavior in their market segment.

Hypothesis Testing
F-Test
Table 6. ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2882.887	2	1441.443	639.766	0.000
Residual	150.956	67	2.253		
Total	3033.843	69			

Source: SPSS Processed Data, 2025

The F-statistic of 639.766 (p < 0.001) far exceeds the critical F-value of 3.134, confirming that product price and quality simultaneously influence purchase decisions significantly. This result supports H_1, demonstrating the combined importance of economic and quality considerations in consumer decision-making.

T-Tests

Based on Table 4, the following interpretations can be made:

1. The results of hypothesis testing 1 show a significance value of 0.000, which is less than 0.05, and a t-value of 7.034 with a positive value. This indicates that H1 is accepted, meaning that Product Price has a positive and significant effect on Consumer Purchase Decision.

2. The results of hypothesis testing 2 show a significance value of 0.000, which is less than 0.05, and a t-value of 5.427 with a positive value. This indicates that H2 is accepted, meaning that Product Quality has a positive and significant effect on Consumer Purchase Decision.

Discussion

The Effect of Product Price and Product Quality on Purchase Decisions

The simultaneous influence of product price and product quality on consumer purchase decisions demonstrates the integrated nature of consumer evaluation processes. The F-test result provides robust evidence that consumers consider both economic and quality dimensions when making purchase decisions at Cookie Corner. This finding aligns with contemporary consumer behavior theory, which posits that purchase decisions result from complex trade-offs between multiple product attributes. This finding has important theoretical implications, as it challenges conventional wisdom that multiple marketing mix elements equally influence consumer behavior. Instead, it suggests that in the bakery product category, consumers primarily focus on core product attributes and economic considerations. This finding supports Chasanah (2024) that both price and product quality have a significant influence on the decision to purchase Elzatta hijabs.

The Effect of Product Price on Purchase Decisions

Product price emerged as the stronger predictor of purchase decisions, confirming its critical role in consumer decision-making. This finding supports price theory in marketing, which posits that price serves multiple functions: as an economic constraint, a quality signal, and a value indicator. The strong positive relationship suggests that appropriate pricing enhances purchase likelihood, possibly through value perception mechanisms. This finding contradicts assumptions that premium bakery products primarily compete on quality dimensions. Instead, it suggests that even for specialty items, price remains a fundamental consideration. The implication is that Cookie Corner must carefully balance premium positioning with price accessibility to maintain market appeal. Strategic pricing that communicates value while preserving quality perceptions becomes essential for sustained competitive advantage. This finding supports Islahuben et al. (2023) that price has a significant positive effect on Purchase Decisions.

The Effect of Product Quality on Purchase Decisions

Product quality demonstrated significant positive influence on purchase, confirming its importance despite being secondary to price. This finding aligns with quality management literature emphasizing consistency, reliability, and sensory appeal in food products. The positive relationship indicates that quality improvements directly translate to enhanced purchase likelihood. Quality's role appears particularly important for customer retention and word-of-mouth promotion. While price may attract initial trials, quality determines repeat purchase behavior and recommendation likelihood. The annual purchase frequency data, showing predominantly occasional buyers, suggests opportunities for quality-driven retention strategies. Consistent delivery of superior quality could convert occasional purchasers into regular customers, improving lifetime customer value. This finding supports Rahmawati and Solagracia (2024) that product quality has a positive effect on purchasing decisions.

CONCLUSION AND SUGGESTIONS

Conclusion

The following conclusions are drawn:

1. Product price and product quality simultaneously exert significant influence on consumer purchase decisions at Cookie Corner Manado, with the combined model explaining 95% of purchase decision variance. This exceptional explanatory power confirms that price-quality considerations dominate consumer evaluation processes in the bakery product category.

2. Product price individually demonstrates strong positive influence on purchase decisions ($\beta = 0.559$, $p < 0.001$), emerging as the primary decision driver. This price sensitivity reflects the discretionary nature of bakery products and the budget-conscious orientation of middle-income consumers.

3. Product quality shows significant positive effect on purchase decisions ($\beta = 0.431$, $p < 0.001$), though with relatively lower impact than price. Quality serves as a necessary foundation for customer satisfaction but yields diminishing returns compared to competitive pricing strategies.

Suggestion

The following strategic recommendations are offered:

1. Cookie Corner should implement value-based pricing strategies that optimize the price-quality relationship, utilizing psychological pricing techniques and periodic promotions to enhance value perception while maintaining margin sustainability.
2. Quality standardization programs should ensure consistent product delivery across all offerings, with particular emphasis on sensory attributes that consumers can readily evaluate and appreciate.
3. Customer segmentation strategies should leverage the identified demographic patterns, developing targeted offerings for the core female, educated, middle-income segment while exploring opportunities to expand market reach.
4. Purchase frequency enhancement initiatives, including loyalty programs, subscription models, and seasonal promotions, should address the predominance of occasional buyers to improve customer lifetime value.
5. Future research should explore mediating factors between price-quality perceptions and purchase decisions, investigate segment-specific response patterns, and examine temporal dynamics of consumer preferences in the evolving bakery market.

REFERENCES

Chasanah, U. (2024). The Influence of Price and Product Quality on Purchasing Decisions for Elzatta Hijab. *International Journal of Service Science, Management, Engineering, and Technology,* 5(1), 13–18. https://ejournalisse.com/index.php/isse/article/view/101

Darmawan, D. & E. Grenier. (2021). Competitive Advantage and Service Marketing Mix. *Journal of Social Science Studies,* 1(2), 75-80. https://ejournal.metromedia.education/index.php/jos3/article/view/9

Evgeniy, Y., Lee, K., & Roh, T. (2019). The Effect of eWOM on Purchase Intention for Koreanbrand Cars in Russia: The Mediating Role of Brand Image and Perceived Quality. *Journal of Korea Trade*, 23(5), 102-117. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3492157

Gaol, R.I.L., Hidayat, N., Tampubolon, A., & Gultom, G.A.M. (2024). Analisis Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen (Studi kasus: Mahasiswa Prodi Ilmu Ekonomi, Fakultas Ekonomi, Universitas Negeri Medan). *Aurelia: Jurnal Penelitian dan Pengabdian Masyarakat*, 3(2), 1484–1492. https://rayyanjurnal.com/index.php/aurelia/article/view/2804/0

Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21.*. Semarang: Badan Penerbit Universitas Diponegoro.

Graciola, A.P., De Toni, D., Milan, G.S., & Eberle, L. (2020). Mediated-Moderated Effects: High And Low Store Image, Brand Awareness, Perceived Value From Mini And Supermarkets Retail Stores. *Journal of Retailing and Consumer Services*, 55(4), 102117. https://ideas.repec.org/a/eee/joreco/v55y2020ics0969698919308793.html

Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2019). *Multivariate Data Analysis*. Eighth Edition. Cengage Learning EMEA.

Islahuben, I.C., Widayati, C., Yenita, Y., & Budiawan, L.S. (2023). The Influence of Product Quality, Promotion and Price on Purchasing Decisions. *Journal of Accounting and Finance Management,* 4(3), 258–265. https://dinastires.org/JAFM/article/view/235?articlesBySimilarityPage=4

Kotler, P., & Armstrong, G. (2015). *Principles of Marketing.* (16th Ed.). Pearson Education.

A.P. Marentek., M.H.C. Pandowo., R.T. Saerang

Kotler, P., & Keller, K. (2021). *Marketing Management*. (15th Global Ed.). Pearson Education Limited.

Kridaningsih, A. (2023). A Study of The Role of Price, Product Quality, and Brand Image on Purchasing Decisions for Cosmetics Products. *International Journal of Service Science, Management, Engineering, and Technology*, 3(1), 21–25. https://ejournalisse.com/index.php/isse/article/view/51

Rahmawati, C.H.T., & Solagracia, S. (2024). The Influence of Product Quality and Price on Purchasing Decisions: Brand Image as Mediation. *Journal of Business & Applied Management*, Vol. 17, No. 2. https://journal.ubm.ac.id/index.php/business-applied-management/article/view/6016

Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta

Tanuwijaya, T. C., Rahmawati, C. H. T, & Yuniarto, A. Y. (2022). The Influence of Product Design, Sales Promotion and Product Quality on Customer Purchase Decision at Converse Shoes (Study on Millenial Generation). *Jurnal Manajemen Dewantara*, 6(2), 211-224. https://www.researchgate.net/publication/362823171_THE_INFLUENCE_OF_PRODUCT_DESIGN_SALES_PROMOTION_AND_PRODUCT_QUALITY_ON_CUSTOMER_PURCHASE_DECISION_AT_CONVERSE_SHOES_STUDY_ON_MILLENIAL_GENERATION_Article

Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: Andi

Winasis, C. L. R., Widianti, H. S., & Hadibrata, B. (2022). Determinasi Keputusan Pembelian: Harga, Promosi Dan Kualitas Produk (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapa*n, 3(4), 399–410. https://dinastirev.org/JIMT/article/view/957