



The effect of price perceptions, service quality, and brand image on purchasing decisions on JNE Expedition Services

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ABSTRACT

The current shift in society's shopping style which is dominated online requires a service so that the seller's product reaches the buyer's hands and this is called an expedition. This research is aimed at determining the influence of price perceptions, service quality and brand image on decisions to purchase services on JNE expeditions in the city of Bandung. The research was conducted using quantitative research methods with descriptive and verification approaches. The data in this research comes from primary data and secondary data, while data collection techniques were carried out by means of interviews and questionnaires. The sampling technique used purposive sampling, with a sample size of 100 respondents determined using the Slovin formula. Based on data processing, the results obtained show that both partial and simultaneous perceptions of price, service quality and brand image on purchasing decisions have a positive and significant influence. In this research, the difference is that no researcher has discussed the influence of price perception, service quality and brand image on purchasing decisions on JNE Bandung expeditions. Apart from that, in this research, the brand image variable partially has a greater influence on purchasing decisions than the price perception and service quality variables.

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1. INTRODUCTION

Globalization that hit the World affects all aspects of life. One of them causes technology to develop and become more sophisticated. Along with the development of these technologies, people want all things that are effective and efficient in order to fulfill the mobilization of their lives. Today's society likes instant things, including getting the goods they want quickly and without spending a lot of energy. So, this makes people's shopping patterns become completely online. Where currently shopping is not only done face to face, but can also take place via the internet (Saragih dan Ramdhany 2013).

The increase in the number of internet users has triggered business actors to prefer to market their products online, as well as buyers, in their time efficiency, prefer to shop online. The impact of Covid 19 that hit the world has increasingly stimulated people's online shopping activities. SIRCLO together with the Katadata Insight Center stated that 17.5% of people switched from offline to online shopping. The increase in people shopping online is quite large, where initially it was only 11% but in 2021 it has increased to 25% (Samosir, 2022). So it can be concluded that

online shopping activities have grown significantly along with the increase in one's desire to carry out buying and selling activities online.

Online shopping activities are carried out, a service is needed that helps in delivering the seller's product to the buyer's hands and this is called an expedition. The high frequency of delivery of goods caused by the rise of online shopping activities and the delivery of documents is carried out, which in turn stimulates the courier service market to grow and develop and is actually often found in everyday life. PT. Tiki Jalur Nugraha Ekakurir or also known as JNE, is one of the freight forwarding and logistics companies in Indonesia. There have been many developments in shipping services in Indonesia, including JNE, J&T, Tiki, Pos Indonesia, Sicepat, Shopee Express, Anteraja, and others. The number of existing expeditions resulted in consumers having many choices in deciding to use the services they wanted. Because of this, the number of JNE shipping users has fluctuated.

Based on these data, it appears that there is instability in the number of shipments made by JNE. This is possible because consumer desires often change, along with changing needs and the environment. Thus, there are many factors that are assumed to have an influence on the decision to use JNE services in the city of Bandung, three of which are price perception, service quality, and brand image. Price has an important role for both companies and consumers. For companies, price is the only marketing mix element that provides revenue or income, while the other elements are just ordinary elements. Price is a way for a seller to differentiate his offering from competitors (Suparwo, 2022). Even so, consumers basically judge the price of a product not only based on its nominal value, but also from the perception that arises from that price. Price perception is the consumer's tendency to use prices in providing an assessment of the suitability of product benefits. The price of expensive, cheap or moderate products for each individual is not the same because it depends on the individual's perception which is based on the environment and the individual's own condition (Abdilla & Husni, 2018). In general, the view of price is inversely proportional, where the price increases, the demand decreases.

Service quality is the level of excellence expected to fulfill consumer desires. In fulfilling consumer desires, good service quality must be met in order to create satisfaction (Priyansah et al., 2023). This is because services whose quality is not in line with customer expectations will affect their perception of the image of the product (brand) and of course affect the decision to purchase these services in the future.

Brand can be interpreted as the identity of a product or company, furthermore the image of a brand can determine the future of the product in the market. Brand image is a picture of the consumer's view of the brand and is formed from information and knowledge about the brand. Image. According to (Hakim & Saragih, 2019) brand image is an impression obtained according to a person's knowledge and understanding of something. The image is formed from how the company carries out its operational activities, which has its main basis in terms of service.

Consumer perceptions of price can influence decisions in purchasing products so that companies are able to provide a good perception of the products or services they sell (Abdilla & Husni, 2018). Perceived price is the amount differentiated for a product and service or the amount of value that consumers exchange to get benefits from having or using a service (Suparwo & Hadi, 2021). So it can be assumed that the evaluation of the price of a product is considered expensive or not, for Each individual's assessment is different because it depends on how each individual perceives it, and also based on the environment and conditions of the individual. In describing prices according to Stanton in (Tsany & Suparwo, 2023) the indicators are influenced by the following: Price affordability, Compatibility of price with product quality, Price competitiveness, and Price compatibility with benefits.

Service quality cannot be assessed from the company's perspective but must be viewed from the customer's assessment perspective so that in formulating service strategies and programs, companies must be oriented towards customer interests by paying attention to the service quality components (Abdilla & Husni, 2018). Service quality denoting various activities run by the company to meet consumers' hope (Suparwo et al., 2022). So it can be assumed that service quality will represent the image of a product or company in the eyes of consumers, because poor service quality will place the company at a competitive disadvantage, and has the

potential to make dissatisfied consumers leave. There are five indicators of service quality known as SERVQUAL, namely Kotler & Keller in (Priyansah et al., 2023) Tangibles (tangible), Reliability (reliability), Responsiveness, Assurance, and Empathy (empathy).

According to (Napik et al., 2018) Brands have developed into the largest source of assets and are an important factor in company marketing activities. The most unique skill of a professional marketer is the ability to create, maintain, and protect and enhance brands. The image of a brand is related to responses from consumers based on beliefs and prioritization regarding the point of view of the brand (brand), where a brand that succeeds in building a positive image will encourage consumers to be interested in making purchases (Afwan & Suryono, 2019). According to Ratri quoted in Amilia (2017), indicators of a brand image consist of: Product attribute, Consumer benefits (consumer benefits), and Brand personality

Schiffman and Kanuk stated that a decision is a selection of two or more alternative choices, so that when a person makes a decision he has alternative choices (Tjahjono et.al., 2018). The purchase decision is a demonstration of the buyer within decide whether to buy or not, with careful consideration of different services and products to be purchased through various elective options (Tsany & Suparwo, 2023). So it can be assumed that the purchase decision is a process in which the consumer finally chooses a product that is most preferred among several other product choices. Where the selected product is the one that can best meet the problem needs of these consumers. In explaining purchasing decisions there are indicators, namely (Idris, 2014): Stability in a product, Habits in buying products, Give recommendations to others, and Make repeat purchases. In this study, no researcher discussed the influence of price perception, service quality and brand image on JNE Bandung adventure purchase decision. The conclusion that can be used from this study is that by improving purchasing decisions, businesses can maximize price perception, service quality, and brand image to compete with competitors.

2. RESEARCH METHOD

In this study using quantitative research methods, quantitative research methods are research methods based on the philosophy of positivism, which is useful for proof or confirmation by examining certain populations or samples, in the form of numbers and statistical data analysis which aims to test established hypotheses (Sugiyono, 2017). As for the problems of this research, it is limited to descriptive and verification problem formulations. Descriptive research is research by describing a problem, symptom, or event and focusing on the actual problem in the field without paying special attention to it. Whereas verification research aims to test the truth of a hypothesis proposed through data collection in the field (Sugiyono, 2017). This study used a population aimed at JNE users in the city of Bandung and for a sample of 100 respondents. Determination of the number of samples using the Slovin formula, and sampling was carried out using a non-probability sampling technique of the type of purposive sampling. Purposive sampling is a way of determining a sample based on certain considerations (Sugiyono, 2017). Where the samples taken have conditions, namely they are citizens of Bandung and have used JNE services both online and offline. Because if you have used JNE services both online and offline, it means that the respondent is familiar and has opinions regarding the use of services that have been done before. For data collection, it was obtained from primary data from the results of answering questionnaires which were distributed to 100 respondents and measured using a Likert scale. Questionnaire data were obtained using the SPSS Windows 25 program. The SPSS (Statistical Product and Service Solutions) program is a useful program for processing and analyzing complex statistical data.

3. RESULTS AND DISCUSSIONS

3.1 Description Test Results

a. Results Description of Respondents' Responses to Price Perceived Variables

Based on the results of data processing recapitulation of respondents' questionnaire answers regarding the price perception variable consisting of 8 statement items, a total score of 3304 points was obtained and with an interval value of 640 points. From these results (from the 800-4000 point value category) it is known that the price perception variable is in the good category

(between the value ranges 2720-3360). So it can be interpreted that the customer states that the perception of the price set by JNE is good.

b. Results Description of Respondents' Responses to Service Quality Variables

Based on the results of data processing recapitulation of respondents' questionnaire answers regarding the service quality variable consisting of 10 statement items, a total score of 4055 points was obtained and with an interval value of 800 points. From these results (from the 1000-5000 point value category) it is known that the service quality variable is in the good category (between the value ranges 3400-4200). So that it can be interpreted that the customer states that the quality of service provided by JNE is good.

c. Results Description of Respondents' Responses to Brand Image Variables

Based on the results of data processing recapitulation of respondents' questionnaire answers regarding the brand image variable consisting of 6 statement items, a total score of 2601 points was obtained and with an interval value of 480 points. From these results (from the 600-3000 point value category) it is known that the brand image variable is in the very good category (between the 2520-3000 value range). So it can be interpreted that the customer states that the brand image owned by JNE is very good.

d. Results Description of Respondents' Responses to Purchasing Decision Variables

Based on the results of the recapitulation of the purchase decision variable which consists of 8 statement items, a total score of 3362 points is obtained and with an interval value of 640 points. From these results (from the 800-4000 point value category) it is known that the purchasing decision variable is in the very good category (between the 3360-4000 value range). So it can be interpreted that the customer states that the purchase decision for JNE services is very good.

3.2 Verification Test Results

a. Validity & Reliability Test

To find the value of validity using Pearson Product Moment and an instrument is declared valid if the $r_{count} > r_{table}$. It is known that the r_{table} value is 0.197 and based on the results of data processing using SPSS, it is obtained that r_{count} has a value greater than r_{table} . Thus, it can be concluded that all items in this research questionnaire were declared valid and feasible to use. Meanwhile, a research instrument is declared to have reliability if the Alpha Cronbach coefficient is > 0.70 . Based on SPSS data processing, the Cronbach Alpha value for each variable is as follows; 0.92, 0.94, 0.889 and 0.917. Based on these results, it can be concluded that all variables in this study are declared reliable and feasible to use.

b. Normality test

To test whether the data is normally distributed or not, the researcher uses the Kolmogorov Smirnov Statistical Test. With the provisions: "If the significance value is > 0.05 , then the residual value is normally distributed". Based on the results of data processing using SPSS, a significance value of 0.131 was obtained. Based on these results, it can be stated that the data in this study are normally distributed and suitable for further testing.

c. Multiple Linear Regression Analysis

Multiple linear regression is an analysis that aims to determine the value of each independent variable (perceived price, service quality, and brand image) in influencing the dependent variable (purchasing decision).

Table 1. Regression Analysis Results

Model	Coefficients ^a				Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	
(Constant)	1.521	1.822		.835	.406
Price					
1 Perceptions	.264	.104	.254	2.535	.013
Service Quality	.255	.072	.344	3.561	.001
Brand Image	.500	.106	.358	4.706	.000

a. Dependent Variable: purchasing decisions

Based on Table 1, it can be written the regression equation model, namely:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 1,521 + 0,264 X_1 + 0,255 X_2 + 0,500 X_3$$

This equation can explain that: The constant value is 1.521, meaning that if there is no change in the value of the perceived price variable, service quality, and brand image, then the service purchasing decision variable is worth 1.521 units. The price perception variable coefficient (X1) is 0.264, indicating that if the value of the constant and the variable value of service quality and brand image are fixed, then the value of the purchase decision increases by 0.264 units. The coefficient of service quality variable (X2) is 0.255, indicating that if the constant value and price perception variable value and brand image are fixed, then the purchase decision value increases by 0.255 units. The coefficient of the brand image variable (X3) is 0.500, indicating that if the constant value and the variable value of price perception and service quality are fixed, then the value of the purchase decision increases by 0.500 units.

d. Hypothesis test

The hypothesis is a presumptive answer to the research problem formulation, so called because the answers given are only based on relevant theories and not based on empirical data obtained from the data collected (Sugiyono, 2017). In this study, the hypothesis was tested by using the t-test (partial) and the F-test (simultaneous). Where the t-test is used to partially test the effect of each independent variable on the dependent variable. Meanwhile, the F-test was conducted to determine the effect of the independent variables together on the dependent variable.

Table 2. Partial Test Results (t-test)

Model	Coefficients ^a				Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	
(Constant)	1.521	1.822		.835	.406
Price					
1 Perceptions	.264	.104	.254	2.535	.013
Service Quality	.255	.072	.344	3.561	.001
Brand Image	.500	.106	.358	4.706	.000

a. Dependent Variable: purchasing decisions

Table 2 is used for the t-test of all independent variables in this study. Based on the table results, it can be seen that the price perception variable obtained a tcount value of 2.535 with a significance of 0.013, the service quality variable obtained a tcount of 3.561 with a significance of 0.001, and the brand image variable obtained a tcount value of 4.706 with a significance of 0.000.

Because it is known that the ttable is 1.985 and based on the results from the table, it is assumed that; the price perception variable has a tcount greater than ttable, namely $2.535 > 1.985$ and a significance value smaller than 0.05, namely $0.013 < 0.05$ (H_0 is rejected and H_a is accepted), so that a partial hypothesis is obtained that price perceptions on purchasing decisions have a positive effect and significant impact on JNE expedition services in the city of Bandung. The

service quality variable has a tcount greater than ttable, namely $3.561 > 1.985$ and a significance value smaller than 0.05, namely $0.001 < 0.05$ (H_0 is rejected and H_a is accepted), so that the partial hypothesis is that service quality has a positive effect on purchasing decisions and significant for JNE expedition services in the city of Bandung. The brand image variable has a tcount greater than ttable, namely $4.706 > 1.985$ and a significance value of less than 0.05, namely $0.000 < 0.05$ (H_0 is rejected and H_a is accepted), so that a partial hypothesis is obtained that brand image has a positive effect on purchasing decisions and significant impact on JNE expedition services in the city of Bandung.

Table 3. Simultaneous Test Results (F-Test)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1977.658	3	659.219	114.667	.000 ^b
Residual	551.902	96	5.749		
Total	2529.560	99			

a. Dependent Variable: Total Y

b. Predictors: (Constant), Total_X3, Total_X2, Total_X1

Based on Table 3, it is explained that for testing the hypothesis simultaneously on the variables of price perception, service quality, and brand image, Fcount is greater than Ftable ($114.667 > 2.70$) and significantly less than 0.005 ($0.000 < 0.05$). Thus, H_0 is rejected and H_a is accepted. And it can be concluded that simultaneously the perception of price, service quality, and brand image has a positive and significant influence on purchasing decisions on JNE expedition services in the city of Bandung.

e. Determination Coefficient Test (R²)

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.782	.775	2.398

a. Predictors: (Constant), Total_X3, Total_X2, Total_X1

The coefficient of determination test (R²) aims to determine how much the independent variable is capable of explaining and influencing the dependent variable. Based on processing, the R-square value is 0.782. This value shows that the contribution of the variable perception of price, service quality, and brand image simultaneously to the purchase decision is 78.2%. Meanwhile, the remaining 21.8% was influenced by other factors not used in this study.

3.3 DISCUSSION

a. The Effect of Perceived Price on Purchasing Decisions

Based on data processing, the results obtained that price perceptions have a positive and significant influence on purchasing decisions. So it is assumed that the customer views the perception that appears at the price set by JNE as good (appropriate) so that the customer is interested in buying it. And this is supported by research by (Buana Pertiwi & Sri Rahayu, 2020), which states that partially perceived price has a positive and significant effect on consumer purchasing decisions. Thus, it can be interpreted that customers perceive that price perceptions have an influence on purchasing decisions. Where the expected price is not only seen as nominal, but provides a perception for consumers whether the price; affordable, in accordance with the quality, in accordance with the perceived benefits, or competitive with other companies. Also explained by (Ena et al., 2019) If consumers accept the price that has been set, then the product will sell, conversely if consumers reject it then the price needs to be reviewed. So the more

competitive the company is in setting prices, the more confident consumers will be in making purchases.

b. The Effect of Service Quality on Purchasing Decisions

Based on data processing, the results obtained that service quality has a positive and significant influence on purchasing decisions. So it is assumed that customers perceive the quality of service provided by JNE as good so that customers are interested in buying it. And this is supported by research by (Handayani & Rahayu, 2021) which state that partially service quality has a positive and significant influence on consumer purchasing decisions. Thus, it can be interpreted that customers perceive that service quality has an influence on purchasing decisions. Where service quality is built based on physical condition, reliability, responsiveness, assurance, and empathy, it is hoped that it can make consumers feel they have been given the best service so that they are interested in buying the products offered. This is also in line with research (Sihombing, 2023) that state Service quality is a driver that has many dimensions, which means service quality is the goal of achieving it in an effort to answer all consumer needs.

c. The Effect of Brand Image on Purchasing Decisions

Based on data processing, the results obtained that brand image has a positive and significant influence on purchasing decisions. So it is assumed that customers view the brand image built by JNE as good so that customers are interested in buying it. This is supported by the research of (Suparwo & Hadi, 2021) which state that partially brand image has a positive and significant influence on purchasing decisions or consumer repurchase intentions. So, it can be interpreted that the customer sees that brand image has an influence on purchasing decisions. Where is the image of a product or brand that is built based on; product attributes, benefits obtained, and the personality of the brand, are expected to make consumers more trust and decide to prefer the product. This research is in accordance with the findings (Purwanto & Risaputro, 2021) that is There is an influence of Brand Image on Decisions Purchasing, this means that the influence of a high brand image will influence purchasing decisions. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Implications

d. The Effect of Perceived Price, Service Quality, and Brand Image on Purchasing Decisions

Based on data processing, the results obtained from the perception of price, service quality, and brand image simultaneously on purchasing decisions have a positive and significant influence. So it is assumed that customers perceive that the perception of price, service quality, and brand image at JNE has an influence when deciding to purchase these services (by 78.2%). This is supported by the research of (Suparwo & Hadi, 2021) which states that simultaneously brand image and price perception have a positive and significant effect on purchasing decisions in the case of Honda motorbikes at the Mitra Jaya Bandung Dealer, and according to (Yoeliastuti et al., 2021) concluded that both partially and simultaneously perceptions of price, service quality, and brand image have a positive and significant influence on consumer purchasing decisions. Thus, it can be interpreted that customers perceive that the perception of price, service quality, brand image can simultaneously influence purchasing decisions. And the ability of independent variables (perceived price, service quality, and brand image) in influencing variables dependent (purchasing decision) is 78.2%. While the rest, namely 21.8%, was influenced by other factors that were not used in this study.

Furthermore, the mix compared to other researchers, namely that there are no researchers who discuss price perceptions, service quality, and brand image on purchasing decisions on JNE expeditions in the city of Bandung, and brand image variables partially have a greater influence on purchasing decisions than price perception and service quality variables.

4. CONCLUSION

After conducting research and testing on JNE expedition users in the city of Bandung, it was found that partially both price perception, service quality, and brand image, have a positive and significant influence on purchasing decisions. As well as the perception of price, service quality, and brand image simultaneously have a positive and significant impact on purchasing decisions. Thus it can be concluded that, both partially and simultaneously, the variables of price perception, service quality, and brand image can increase the purchasing decision of JNE expedition services in the city of Bandung. As for suggestions for companies where to have a strategy, such as: Companies are expected to maintain perceptions of pricing (tariffs) that are adjusted to the benefits obtained by consumers. Or also, it is recommended that companies set tariffs that are more economical or increase the discount program for each service product, so that consumers are more interested in choosing and buying JNE expedition services. Then to improve the quality of service, for example, companies are expected to provide a box of criticism and suggestions in the right service, where customers can submit their responses to the service they feel in the box of criticism and suggestions. Or the company is also advised to provide snacks or candy or cup drinks at each service point, with the aim that when consumers are waiting for their turn to be served they can be patient and distracted from boredom. As well as to improve the company's image, it is advisable to provide a donation box at each service point, which later the donation will be distributed to charitable foundations or to those in need. Or also, by increasing social activities (CSR), or other activities that can be used to enhance JNE's positive image in the minds of consumers. Then, for further research it is recommended to add other independent variables to be studied, for example; customer satisfaction, promotions, advertising, brand awareness, or others. With the aim of better understanding consumer perceptions in deciding to purchase JNE expedition products or services. It is hoped that this research can make a positive contribution, especially to businesses so that they can stand out from the competition. Limitations of this study are that the sample of respondents remained small and only a few variables were used. To improve this study, more researchers could increase the number of respondents and examine several other variables that can improve purchasing decisions, such as: B. Advertising, online advertising, and customer experience.

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