JBMS

The effect of Price and Brand Image on Purchase Decisions and their Implications on Consumer Satisfaction of Ebara Pump Products in Jabodetabek

Roy Harry Martin Siregar[1] 👤 ⓘ ✉ and Adi Nurmahdi[2] 👤 ⓘ

[12]Mercu Buana University, Indonesia
✉ **Corresponding Author**: Roy Harry Martin Siregar, **E-mail**: 81.roysiregar@gmail.com

ARTICLE INFORMATION	ABSTRACT
	This research study highlights the role of purchase decisions in mediating price and brand image towards the customer satisfaction for Ebara pump. The population of this research is Ebara customers. The sample is taken using the purposive sampling method, consisting of 135 respondents. The research used a quantitative analysis approach. The data analysis methods using partial modelling with partial least squares determine how much independent variables affect the dependent variables. Research shows that the model influence on purchasing decisions is moderate and on customer satisfaction is strong, predictive capabilities are excellent, and the model performance between a structural model and a measuring model is fit. The hypothetical tests result in conclusions that there is a variable effect of brand image on purchase decisions, and the price perception affects the purchase decision. The brand image and price perception affect the customer's satisfaction. Indirectly, brand image and price affect customer satisfaction through purchase decisions.

1. Introduction

The development of the business world today is very rapid. This requires every company to provide good performance so that its products remain superior and are in great demand by consumers. With the huge population of Indonesia, the opportunity for each company to market its products well is very large. This poses a challenge for companies in managing their businesses so that they have modern and quality product developments besides that companies communicate with customers (Hayden & Cannon, 1983).

Pump products are one of the most needed products in the construction world. Lots of pump products with various brands are sold in the market. One of the best-selling pump products in the market is the EBARA pump product produced by PT Ebara Indonesia. PT Ebara Indonesia has been serving the needs of the world of construction and water treatment systems in Indonesia since 1980. PT. Ebara Indonesia was established in the form of a joint venture with PT. Donomulio Industri (Indonesia) and Ebara Corporation (Japan) having their addresses at the Jakarta-Bogor highway KM.32 Cimanggis, Java-West. The types of pumps produced by the EBARA Indonesia manufacturer are clean water pumps, dirty water pumps, cooling pumps, to fire pumps/fire pumps.

With the work of EBARA pumps in the world of high risk building projects (malls, hotels, hospitals, office buildings, apartments), agriculture, flood control, industrial pumps range from light industry to heavy industry. The company has created sizable yearly unit sales for the Indonesian market share. As shown in Figure1, the number of unit sales in the last 5 years has increased and decreased:
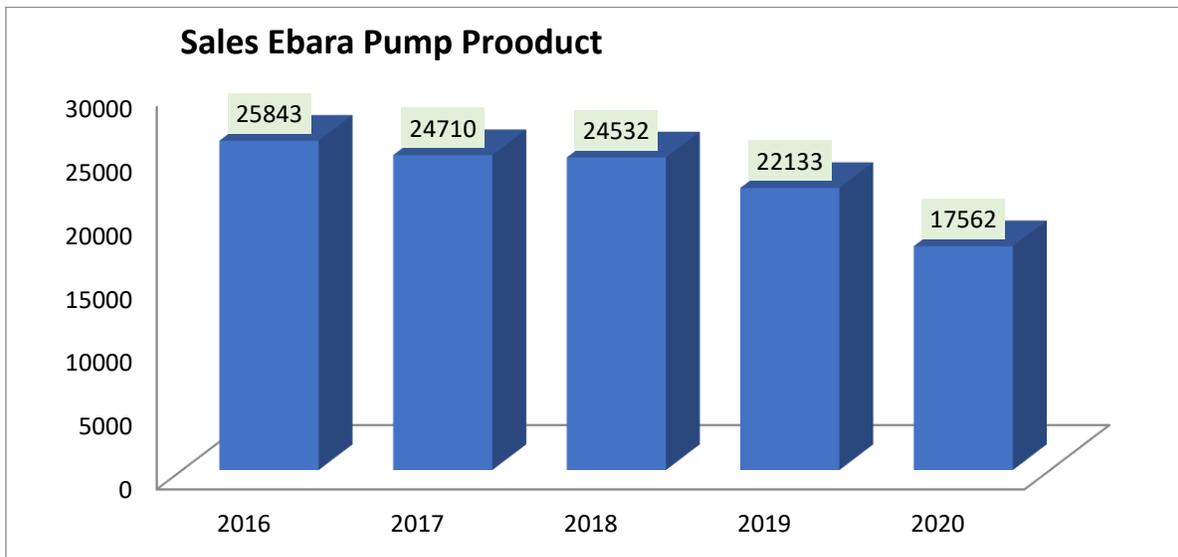
Figure 1 Sales of Ebara Pump Product

Based on the data on the number of sales of Ebara pumps in Figure 1 above, it can be seen that sales of EBARA pumps were relatively high in 2016 (25843 units), while in 2017, there was a slight decrease of 24710. In 2019 the number of sales units again decreased to 24532 as well. in 2019, the number of resales decreased to 22133 and further decreased in 2020 to 17562. The covid-19 pandemic also caused this decline in sales. PT Ebara Indonesia needs to make improvements or increase sales in various ways to return to what they were before. This is the background for researching how to improve consumer purchasing decisions to increase PT Ebara Indonesia's products sales. To support this research, as a preliminary test, the researchers conducted a pre-survey to several project contractors and owners to find out what was driving purchasing behavior by contractors and owners. In the pre-survey conducted by the researcher, several factors were raised, namely price perception, promotion, product quality, brand image and location.
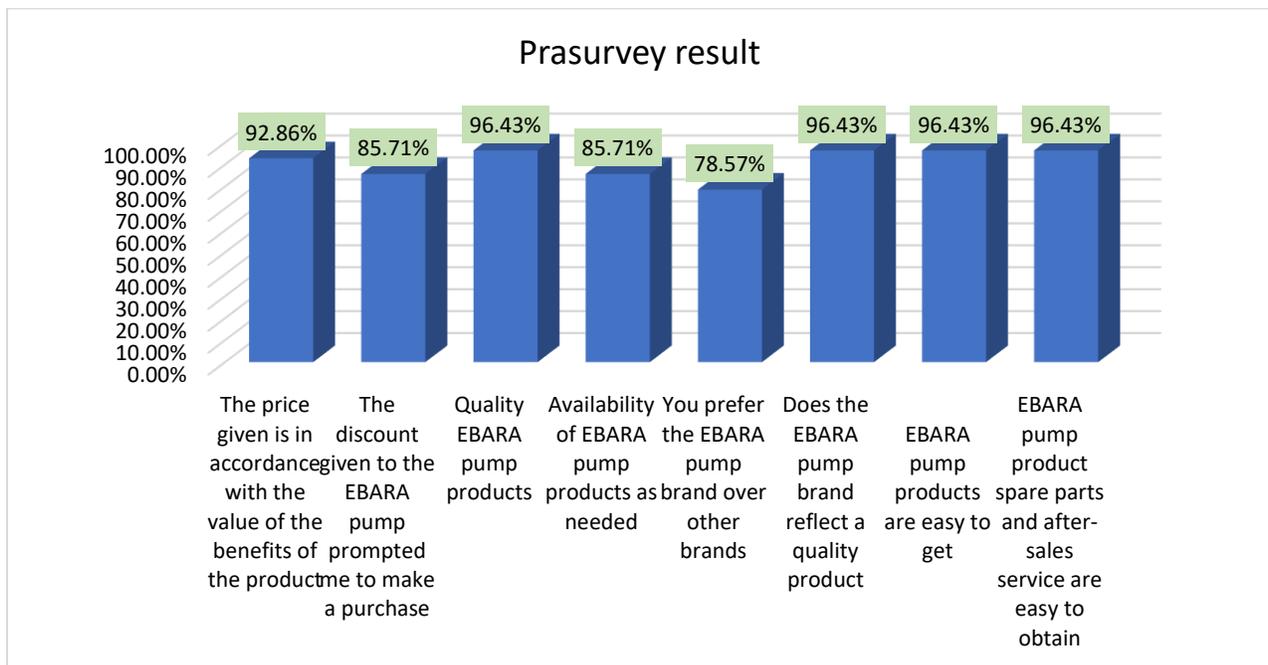

Figure 2 Pre-Survey Results

Based on the pre-survey conducted by involving 28 respondents who are consumers and users of EBARA pump products, it is known that the results of the pre-research survey conducted from October 9, 2020 to October 12, 2020, there are two aspects of the variable that are considered the most dominant problem because the large numbers do not exist, namely: price and brand image. For the first rank, the price perception is seen from the results of the statement items as much as 82% agreed and 18% disagreed. This proves that most respondents think of the perception of the price offered by PT. Ebara Indonesia is still considered less competitive, so that consumers consider the level of consumer disapproval for the price variable. Furthermore, the variable with the level of disagreement in the pre-survey conducted by researchers is brand image. The brand image variable is seen from the results of the statement recapitulation, as many as 87% agreed and 13% disagreed. These results prove that there are still many respondents who think that the brand image of the EBARA pump still does not meet the expectations of consumers, so that it affects the level of consumer satisfaction. According to Kotler and Keller (2012: 67), price is one element of the marketing mix that generates revenue. Other elements generate costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time.

Because the role of price is very important, for that every product selling price set by the manufacturer will have an impact on the level of product demand. For this reason, pricing is very important in marketing a product because the price will be an important point for consumers to buy or not a product. In some cases, a high price will always be a consideration that consumers consider to buy a product; otherwise, a competitive price will be a priority for consumers to buy.

Kotler and Keller (2020, p. 274) "brand image (brand image) such as brand image is a perception that arises in the minds of consumers when remembering a brand of a particular product". Tjiptono (2019) "brand image is a description of the associations and consumer beliefs about a particular brand. While the association is an attribute that is in the brand and has a level of strength.

Based on the phenomena that exist at PT Ebara Indonesia, previous research on prices and brand image that are influential and significant on consumer satisfaction (Suwandi et al., n.d.), the authors will conduct research with the title: "The Influence of Price and Brand Image on Purchase Decisions, the implications for Satisfaction Consumers of PT Ebara Indonesia's Pump Products".

2. Literature Review
Price. According to Kotler and Keller (2020), price is one element of the marketing mix that generates revenue. Other elements generate costs. Price is the easiest element in a marketing program to customize. Product features, channels, and even communication take a lot of time.
According to Kotler (2019), the price dimension consists of the following:
1) Price affordability Affordable prices are the expectations of consumers before they make a purchase. Consumers will look for products whose prices they can afford.
2) Price conformity with product quality For certain products, consumers usually do not mind if they have to buy at relatively high prices as long as the quality of the product is good. However, consumers prefer products with low prices and good quality.
3) Price competitiveness: The company determines the selling price of a product by considering the price of the product sold by its competitors to compete in the market.
4) Price suitability with benefits Consumers will compare the price of the product or service to be purchased with the benefits provided, whether it is appropriate or not.

Brand Image. Kotler and Keller (2019) "Brand image is a perception that arises in the minds of consumers when remembering a brand of a particular product". Tjiptono (2019) "brand image describes the associations and consumer beliefs about a particular brand. In contrast, the association is an attribute that is in the brand and has a level of strength.
Keller (2020) explains that brands have several elements with different uses. There are brand elements used to build brands, survive by giving influence, and maintain brand equity from challengers or competitors. The elements are as follows:
1) Memorable, how easily consumers remember the brand.
2) Meaningful, how good is the brand's credibility, and does it represent the brand's products and consumers.
3) Likeable, the level of beauty and attractiveness of the brand.
4) Transferable, the brand's ability to represent a variety of product lines, not just being identical to one type of product.
5) Adaptable, brand relevance in the times
6) Protectable, legal protection of the brand, the market leader must avoid that the brand does not become a common word substitute for the product name.

Buying decision. Kotler (2019) "purchasing decisions are the stage in the decision-making process where consumers actually buy".

Consumer Satisfaction. According to Kotler and Keller (2019), satisfaction is a person's feelings of pleasure or disappointment resulting from comparing product performance or perceived results with expectations. This satisfaction will certainly be felt after the customer concerned consumes the product. But if the service exceeds expectations, the customer is very satisfied and happy and buys again.

Dimensions of Consumer Satisfaction, things that can affect Consumer Satisfaction can be seen from the size or dimensions of Consumer Satisfaction according to Kotler & Keller (2019), namely:

1. Functional Satisfaction Satisfaction obtained from the function or use of a product/service.

2. Psychological Satisfaction Satisfaction obtained from intangible attributes

3. Confirmation of Satisfaction Expectations is not measured directly but is concluded based on the suitability/mismatch between customer expectations and the actual performance of the company's products.

4. Repurchase Interest Consumer satisfaction is measured by behaviour by asking whether the customer will shop or use the company's services again.

5. Willingness to Recommend Customers' willingness to recommend products/services to friends or family becomes the most important measure to be analyzed and followed up.

3. Framework and Hypothesis

In this study, purchasing decisions are placed as an intervening variable that mediates the effect of price perception and brand image on consumer satisfaction, so that the model framework in this study is as follows:
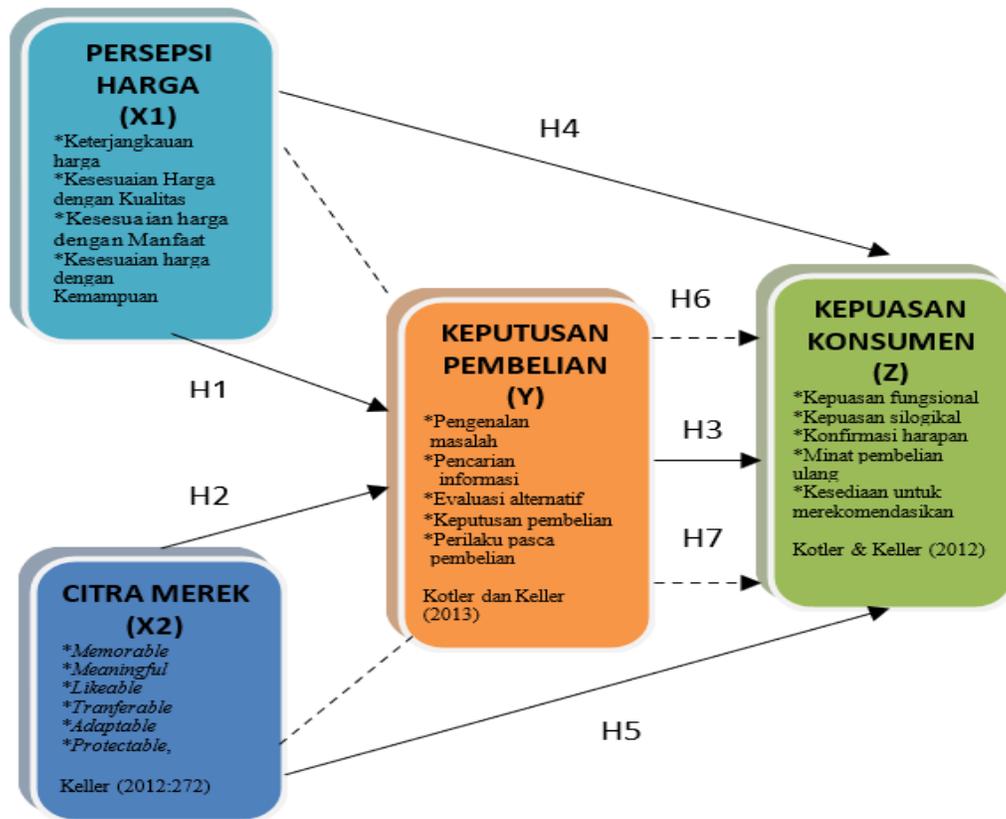
Figure 3 framework

Based on the research model framework above, the hypotheses in this study are as follows:

H1 : Price has a positive and significant effect on purchasing decisions
H2: Brand image has a positive and significant effect on purchasing decisions
H3: Purchase decisions have a positive and significant effect on consumer satisfaction
H4 : Price has a positive and significant effect on consumer satisfaction
H5: Brand image has a positive and significant effect on consumer satisfaction
H6: Price has a positive and significant effect on consumer satisfaction indirectly through purchasing decisions as an intervening variable
H7: Brand image has a positive and significant effect on consumer satisfaction indirectly through purchasing decisions as an intervening variable.

4. Research Methodology
4.1 Research design
In this study, the author uses a quantitative design with an explanatory survey method. Based on the research design in question, the research hypothesis was analysed through relevant statistical analysis techniques (quantitative). The choice of the explanatory survey method is to try to explain the causal relationship (cause and reciprocity) and test the effect of the independent variable (X) on the dependent variable (Y).

4.2 Population and Sample
The population in this study are MEP (mechanical, electrical and plumbing) contractors, MEP consultants and Owners (Developers) who are engaged in the High Rise Building project in the Greater Jakarta area with a population of 140 employees. Determination of the number of samples in this study using the provisions in the reference Hair in Ferdinand, 2005 that in SEM analysis, the number of samples required is 5-10 times the number of indicators of all variables, so the number of samples used in this study is 135 respondents.

4.3 Data collection
The data in this study were obtained from the results of distributing questionnaires. The questionnaire used used a Likert scale of 1-5 with a gradation of answers strongly disagree (STS) = 1; Disagree (TS) = 2; Doubtful (RR) =3; Agree (S) = 4 and Strongly Agree (SS) = 5.

4.5 Data Analysis Techniques
The data in this study were analyzed in several stages of analysis, namely (1) descriptive analysis of respondents' characteristics; (2) Descriptive analysis of research variables and (3) Partial Least Square (PLS) analysis. Descriptive analysis of respondent characteristics and descriptive analysis of research variables were carried out with the help of the SPSS program, while the PLS analysis would be carried out with the help of the SmartPLS version 3 program.

5. Results
The results of data analysis in this study consist of the results of descriptive analysis of the characteristics of the respondents, the results of descriptive analysis of research variables and the results of PLS analysis which will then be used to test the hypotheses in this study.

Characteristics of Respondents. This research ultimately involved 135 respondents. All respondents were MEP (mechanical, electric and plumbing) contractors, MEP consultants and Owners (Developers) engaged in the High Rise Building project in the Jabodetabek area. Based on gender, age, education and years of service of respondents, respondents in this study were dominated by male contractors (85.18%), aged 26-35 years as many as 76 people (56.6%), domiciled in Jakarta as many as 90 people (66.9%), marital status who are married with a total of 97 people (72.1%), with bachelor degree education with a total of 88 people (65.4%) and abatan engineer with a total of 40 people (29.6%).
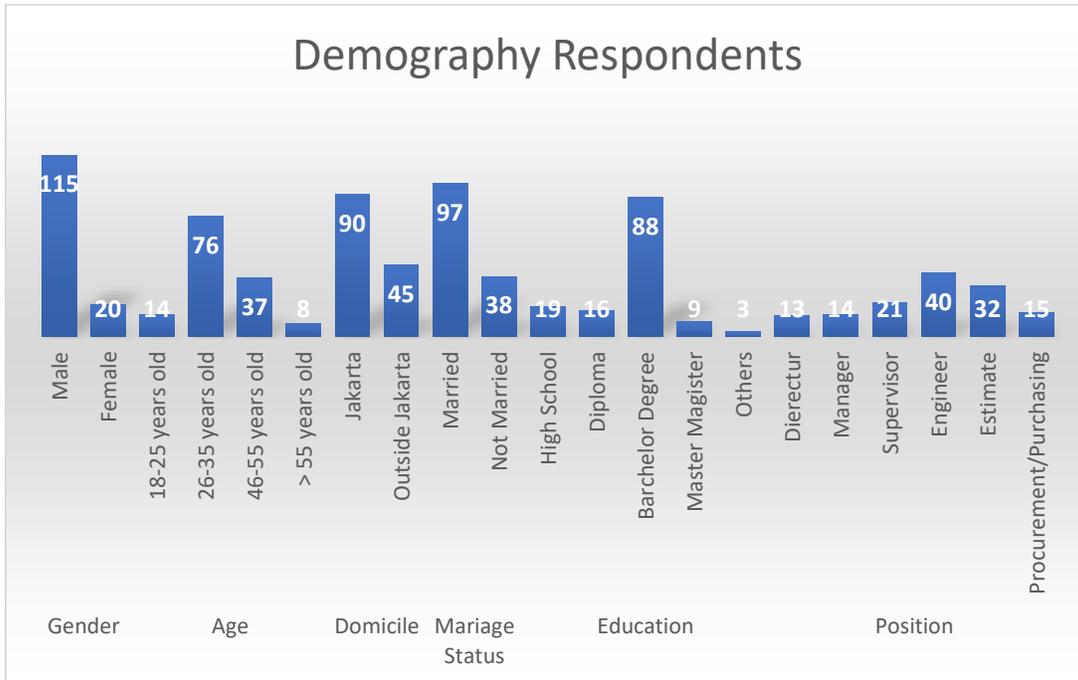
Figure 4 Respondents Demography

PLS Analysis

Hypothesis testing in this study was carried out using the Partial Least Square (PLS) analysis technique with the help of the SmartPLS program.

Based on the operational definition of all the research variables and the framework

of the research model and the hypothesis proposed in this study, the specifications of the PLS model to be estimated in this study are as follows:
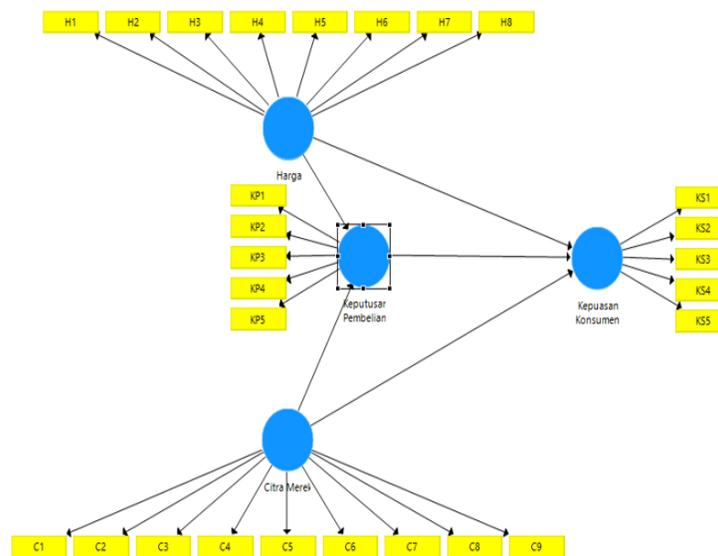
Figure 5 PLS Model

The stages in this PLS analysis include the outer model testing phase and the inner model testing phase. The outer model testing phase is used to test the validity and reliability of all indicators in measuring their constructs, while the inner model testing is used to test research hypotheses. The following are all stages in the PLS analysis:

Outer Model PLS. The measurement model testing phase includes testing Convergent Validity, Discriminant Validity and Composite Reliability. The test results of the outer PLS model can be seen in Table 1, showing that all indicators in the PLS model have a loading factor value > 0.7 and in Table 2 all constructs have an AVE > 0.5 so it can be stated that the PLS model has met the criteria for convergent validity required.

Furthermore, in the discriminant validity test in Table 3, all constructs proved to have met the required discriminant validity criteria, such as the square root value of the AVE of all constructs having exceeded the correlation between constructs and other constructs.

Furthermore, the composite reliability test results in Table 4 show that all constructs have met the required composite reliability criteria as indicated by the Cronbachs alpha value > 0.7 and composite reliability > 0.7.

PLS Inner Model Testing. The inner model test includes an assessment of the goodness of fit structural model, an assessment of the path coefficient, a test of the significance of the partial effect of exogenous variables on endogenous variables and the calculation of the coefficient of determination. The test results at this stage can be used to test the research hypothesis.

The goodness of Fit Model PLS

Predictive Relevance (Q-Square) structural model measures how well the model and its parameter estimation generate the observed value. Applicable only to see the endogenous factor model. Predictive Relevance (Q-Square) greater than 0 (zero) indicates that the model has a Predictive Relevance value, while a Q-Square value less than 0 (zero) indicates that the model lacks Predictive Relevance. To calculate the Predictive Relevance value obtained by the following formula:

Q2 = 1 − (1-R1)(1-R2)
Q2 = 1 − (1-0,736)(1-0,649)
Q2 = 1 − (0,264)(0,351)
Q2 = 1 − 0,093
Q2 = 0,907

Based on the results of the predictive relevance test (Q2), the value of 0.907 (≥0) is greater than 0. This shows that 90.7% of the variation in the variable

Hypothesis Testing Results

The results of hypothesis testing in Table 7 show the following results:

1. H1 is accepted because the T-statistic value of 3.665 is greater than 1.96. With a coefficient value of 0.151, it means that the price has a significant and significant influence on purchasing decisions.
2. H2 is accepted because the T-statistic value of 7.228 is lower than 1.96. With a coefficient value of 0.013, it means that brand image has a positive and significant influence on purchasing decisions.
3. H3 is accepted because the T-statistic value of 5.912 is greater than 1.96. With a coefficient value of 0.628, it means that purchasing decisions have a positive and significant influence on consumer satisfaction.
4. H4 is accepted because the T-statistic value of 2.101 is lower than 1.96. A coefficient value of 0.152 means that promotion has a positive and significant influence on consumer satisfaction.
5. H5 is accepted because the T-statistic value of 2.696 is greater than 1.96. With a coefficient value of 0.267, it means that brand image has a significant and significant influence on consumer satisfaction.
6. H6 is accepted because the T-statistic value of 3.068 is greater than 1.96. With a coefficient value of 0.139, it means that the price has a positive and significant influence on consumer satisfaction indirectly through the purchase decision variable as an intervening variable.
7. H7 is accepted because the T-statistic value of 4.704 is lower than 1.96. A coefficient value of 0.304 means that brand image has a positive and significant influence on consumer satisfaction indirectly through purchasing decisions as an intervening variable.

Regression Equation

The first equation is related to the relationship between purchasing decisions with price and brand image with the following equation formula:

Purchase Decision = 0.151* Price + 0.013* Brand Image + 1

From the existing path coefficient values, the variable that has a strong or most dominant influence on purchasing decisions is price with a path coefficient value of 0.151, followed by the weakest variable brand image with a path coefficient value of 0.013, based on these results, it can be concluded that the price is the main factor that makes someone loyal to the purchase of Ebara Pumps.

Tabel 1: *Convergent Validity & Reliability*

Measurement Model		Outer Loadings ≥ 0,5	Keterangan
Variable	Indicator		
Brand Image	C2	0.578	Valid
	C3	0.808	Valid
	C4	0.801	Valid
	C5	0.813	Valid
	C6	0.800	Valid
	C7	0.679	Valid
	C8	0.618	Valid
	C9	0.694	Valid
Price	H1	0.775	Valid
	H2	0.769	Valid
	H3	0.758	Valid
	H4	0.789	Valid
	H5	0.827	Valid
	H6	0.757	Valid
	H7	0.854	Valid
	H8	0.804	Valid
Buying Decision	KP1	0.790	Valid
	KP2	0.699	Valid
	KP3	0.825	Valid
	KP4	0.832	Valid
	KP5	0.774	Valid
Customer Satisfaction	KS1	0.880	Valid
	KS2	0.882	Valid
	KS3	0.881	Valid
	KS4	0.802	Valid
	KS5	0.802	Valid

Tabel 2: AVE

Variable	*Average Variance Extracted*
Brand Image	0.532
Price	0.627
Customer Satisfaction	0.723
Buying Decision	0.617

Tabel 3: *Descriminant Validity*

Variabel	Brand Image	Price	Customer Satisfaction	Buying Decision
Brand Image	0.729			
Price	0.742	0.792		
Customer Satisfaction	0.779	0.704	0.85	
Buying Decision	0.785	0.703	0.827	0.786

Valid $: \sqrt{AVE} > r; \sqrt{AVE}\ KIN = \mathbf{0.897}; \sqrt{AVE}\ KOMP > \mathbf{0,829}; \sqrt{AVE}\ MOT = \mathbf{0,913}; \sqrt{AVE}\ PK = \mathbf{0,914}$

Tabel 4: Reliabilitas Komposit

Variable	*Composite Reliability*	*Cronbach's Alpha*	*Result*
Brand Image	0.871	0.889	Reliable
Price	0.915	0.931	Reliable
Customer Satisfaction	0.903	0.929	Reliable
Buying Decision	0.844	0.889	Reliable

Tabel 5: *Goodness of fit Model PLS*

- GoF small = 0,10
- GoF medium = 0,25
- GoF big = 0,38
- $GoF = \sqrt{AVE \ x \ R^2}$
- $GoF = \sqrt{0,625 \ x \ 0,693}$
- $GoF = \sqrt{0,433} = 0,658$

Tabel 6: *R Square*

Endogen variable	*R-Square*
Customer Satisfaction	0.736
Buying Decision	0.649

Tabel 7: Hypothesis Testing

Hypothesis	Result		
	Path Coef	*T Statistics*	Evaluation
1. Price has a positive and significant effect on purchasing decisions	0.151	3.665	accepted
2. Brand image has a positive and significant effect on purchasing decisions	0.013	7.228	accepted
3. Purchase decisions have a positive and significant effect on consumer satisfaction	0.628	5.912	accepted
4. Price has a positive and significant effect on consumer satisfaction	0.152	2.101	accepted
5. Brand image has a positive and significant effect on consumer satisfaction	0.267	2.696	accepted
6. Price has a positive and significant effect on consumer satisfaction indirectly through purchasing decisions as an intervening variable	0.139	3.068	accepted
7. Brand image has a positive and significant effect on consumer satisfaction indirectly through purchasing decisions as an intervening variable	0.304	4.704	accepted

6. Discussion

The Influence of Price Perception on Purchase Decisions

This study proves that the perception of price has a positive and significant effect on purchasing decisions to be a supporting factor for consumers in making purchasing decisions.

The results of previous research conducted by Harwani and Pradita (2017); Wiguna and Nurmahdi (2020) ; Wagean, Silvya and Mandey (2014); Ibhar, Zulkarnain and Indarti (2019) ; and Setiawati and Tyas (1970) stated that price has a positive and significant effect on purchasing decisions. Thus the research above supports the research that has been carried out by Harwani and Pradita (2017); Wiguna and Nurmahdi (2020); Wagean, Silvya and Mandey (2014); Ibhar, Zulkarnain and Indarti (2019); and Setiawati and Tyas (1970).

The Influence of Brand Image on Purchase Decision

The results of the analysis in this study indicate that brand image has a positive and significant effect on purchasing decisions as a supporting factor for consumers in making purchasing decisions.

The results of previous research conducted by (Firdausy & Idawati, 2017; Harwani, 2017; Suneni et al., 2019; Wangean & Mandey, 2014; Wiguna & Nurmahdi, 2020) show that brand image has a positive and significant effect on purchasing decisions. Thus the research above supports the research that has been carried out by (Firdausy & Idawati, 2017; Harwani, 2017; Suneni et al., 2019; Wangean & Mandey, 2014; Wiguna & Nurmahdi, 2020).

The Effect of Purchase Decisions on Consumer Satisfaction

The results of this study indicate that purchasing decisions (Y) have a positive effect on the consumer satisfaction variable (Z). Thus, it is shown that it is concluded that purchasing decisions have a positive and significant effect on consumer satisfaction.

The results of previous research conducted by Ibhar et al. (2019); Hidayat (2015); Muiszudin and Sista (2017); Bahri (2018); Maulidita & Masreviastuti (2018) state that purchasing decisions have a positive and significant effect on consumer satisfaction. Thus, this research is in line with the research conducted by Ibhar et al. (2019); Hidayat (2015); Muiszudin and Sista (2017); Bahri (2018) ; Maulidita & Masreviastuti (2018).

The Influence of Price Perception on Consumer Satisfaction

The results of this study indicate that price (X1) has a positive effect on the consumer satisfaction variable (Z). Thus, it is shown that it is concluded that purchasing decisions have a positive and significant effect on consumer satisfaction.

Where are the results of research conducted by (Ibhar et al., 2019; Rahmawati, 2020; Rasmi et al., 2017; Setiawati & Tyas, 1970; Suwandi et al., n.d.) state that price has a positive and significant effect on consumer satisfaction. So that it becomes a factor that affects customer satisfaction. Thus this research is in line with research conducted by (Ibhar et al., 2019; Rahmawati, 2020; Rasmi et al., 2017; Setiawati & Tyas, 1970; Suwandi et al., n.d.).

The Effect of Brand Image on Consumer Satisfaction

The results of this study indicate that purchasing decisions have a positive and significant effect on consumer satisfaction.

Where the results of research conducted by Ibhar, Zulkamain and Indarti (2019); Setiawati and Tyas (1970); Rivai, Suneni and Febrilia (2019); Dianah and Henny (2017); Hosseini (2017) states that brand image has a positive and significant effect on consumer satisfaction. Thus the research above is in line with the research conducted by Ibhar, Zulkarnain and Indarti (2019). So that it becomes a factor that affects customer satisfaction.

Indirect Effect of Price Perception on Customer Satisfaction Through Purchase Decisions

The results of this study indicate that price (X1) has a positive and significant effect on the consumer satisfaction variable (Z) indirectly through purchasing decisions (Y). Thus, it is shown that it is concluded that purchasing decisions have a positive and significant effect on consumer satisfaction.

Where the results of research conducted by Hasanuddin (2016); Noor, Utari and Mardi (2020); Marpaung and Menkaniwati (2020) ; Harianto (2019); Aristayasa, Mitariani and Atmaja (2020) state that price has a positive and significant effect on consumer satisfaction indirectly through purchasing decisions. Thus the research was overcome in line with the research conducted by Hasanuddin (2016); Noor, Utari and Mardi (2020); Marpaung and Menkaniwati (2020) ; Harianto (2019) ; Aristayasa, Mitariani and Atmaja (2020). This is a factor that affects consumer satisfaction indirectly through purchasing decisions.

Indirect Effect of Brand Image on Customer Satisfaction Through Purchase Decisions

The results of this study indicate that Brand Image (X2) has a positive and significant effect on the consumer satisfaction variable (Z) indirectly through purchasing decisions (Y). Thus, it is shown that it is concluded that purchasing decisions have a positive and significant effect on consumer satisfaction.

Where are the results of research conducted by Hartono and Wahyono (2015); Aristayasa, Mitariani and Atmaja (2020); Budiono (2020); states that brand image has a positive and significant effect on consumer satisfaction through purchasing decisions. Thus the research above is in line with research conducted by Hartono and Wahyono (2015); Aristayasa, Mitariani and Atmaja (2020); Budiono (2020). This is a factor that influences purchasing decisions.

7. Conclussion and Suggestion
7.1 Conclusion
The conclusions from the results of this study are: (1) Price has a positive and significant effect on purchasing decisions, (2) Brand image has a positive and significant effect on purchasing decisions; (3) Price has a positive and significant effect on customer satisfaction; (4) Brand Image has a positive and significant effect on customer satisfaction; (5) Purchase decisions have a positive and significant effect on customer satisfaction; (6) Purchase decisions can mediate the effect of price on purchasing decisions; (7) Purchase decisions can mediate the effect of brand image on customer satisfaction.

7.2 Suggestion
For companies, (1) provide more special discount, amounting to 55% and performance guarantee for 2 years for loyal customers; (2) It is necessary to provide free service in the form of free seminars or free consultations and provide satisfactory after-sales service to consumers; (3) It is necessary to provide free visits, free supervision and free training for 2 years to every consumer who has purchased an Ebara pump; (4) It is necessary to give a special discount of 55% for consumers who buy products in large quantities; (5) It is necessary to provide regular and free product presentations, expand the network to pump dealers in Indonesia; (6) It is necessary to give special prices and free spare parts to consumers who have purchased Ebara products for 2 years; (7) It is necessary to provide 24-hour hotline service, free service, free supervision to new customers or have purchased Ebara pump products

References
[1]   Aristayasa, I. K., Mitariani, N. W. E., & Atmaja, N. P. C. D. (2020). Pengaruh Persepsi Harga Dan Brand Image Terhadap Keputusan Pembelian Dan Dampaknya Terhadap Kepuasan Konsumen. *Jurnal Ilmiah Akuntansi Dan Bisnis*, *15*(2), 90–103.
[2]   Bahri, B. (2018). Keputusan Pembelian dan Kepuasan Konsumen Dipengaruhi Variabel Lokasi, Pelayanan, Kualitas Produk, Nilai Emosional, dan Disain Interior yang Berdampak pada Tingkat Pembelian. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *8*(1), 60. https://doi.org/10.30588/jmp.v8i1.388
[3]   Budiono, A. (2020). Pengaruh Kualitas Pelayanan, Harga, Promosi, Dan Citra Merek Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, *17*(2).
[4]   Dianah, N., & Welsa, H. (2017). PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE XIAOMI SERTA DAMPAKNYA PADA KEPUASAN KONSUMEN. *Jurnal Manajemen; Vol 7 No 1 (2017): JURNAL MANAJEMEN VOL. 7 NO. 1 JUNI 2017DO - 10.26460/Jm.V7i1.240* . https://jurnalfe.ustjogja.ac.id/index.php/manajemen/article/view/240
[5]   Firdausy, C., & Idawati, R. (2017). Effects of Service Quality, Price and Promotion on Customers' Purchase Decision of Traveloka Online Airline Tickets in Jakarta, Indonesia. *INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCE AND BUSINESS ADMINISTRATION*, *3*, 42–49. https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.32.1004
[6]   HARIANTO, F. (2019). *PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN KONSUMEN SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN DI PT.THE MEDECE KOSMETIKA INDONESIA CABANG SIDOARJO*. PENGARUH KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN KONSUMEN SERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN DI PT.THE MEDECE KOSMETIKA INDONESIA CABANG SIDOARJO.
[7]   Hartono, A., & Wahyono. (2015). Pengaruh Citra Merek dan Kualitas terhadap Kepuasan Konsumen melalui Keputusan Pembelian sebagai Variabel Intervening. *Management Analysis Journal*, *4*(2), 153–162. https://doi.org/10.15294/maj.v4i2.7824
[8]   Harwani, Y. (2017). Effect of Brand Image and Perceived Price Towards Purchase Decision in Kentucky Fried Chicken (KFC). *Journal of Marketing and Consumer Research*, *36*, 13–23.
[9]   Hasanuddin, M. (2016). Analisis Pengaruh Kualitas Pelayanan, Lokasi Dan Harga Terhadap Kepuasan Nasabah Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Penjualan Logam Mulia Emas. *Jurnal Riset Bisnis Dan Manajemen*, *4*(1), 49–66.
[10] Hayden, B., & Cannon, A. (1983). Where the garbage goes: Refuse disposal in the Maya Highlands. *Journal of Anthropological Archaeology*, *2*(2), 117–163. https://doi.org/10.1016/0278-4165(83)90010-7
[11] Hidayat, R. (2015). Pengaruh Kepuasan Konsumen Terhadap Keputusan Pembelian Lampu Philips (Studi Kasus Pada Mahasiswa Telkom University). *Jurnal Ecodemica*, *3*(1), 305–310.
[12] Ibhar, F. F., Zulkarnain, & Indarti, S. (2019). Pengaruh Retailing Mix terhadap keputusan pembelian dan kepuasan konsumen Carrefour di kota Pekanbaru. *Jurnal Akuntansi Dan Ekonomika*, *9*(2), 129–238.
[13] Keller, K. L. (2020). *Strategic brand management : building, measuring, and managing brand equity*. https://brad.idm.oclc.org/login?url=http://www.vlebooks.com/vleweb/product/openreader?id=Bradford&isbn=9781292314990&uid=%5Eu
[14] Khodadad Hosseini, S. H., & Behboudi, L. (2017). Brand trust and image: effects on customer satisfaction. *International Journal of Health Care Quality Assurance*, *30*(7), 580–590. https://doi.org/10.1108/IJHCQA-04-2016-0054
[15] Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing management*.
[16] Marpaung, B., & Mekaniwati, A. (2020). Pengaruh Kualitas Produk, Harga, Promosi Dan Pelayanan Terhadap Kepuasan Konsumen Serta

Dampaknya Pada Keputusan Pembelian. *Jurnal Ilmiah Manajemen Kesatuan*, 8(1 SE-Articles). https://doi.org/10.37641/jimkes.v8i1.309

[17] Maulidita, A. R., & Masreviastuti. (2018). Pengaruh Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Keputusan Pembelian Tiket Kereta Api (Studi Pada Mahasiswa Jurusan Administrasi Niaga Politeknik Negeri Malang Tahun Akademik 2017/2018). *Jurnal Aplikasi Bisnis*, *4*(1).

[18] Muiszudin, & Sista, O. (2017). Pengaruh Kepuasan Konsumen Terhadap Keputusan Pembelian Tiket Pesawat Di PT.Arwana Internusa Tour Pontianak. *JURNAL MANAJEMEN MOTIVASI*, *12*(1), 626. https://doi.org/10.29406/jmm.v12i1.432

[19] Noor, F., Utari, W., & Mardi W., N. (2020). PENGARUH KUALITAS PRODUK, PERSEPSI HARGA CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SERTA DAMPAKNYA TERHADAP KEPUASAN KONSUMEN (STUDI PADA KONSUMEN PRODUK PT. SALIM IVOMAS PRATAMA KECAMATAN BOJONEGORO KABUPATEN BOJONEGORO). *Jurnal Mitra Manajemen*, *4*(4), 581–594. https://doi.org/10.52160/ejmm.v4i4.374

[20] Rahmawati, D. D. (2020). PENGARUH PERSEPSI HARGA TERHADAP KEPUASAN KONSUMEN PENGGUNA JASA TRAVEL. *Bongaya Journal for Research in Management (BJRM)*, *3*(2), 21–27. https://doi.org/10.37888/bjrm.v3i2.239

[21] Rasmi, R., Amrullah, A., & S, S. (2017). Compensation and Motivation Effect To Employees' Job Satisfaction. *Hasanuddin Economics and Business Review*, *1*(2), 162. https://doi.org/10.26487/hebr.v1i2.1188

[22] Setiawati, E., & Tyas, A. A. W. P. (1970). PENGARUH HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN TELEVISI SAMSUNG DI PERUMAHAN VILLA GRAND TOMANG TANGERANG. *Proceeding SENDI_U*, *0*(0 SE-Articles). https://www.unisbank.ac.id/ojs/index.php/sendi_u/article/view/3307

[23] Suneni, -, P, A. K. R., & Febrilia, I. (2019). PENGARUH KUALITAS PELAYANAN, HARGA DAN CITRA MEREK TERHADAP KEPUASAN KONSUMEN PENGGUNA TRANSPORTASI OJEK ONLINE GRAB. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, *10*(1 SE-Articles). http://journal.unj.ac.id/unj/index.php/jrmsi/article/view/11034

[24] Suwandi, S., Sularso, A., & Suroso, I. (n.d.). PENGARUH KUALITAS LAYANAN, HARGA DAN CITRA MEREK TERHADAP KEPUASAN DAN LOYALITAS PELANGGAN POS EKSPRES DI KANTOR POS BONDOWOSO DAN SITUBONDO. *Jurnal Ekonomi Akuntansi Dan Manajemen; Vol 14 No 1 (2015)*. https://jurnal.unej.ac.id/index.php/JEAM/article/view/1591

[25] Tjiptono, F., & Diana, A. (2019). *Kepuasan Pelanggan, Konsep, Pengukuran dan Strategi. Yogyakarta*. ANDI.

[26] Wangean, R. H., & Mandey, S. L. (2014). No Analisis Citra Merek, Kualitas Produk dan Harga Pengaruhnya Terhadap Keputusan Pembelian Konsumen Pada Mobil All New KIA Rio Di Kota Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *2*(3), 1715–1725.

[27] Wiguna, E. S., & Nurmahdi, A. (2020). ANALISIS KUALITAS PELAYANAN, CITRA MEREK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN. *Indikator: Jurnal Ilmiah Manajemen Dan Bisnis; 4(1)- doi. 10.22441/Indikator.2020.V4i1.009* . https://publikasi.mercubuana.ac.id/index.php/indikator/article/view/8415