

THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS WITH BRAND IMAGE AS MEDIATION IN BASEUS BRAND MOBILE PHONE ACCESSORIES PRODUCTS IN INDONESIA

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Keywords

Motivation, Price, Product Quality, Purchase Decisions, Brand Image

ABSTRACT

This study aims to analyze the influence of product price and product quality on purchase decisions, as well as the role of brand image as a mediating factor. The data was collected using a cross-sectional survey, where respondents were selected by purposive sampling from consumers of Baseus brand mobile phone accessories in various major cities in Indonesia. This study uses a quantitative method with a causal approach to examine the cause-and-effect relationship between price, product quality, and purchase decisions. The structural model and measurement model are then tested using the Partial Least Square (PLS) technique to test the hypothesis and feasibility of the model. The results of this study show that price has a significant influence on purchasing decisions, either directly or through brand image mediation. Moreover, the results of the study suggest that Baseus needs to consider product quality factors in the development of their brand image.

INTRODUCTION

In the current technological era, mobile phones are used from children, teenagers to adults as a very sophisticated connection tool. Owning a mobile phone is not just to meet communication needs, but the increasingly modern developments today make features more sophisticated and can support the appearance of the user. Cell phones, which used to be classified as tertiary needs that only certain people have, have now turned into primary needs because their function is needed when connecting with other people (Fadli et al., 2022). This technological advancement is certainly used by mobile phone accessories manufacturers to provide a wide selection of attractive and affordable accessory products for all mobile phone users. This is also used by one of the manufacturers of mobile phone accessories of the Baseus brand which is an electronics company from China that produces various mobile phone accessories needs.

At the beginning of its establishment, Baseus Indonesia had opened an online store first, then an offline store in the ITC Roxy Mall area in early 2017. However, at that time e-commerce had already penetrated to the wider community, finally in mid-2017 the company focused more on sales in e-commerce. With the support of buyers, collaboration with platforms, marketing and also key opinion leaders and Youtubers, Baseus is one of the well-known brands in the field of mobile phone accessories in Indonesia. Since the opening of online stores on Tokopedia and Shopee in 2017, Baseus Indonesia has had 122.9K followers on Tokopedia and 239.9K on Shopee. Baseus has several variants of mobile phone accessories such as power banks, chargers, data cables, earphones, converters, phone holders, and so on. In accordance with the abbreviation of Baseus itself, namely "Base on User" and the slogan "Everyone is using Baseus" where Baseus products always prioritize innovation and quality so that they can be accepted by the wider community (Nisaputra, 2021).

Baseus company has core values of practical and aesthetic design. Baseus concentrates on products that present practicality and aesthetics to its users. The company integrates the latest technology, eco-friendly materials, and fashionable elements into the design, creating products with a unique "Baseus" style. The Baseus company, which is a manufacturer of mobile phone accessories, has also issued accessories in the form of earphones, powerbanks and other accessories that are considered superior and of high quality. Here are some of the products sold in one of the e-commerce in Indonesia.

Baseus brand mobile phone accessories products offer a variety of options at affordable prices, attracting consumer interest through quality and positive reviews. While the prices of Baseus products can vary between e-commerce, it provides an opportunity for consumers to choose based on their budget and preferences. In addition, Shopee has become the most popular and in-demand e-commerce platform for consumers, experiencing steady growth in recent years, while other platforms tend to decline in popularity.

The success of a company depends on consumer purchasing decisions. Tjiptono (2015) defines the purchase decision as a process that includes activities before purchase, consumption and post-purchase evaluation. Where consumers identify their needs, look for information about a particular product or brand and evaluate each alternative that can solve the problem, which then leads to the purchase and use of the product.

Purchase decisions are something that cannot be ignored because they are considered to determine the next marketing strategy that the company will use. Purchase decision is a consumer decision-making process where he or she is confident in the various alternatives available. The purchase decision is an important thing to consider because it is something that the company will try next. Buyers buy a product when they feel it is suitable, so the product must be adjusted to the wishes and needs of the buyer so that the product is successfully marketed (Madani et al., 2023).

There are several factors that can affect consumer purchase decisions, including the price factor. According to Armstrong et al. (2014), price is the exchange rate of a product or service that must be paid by consumers who use or buy the product or service. Price is also one of the components of the marketing mix that can change at any time or be flexible to existing conditions. Price is a benchmark for a product sold by producers to consumers based on various factors such as the target market and also the economy class. In line with previous research conducted by Ardiansyah et al. (2023) which stated that price as an independent variable can positively and significantly affect consumer purchase decisions. In addition, in the research of Fadilah et al. (2023) and Priyatna et al. (2023), the results were obtained that price significantly affects purchase decisions.

The second factor that is suspected to affect consumers' purchasing decisions is product quality. Product quality is the perception that the products offered by sellers have a higher selling value than competitor products. Therefore, the industry strives to focus on the quality of the products and compare them with the products offered by the competing industries. However, a product that looks the best, or even looks better, is not the best quality product if it does not match the needs and desires of the market (Madani et al., 2023). In the research of Sihombing et al. (2023), it was found that product quality has a positive and significant influence on product purchase decisions.

The last factor that can also affect consumer purchase decisions is brand image or brand image. Brand image can be thought of as a specific association that comes to mind when customers think of a particular brand. Brand connection can help the process of remembering information about a product (Anggraeni & Wicaksana, 2023). Brand image is an impression of a brand that appears in the minds of consumers. A brand must be placed in such a way that consumers can create a positive brand image. In research by Reinaldo & Chandra (2020), it was found that brand image has a positive and significant influence on consumer purchase decisions.

Research that uses brand image as a mediating variable on the influence of product quality on purchase decisions can be seen in the research of Maia et al. (2023) which obtained findings that product quality has a positive and significant influence on purchase decisions. Product quality also has a positive effect on corporate image. Furthermore, corporate image has a significant mediating effect on the relationship between product and service quality, and consumer purchasing decisions. In the study, the indicators used in measuring product quality were performance, attributes, reliability, compliance, durability, serviceability, and aesthetics. Then four indicators that indicate purchase decisions in Maia et al. (2023) research include (1) buying because of stability and then getting to know the detailed information, (2) buying because of brand favorites, (3) buying according to wants and needs, and (4) buying based on friends' recommendations.

The differences in the research to be carried out are in product quality indicators, including performance, aesthetics, features, reliability, quality of conformance, and fitness for use. Then the indicators of purchase decisions include confidence when deciding to buy, careful consideration, and priority of choice.

As for a number of research results with similar topics, gaps were found in their research results. For example, in the Wasik et al. (2023) which obtained the finding that price does not significantly affect the purchase decision. Then in the mediation effect test, it was also found that the brand image does not act as a mediator to convince consumers to buy a product when it is associated with product quality. Then in the research of Febrianti et al. (2024), it was concluded that price variables do not significantly affect purchase decisions. Likewise, the quality of the products found did not have a significant influence on purchasing decisions as in the research of Karlina et al. (2023) and Febrianti et al. (2024).

This study chose Baseus as a manufacturer of mobile phone accessories that has a strong name in Indonesia. However, the decision to buy cellphone accessories on the marketplace is still found to have a significant price difference. Then consumer judgment when buying Baseus accessories depends on the quality of the product and the image of the Baseus accessories brand itself that is circulating in the community. This is what prompted the author to conduct further research related to the influence of price and product quality on purchase decisions on Baseus brand mobile phone accessories products mediated by brand image.

This study identifies several key problems in the pricing and perception of the quality of Baseus brand mobile phone accessories, which affect consumer purchasing decisions and brand image. One of the problems faced is the difference in product prices across various e-commerce that can confuse consumers, as well as the limited number of official Baseus stores in Indonesia, which makes product quality judgments more dependent on online consumer reviews. In addition, this study aims to analyze the influence of product price and quality on purchase decisions, as well as the role of brand image as a mediating factor. The results of the research are expected to provide insights for manufacturers of mobile phone accessories, e-commerce, and the world of education in understanding and improving marketing strategies and brand image, to encourage better purchase decisions.

The hypotheses used in this study are:

- 1) H1: Price has a positive and significant effect on purchase decisions
- 2) H2: Product quality has a positive and significant effect on purchasing decisions
- 3) H3: Brand image has a positive and significant effect on purchasing decisions
- 4) H4: Price has a positive and significant effect on the brand image
- 5) H5: Product quality has a positive and significant effect on brand image
- 6) H6: Price has a positive and significant effect on the purchase decision mediated by the brand image
- 7) H7: Product quality has a positive and significant effect on purchasing decisions mediated by brand image

METHODS

The design of this study adopts a quantitative method with a causal approach to examine the cause-and-effect relationship between price, product quality, and purchase decisions, with brand image as a mediating variable. The data was collected using a cross-sectional survey, where respondents were selected by purposive sampling from consumers of Baseus brand mobile phone accessories in various major cities in Indonesia. This study uses a questionnaire as a data collection instrument, which is then analyzed using the Partial Least Square (PLS) technique to test the structural model and measurement model.

The variables in this study consist of independent variables (product price and quality), bound variables (purchase decisions), and mediation variables (brand image). Each variable is operationalized through a number of indicators measured using the Likert scale. For example, purchase decisions are measured through several dimensions such as product type decisions, brand decisions, and payment method decisions. The validity and reliability of the instrument were tested using the SmartPLS program to ensure the consistency and accuracy of the data obtained.

For data analysis, this study uses descriptive analysis to provide an overview of the collected data and PLS analysis to test the hypothesis and feasibility of the model. Validity and reliability tests are carried out to ensure that the research instruments are reliable. In addition, the goodness of fit criteria

are also evaluated to ensure that the structural model used matches the existing data, taking into account normality, outlier, and multicollinearity.

RESULTS

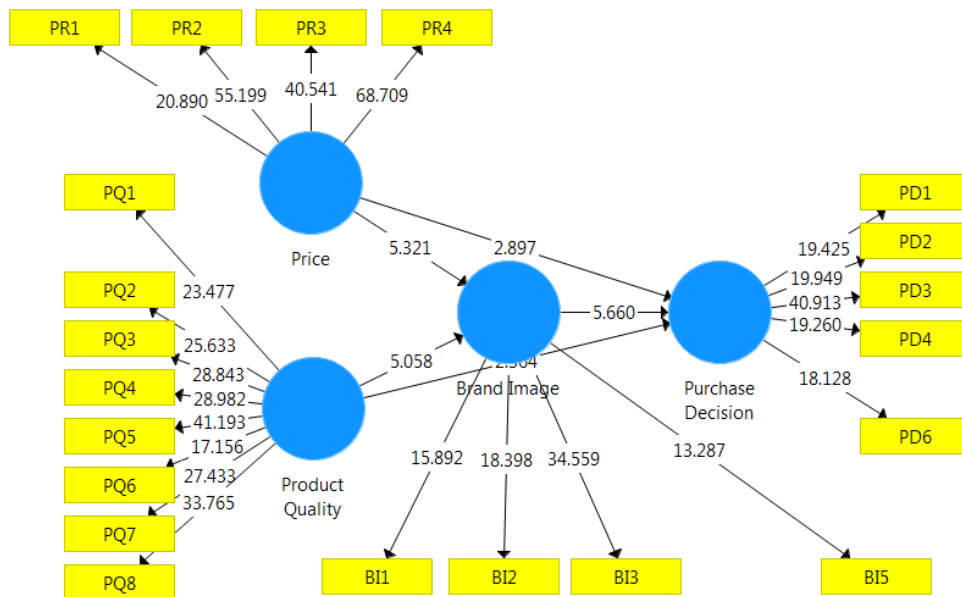


Figure 1. Model Bootstrapping

Source: SmartPLS 4 data processing results, (2024)

After performing the bootstrapping test as shown in Figure 4.3, the next step is to perform a Path Coefficients analysis to see the results of the direct influence calculation. The variable is declared significant when the p-value < 0.05 (Hair et. al. 2019).

Table 1. Testing the Direct Influence Hypothesis

Hypothesis	Standard deviation (STDEV)	T statistics (t /STDEV)	P values	Result
Brand Image -> Purchase Decision	0,074	5,660	0,000	Accepted
Price -> Brand Image	0,068	5,321	0,000	Accepted
Price -> Purchase Decision	0,061	2,897	0,004	Accepted
Product Quality -> Brand Image	0,069	5,058	0,000	Accepted
Product Quality -> Purchase Decision	0,073	2,364	0,018	Accepted

Source: SmartPLS 4 data processing results, (2024)

Table 1 is the result of calculations between constructs in the model by paying attention to the p-value can be expressed as follows:

- 1) Hypothesis 1: Price to Purchase Decision has a p-value of 0.004 < 0.05, then the first hypothesis is accepted. This means that price has a significant effect on the Purchase Decision.
- 2) Hypothesis 2: Product quality to the Purchase Decision has a p-value of 0.018 < 0.05, then the second hypothesis is accepted. This means that product quality has a significant effect on Purchase Decision.
- 3) Hypothesis 3: The brand image of the Purchase Decision has a p-value of 0.000 < 0.05, then the third hypothesis is accepted. This means that brand image has a significant effect on Purchase Decisions.
- 4) Hypothesis 4: Price to Brand image has a p-value of 0.000 < 0.05, then the fourth hypothesis is accepted. This means that Price has a significant effect on the brand image.
- 5) Hypothesis 5: Product quality for Brand image has a p-value of 0.000 < 0.05, then the fifth hypothesis is accepted. This means that product quality has a significant effect on the brand image.

As for the analysis of the influence of mediation variables, it can be seen in Table 2 below.

Table 2. Testing the Indirect Influence Hypothesis

Hypothesis	T statistics (O/STDEV)	P values	Result
Price -> Brand Image -> Purchase Decision	3,966	0,000	Accepted
Product Quality -> Brand Image -> Purchase Decision	3,891	0,000	Accepted

Source: SmartPLS 4 data processing results, (2024)

- 6) Hypothesis 6: The price mediated by the brand image against the Purchase Decision has a p-value of $0.000 < 0.05$, then this sixth hypothesis is accepted. This means that the price variable has a significant effect on the Purchase Decision mediated by the Brand Image.
- 7) Hypothesis 7: Product quality mediated by brand image against the Purchase Decision has a p-value of $0.000 < 0.05$, then this seventh hypothesis is accepted. This means that the Product quality variable has a significant effect on the Purchase Decision mediated by the Brand Image.

Price Has a Significant Effect on Purchase Decision

The price to the Purchase Decision has a p-value of $0.004 < 0.05$, then the first hypothesis is accepted. This means that price has a significant effect on the Purchase Decision. This is also in accordance with research conducted by Ardiansyah et al. (2023), which stated that Brand Awareness has a significant effect on purchase decisions. According to Dewi et al. (2020) research, that Brand Awareness has a significant influence on Purchase Decision. This reinforces the results of previous research conducted by Ardiansyah et al. (2023) which stated that price as an independent variable can positively and significantly influence consumer purchase decisions. The same is true in the research of Fadilah et al. (2023) and Priyatna et al. (2023) where the results were obtained that price significantly affects purchase decisions. Likewise, in the research of Sihombing et al. (2023) and Lusiana & Sudarijati (2023) where the research shows that price has a positive and significant effect on purchase decisions.

Product Quality Has a Significant Effect on Purchase Decision

Product quality to the Purchase Decision has a p-value of $0.018 < 0.05$, then the second hypothesis is accepted. This means that product quality has a significant effect on Purchase Decision. If consumers judge that the product is able to meet consumer needs, it will affect purchase decisions and even behavior after purchase (Achrol & Kotler, 2016). This result is supported by the research of Sihombing et al. (2023) which found that product quality has a positive and significant influence on product purchase decisions. Likewise, a study by Maia et al. (2023) found that product quality has a positive and significant influence on purchase decisions. Likewise, in the research of Lusiana & Sudarijati (2023) where the research shows that product quality has a positive and significant effect on purchase decisions. Similar results were also found in the research of Rihayana et al. (2022) and also the research of Ardiansyah et al. (2023) which proved that product quality had a positive and significant effect on purchasing decisions.

Brand Image Has a Significant Effect on Purchase Decision

The brand image of the Purchase Decision has a p-value of $0.000 < 0.05$, then the third hypothesis is accepted. This means that brand image has a significant effect on Purchase Decisions. One of the dimensions in the purchase decision is the choice of brand. In choosing a brand, consumers look at the suitability of prices, benefits, and a good product image. Without a positive and strong brand image, companies cannot gain a good market share (Achrol & Kotler, 2016). These results are supported by research by Reinaldo & Chandra (2020) found that brand image has a positive and significant influence on consumer purchase decisions. Likewise, in the research of Lusiana & Sudarijati (2023) where the research shows that brand image has a positive and significant effect on purchase decisions. Similar results were also found in the research of Rihayana et al. (2022) and also the research of Ardiansyah et al. (2023) which proved that brand image has a positive and significant effect on Purchase Decisions.

Price Has a Significant Effect on Brand image

The price to the brand image has a p-value of $0.000 < 0.05$, then the fourth hypothesis is accepted. This means that Price has a significant effect on the brand image. The brand image must be supported by a good price, because price is one of the elements of the marketing mix that can be controlled by the company (Sumarwan & Tjiptono, 2018). This result is in line with previous research conducted by Sihombing et al. (2023), the results of the study show that price has a positive and significant effect on brand image. Supported by the results of Singh (2023) research where the results show that price has an effect in developing brands. Another study from Hendrayani et al. (2022) also proves that price has a positive and significant effect on brand image. This explains that the higher the price value felt by consumers or customers, the better the brand image in the minds of consumers.

Product Quality Has a Significant Effect on Brand image

Product quality to Brand image has a p-value of $0.000 < 0.05$, then the fifth hypothesis is accepted. This means that product quality has a significant effect on the brand image. Brand image can form a positive perception and consumer trust in a product or service, and strengthen the brand (Achrol & Kotler, 2016). This result is reinforced by the results of research by Maia et al. (2023) where it was found that product quality has a positive effect on corporate image. Likewise, in a previous study conducted by Sihombing et al. (2023), the results of the research showed that product quality had a positive and significant effect on brand image. Then it was strengthened by Singh (2023) where the results showed that product quality was influential in developing brands. It is also supported by the results of research by Arifin et al. (2022) which obtained results that product quality has a positive and significant effect on brand image. This means that the better the quality of the product, the better the brand image in the minds of consumers.

Price Has a Significant Effect on the Purchase Decision Mediated by Brand Image

The price mediated by the brand image to the Purchase Decision has a p-value of $0.000 < 0.05$, so this sixth hypothesis is accepted. This means that the price variable has a significant effect on the Purchase Decision mediated by the Brand Image. The price that is the expectation or desire of consumers affects the consideration or purchase decision made, especially if the brand image or image of the producer is very good so that indirectly the brand image acts as a mediator that encourages the influence of price on purchase decisions (Sihombing et al., 2023). The increase in brand image in the market must be balanced with affordable and competitive selling prices because affordable prices are an important factor in attracting consumers to buy a product (Reinaldo & Chandra, 2020).

This result is reinforced by previous research conducted by Sihombing et al. (2023), the results of which show that brand image mediates the influence between price and purchase decisions. Brand image plays an important role as a mediator between price and purchase decisions. Supported by the results of another study from Hendrayani et al. (2022) proving that brand image mediates the influence of price on purchase decisions. This reinforces that brand image has an influential role in price and purchase decisions.

Product Quality Has a Significant Effect on Purchase Decision Mediated by Brand Image

Product quality mediated by brand image to Purchase Decision has a p-value of $0.000 < 0.05$, so this seventh hypothesis is accepted. This means that the Product quality variable has a significant effect on the Purchase Decision mediated by the Brand Image. Products with good quality in a company will generate interest in getting involved in a product or service. The customer involves himself in gaining valuable experience so that he can indirectly drive the purchase decision (Achrol & Kotler, 2016).

Brand image is also very helpful for a product to get its consumers, because if the brand image of the product is very strong, of course, it will result in a good brand perception in consumers so that consumers feel confident in making product purchase decisions. Thus, brand image acts as a mediator to improve the relationship between product quality and purchase decisions (Sihombing et al., 2023). When a product has quality, a brand image that suits the needs of consumers, then consumers will be interested in making a purchase decision for the product (Reinaldo & Chandra, 2020).

This result is supported by the research of Maia et al. (2023) that corporate image has a significant mediating effect on the influence of product quality and consumer purchasing decisions. Strengthened by the results of research by Arifin et al. (2022) which concluded that product quality has a positive and

significant effect on purchase decisions with brand image as a mediator variable. This means that the brand image is able to mediate the influence of product quality on purchase decisions.

CONCLUSION

In the current technological era, mobile phones have become essential for all age groups, not just for communication but also for enhancing user appearance through sophisticated features. This shift has led to mobile phone accessories becoming a significant market, with manufacturers like Baseus, a Chinese electronics company, capitalizing on this trend. Baseus has grown rapidly in Indonesia, particularly through e-commerce platforms like Tokopedia and Shopee, where it has garnered a substantial following. The company focuses on practical and aesthetically pleasing products, integrating the latest technology and eco-friendly materials. This study investigates the impact of price and product quality on consumer purchasing decisions for Baseus accessories, with brand image as a mediating factor. The research, conducted through a quantitative method with a causal approach, reveals that both price and product quality significantly influence purchase decisions, and brand image plays a crucial mediating role.

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