

# The Influence of Brand Image, Price, and Social Media Marketing on Car Purchase Decisions at Honda Perdana

Original Article

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## Abstract

The growing intensity of competition in the automotive industry has encouraged companies to more thoroughly examine marketing elements that shape consumer behaviour and purchasing decisions. At the dealership level, sales performance often experiences fluctuations across different periods, indicating that the marketing strategies implemented have not yet fully succeeded in maximising consumer purchase outcomes. This situation highlights the importance of conducting empirical research that concentrates on fundamental marketing variables. Aiming to analyze the impact of brand image, pricing, and social media marketing on car purchase decisions, this research focuses on consumers of the Honda Perdana Soreang Branch. A quantitative survey method was employed, collecting primary data through questionnaires from past customers. Analysis via multiple linear regression shows that all three variables have a positive and significant influence on purchasing decisions, both partially and simultaneously. These findings indicate that a strong brand reputation, pricing strategies aligned with consumer value perceptions, and effective utilisation of social media platforms can enhance consumer confidence in making car purchase decisions. It is expected that this study will enhance the theoretical foundations of marketing management while delivering practical recommendations to assist automotive companies in developing more effective and consumer-oriented marketing strategies.

**Keywords:** Automotive Industry, Brand Image, Price, Purchasing Decisions, Social Media Marketing.

## 1. Introduction

The Indonesian automotive industry has entered a phase of heightened competition, driven by the rising demand for personal transportation and accelerated technological progress. These developments have compelled automotive manufacturers and dealers to extend their strategic emphasis beyond product attributes and place greater attention on marketing initiatives that are capable of shaping consumer purchase behaviour. Kotler et al. (2021) explain that purchasing decisions represent the outcome of a behavioural process in which consumers respond to diverse marketing stimuli, encompassing both functional benefits and psychological influences.

Within an increasingly competitive automotive market, brand image emerges as a strategic variable that significantly contributes to the formation of consumer perceptions. Keller & Swaminathan (2019) defines brand image as a collection of brand-related associations embedded in consumers' memories, which subsequently guide product evaluation and selection. A favourable brand image is able to foster trust, enhance consumer



confidence, and reinforce brand preference. In the automobile sector, where many products share comparable technical specifications, brand image frequently serves as a key source of differentiation.

Beyond brand image, pricing constitutes a fundamental determinant in consumer purchasing decisions. According to Tjiptono (2019), the cost of a product is not only a source of income for companies, but also serves as an indicator of its worth to customers. Prior to making a purchase, consumers generally assess the relationship between price and perceived benefits, particularly in the case of high-involvement products such as automobiles. Consequently, pricing strategies that are competitive and aligned with product quality are essential for achieving marketing effectiveness.

Furthermore, the advancement of digital technology has positioned social media marketing as a powerful communication instrument for influencing consumer behaviour. Setiyadi et al. (2022) argue that social media marketing facilitates interactive engagement between companies and consumers, enhances brand awareness, and enables the efficient dissemination of product-related information. Platforms such as Instagram, Facebook, and TikTok provide automotive firms with opportunities to cultivate a consistent brand image while simultaneously guiding consumer purchase decisions through persuasive and relevant digital content.

**Table 1. Honda Car Sales Data per Unit at the Soreang Branch in 2025**

No	Month	Car Brand					Total
		BRIO	WRV	HRV	BRV	CRV	
1	April	4	1	4	1	0	10
2	May	3	2	5	1	0	11
3	June	6	1	2	2	0	11
4	July	5	2	2	2	0	11
5	August	7	0	2	0	1	10
6	September	4	2	2	1	0	9

Source: Honda Perdana Marketing Division, Soreang Branch

Sales performance at the Honda Perdana Soreang Branch demonstrates noticeable variability across different periods, accompanied by differing levels of consumer preference among vehicle models. This situation suggests that purchasing decisions are shaped not solely by functional considerations, but also by consumers’ perceptions of brand reputation, pricing structures, and the effectiveness of digital marketing activities implemented by the company.

Studies show that brand image, price, and social media marketing significantly impact buying decisions. Most of this evidence, however, comes from research focused on the broader retail market and fast-moving consumer goods. Studies that specifically investigate the combined impact of these variables within the automotive industry, particularly at the dealership level and within a defined regional context, remain relatively scarce. Moreover, inconsistencies in prior research findings regarding the most dominant influencing factors highlight the need for further empirical investigations that are more context-specific.

Therefore, this research is designed to analyze the individual and combined effects of brand image, price, and social media marketing activities on vehicle purchase decisions among customers of the Honda Perdana Soreang Branch. Its findings are anticipated to contribute to marketing management theory and offer practical strategic guidance for automotive firms seeking to bolster consumer purchase confidence and streamline decision-making.

## 2. Literature Review

### 2.1. Brand Image

The perception that consumers have about a specific brand is known as brand image, and is formed by a collection of associations stored in their memory. Keller & Swaminathan (2019) conceptualise brand image as a group of perceptions linked to a brand that are strong, unique, and positive. Similarly, Nurhalim (2020) explains that brand image is shaped by consumers' accumulated experiences and the consistency of information they receive over time. A well-established and positive brand image enhances consumer trust, reinforces product differentiation, and increases the likelihood of purchase decisions, particularly within the automotive industry where brand credibility and reputation play a crucial role.

### 2.2. Price

The cost of an item or service is the monetary value that individuals need to let go of in order to enjoy the benefits it offers. Kotler & Armstrong (2016) emphasise that price constitutes the sole component of the marketing mix that serves as a direct source of revenue for firms. According to Tjiptono (2019), consumer evaluations of price are reflected through several dimensions, including perceived affordability, the alignment between price and product quality, and comparative competitiveness relative to alternative offerings in the market. When pricing is perceived as reasonable and proportional to the benefits obtained, consumers are more likely to develop a favourable intention and proceed with purchasing decisions.

### 2.3. Social Media Marketing

Social media marketing utilizes social networking platforms to create lasting connections with customers through communication and engagement as part of a digital marketing approach. According to Setiyadi et al. (2022), the primary goal of engaging in social media marketing is to enhance the value of a brand and boost sales by inspiring consumers to actively participate. In addition, Dahmiri (2020) notes that social media's role in shaping consumer perceptions and guiding purchasing decisions stems from its ability to disseminate information quickly, widely, and cost-effectively. This impact, however, is moderated by the success of the marketing strategy, which depends fundamentally on producing content that is engaging, interactive, and tailored to audience preferences.

### 2.4. Purchase Decision

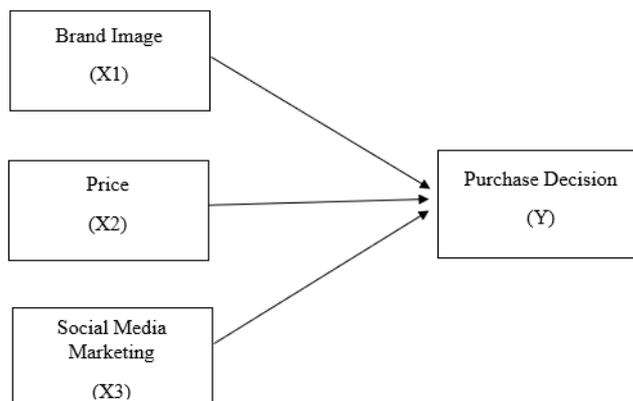
Buying choices are the last step in the consumer behavior process, following the identification of needs, gathering of information, comparing different options, making the purchase, and evaluating the purchase afterwards. Kotler & Keller (2016) define purchase decisions as a manifestation of consumers' brand preferences that are formed based on their perceptions of value. In addition, Saputri & Utomo (2021) state that purchase decisions are the outcome of a logical and systematic process in which consumers compare available options and choose the one that best fulfils their needs and expectations.

### 2.5. Previous Research

Empirical findings reported by Gunawan & Arianty (2021) indicate that consumer purchasing decisions are greatly impacted by the perception of a brand's reputation. Similarly, Gunarsih et al. (2021) demonstrate that price plays a significant role in shaping consumers' purchase choices. In addition, studies conducted by Dewi et al. (2021) as well as Poturak & Softic (2019) reveal that social media marketing significantly affects purchasing decisions, both when examined independently and when analysed in combination with other variables.

Collectively, the outcomes of these prior studies provide a solid empirical foundation for the formulation and justification of the research model developed in this study.

## 2.6. Conceptual Framework



**Figure 1. Conceptual Framework**

The conceptual model shown in figure 1 above employed in this study is formulated by integrating established marketing theories with evidence derived from relevant prior empirical studies. In this framework, brand image, price, and social media marketing are designated as independent variables that are hypothesised to influence purchasing decisions, which function as the dependent variable.

## 2.7. Hypothesis

Creswell & Creswell (2018) define a hypothesis as a tentative scientific statement that predicts the relationship between research variables, formulated based on established theoretical frameworks and evidence from prior empirical studies. Based on this theoretical perspective, the hypotheses developed in the present study are formulated as follows:

**H1:** Brand image positively and significantly influences purchasing decisions.

**H2:** Price has a positive and significant effect on purchasing decisions.

**H3:** Social media marketing exerts a positive and significant impact on purchasing decisions.

**H4:** Brand image, price, and social media marketing collectively demonstrate a positive and significant effect on purchasing decisions.

## 3. Methods

This study utilizes a quantitative, causally associative framework to examine the impact of brand image, pricing, and social media marketing on purchase decisions. The primary method of data collection was a structured survey questionnaire, administered directly to consumers to gather empirical evidence on their perceptions, thereby allowing for an analysis of the relationships' strength and direction. This technique was deemed suitable for assessing consumer behavior within an actual purchasing environment. The population of this study comprised individuals who had previously purchased vehicles at Honda Perdana Soreang Branch. The respondents were chosen using a non-random method called purposive sampling, focusing on consumers who met specific criteria related to the research goals. The number of samples was determined to ensure sufficient data quality and statistical reliability.

Primary data was gathered using an online questionnaire administered through Google Forms. Participants provided assessments, on a Likert scale, of statements related to brand

image, pricing, social media marketing, and their purchasing decisions. In addition, secondary data were sourced from company records, scholarly journals, and other relevant academic references to strengthen the analysis. The research analyzed one dependent variable (purchase decision) and three independent variables (brand image, price, social media marketing). Multiple contextual indicators were developed for each variable and formulated as measurable items in the research instrument. Data processing and analysis were conducted using statistical software. The analysis began with descriptive statistics to illustrate respondent profiles and variable patterns, followed by multiple linear regression analysis to test the proposed hypotheses. Hypothesis testing was carried out through t-tests and F-tests, while the coefficient of determination ( $R^2$ ) was utilized to evaluate the extent to which the independent variables explained variations in purchase decisions.

## 4. Results and Discussion

### 4.1. Research Results

#### 4.1.1. Validity Test

**Table 2. Brand Image (X1) Validity Test Results**

Item	R-value	R-table	Description
P1	0.651	0.195	VALID
P2	0.597	0.195	VALID
P3	0.519	0.195	VALID

Source: Primary data processed using SPSS, 2025

The validation outcomes in Table 2 confirm that all three items for the Brand Image variable (X1) are valid. This conclusion is drawn because each item's calculated correlation coefficient ( $r$ ) exceeds the  $r$ -table value, thereby permitting their inclusion in subsequent analytical stages.

**Table 3. Purchase Decision (Y) Validity Test Results**

Item	R-value	R-table	Description
P1	0.651	0.195	VALID
P2	0.597	0.195	VALID
P3	0.519	0.195	VALID

Source: Primary data processed using SPSS, 2025

All three items representing the Purchasing Decision variable (Y) have been validated, as evidenced in Table 3 by their  $r$ -values exceeding the  $r$ -table benchmarks. This outcome confirms that each questionnaire item meets validity standards and is suitable for proceeding with further analysis.

**Table 4. Reliability Test Results**

Variable	Reliability Value	Critical Value	Description
Purchase Decision (Y)	0.490	0.60	Reliable
Brand Image (X1)	0.626	0.60	Reliable
Price (X2)	0.528	0.60	Reliable
Social Media Marketing (X3)	0.500	0.60	Reliable

Source: Primary data processed using SPSS, 2025

Referring to the results summarised in Table 4, the reliability assessment of the variables Purchasing Decision (Y), Brand Image (X1), Price (X2), and Social Media Marketing (X3) shows that each construct yields a positive reliability coefficient, with the obtained r values surpassing the required critical value. This result indicates that all questionnaire indicators meet the reliability criteria and are internally consistent, thereby making them suitable for subsequent stages of data analysis.

**Table 5. Multiple Linear Analysis Results**

Model	Coefficients <sup>a</sup>				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1.114	.966		1.154	.252		
Brand Image	.342	.088	.352	3.899	.000	.706	1.417
Price	.179	.071	.230	2.525	.013	.695	1.439
Social Media Marketing	.223	.082	.247	2.726	.008	.700	1.429

a. Dependent Variable: Purchase Decision

Source: Primary data processed using SPSS, 2025

The multiple linear regression results for each variable, as presented in Table 5, can be interpreted as follows.

1) Constant Term

A constant coefficient of 1.114 signifies that, assuming the Brand Image (X1), Price (X2), and Social Media Marketing (X3) are simultaneously zero, the predicted value of the Purchasing Decision (Y), would be 1.114. This finding suggests that purchasing decisions already possess a positive baseline value, even in the absence of contributions from the independent variables examined.

2) Effect of Brand Image (X1)

The positive regression coefficient for Brand Image is 0.342, indicating that for every one unit increase in how the brand is perceived, there is a corresponding increase of 0.342 in purchasing choices. This result indicates that more favourable consumer perceptions of the Honda brand are associated with a higher likelihood of purchasing vehicles at the Honda Perdana Soreang Branch. The statistical significance of this effect is confirmed by the significance level of 0.000, which is lower than the threshold of 0.05.

3) Effect of Price (X2)

The Price variable yields a positive regression coefficient of 0.179, meaning that each one-unit improvement in consumers' price perceptions contributes to a 0.179 increase in purchasing decisions. This finding suggests that pricing strategies perceived as fair and competitive enhance consumers' propensity to purchase Honda vehicles. The value of 0.013 for significance is lower than 0.05, showing that price greatly impacts buying choices in a statistically significant way.

4) Effect of Social Media Marketing (X3)

A regression coefficient of 0.223 for Social Media Marketing (p = 0.008) confirms its significant positive effect. A one-unit rise in marketing effectiveness, achieved through

engaging content and interactive promotions, increases purchase decisions by 0.223 units, strengthening consumer buying motivation.

**Table 6. Simultaneous Hypothesis (F Test)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	247.956	3	82.652	25.974	.000 <sup>b</sup>
Residual	305.484	96	3.182		
Total	553.440	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Brand Image, Social Media Marketing

Source: Primary Data Processed by SPSS, 2025

Per the testing criteria,  $H_0$  is rejected if the significance value (Sig.) is below 0.05. The interpretation of the hypothesis testing outcomes for each variable is presented below:

1) Brand Image (X1)

Brand Image exerts a significant effect on Purchase Decisions, supported by a p-value of 0.000. The Beta value of 0.352 reveals a 35.2% explanatory influence, implying that improvements in brand perception among consumers correspond to a greater probability of purchase decisions being made.

2) Price (X2)

Price exerts a significant effect on Purchase Decisions, with a p-value of 0.013. The Beta coefficient of 0.230 signifies an effect size of about 23%, indicating that pricing strategies explain nearly a quarter of the variance in purchase decisions. This indicates that prices that are considered appropriate and reasonable will encourage consumers to give more consideration to their purchasing decisions.

3) Social Media Marketing (X3)

As shown in the table 6, the significance value for Social Media Marketing is 0.008 ( $p < 0.05$ ), confirming its significant impact on Purchase Decisions. The variable's Beta of 0.247 suggests it explains roughly 24.7% of the variation in purchase behavior, implying that more optimized social media activities lead to stronger consumer purchasing tendencies.

4) Simultaneous Testing (F-Test)

A significance value of 0.000 ( $p < 0.05$ ) in the ANOVA test confirms the model's overall statistical significance, demonstrating that Price, Brand Image, and Social Media Marketing together significantly affect Purchasing Decisions and account for variance in the outcome. The model is thus valid and reliable for explaining this collective relationship.

## 4.2. Discussion

### 4.2.1. The Determinant Role of Brand Image in Purchasing Decisions

The statistical analysis shows that brand image has a strong influence on purchase choices, as demonstrated by a significance level of 0.000, which is significantly lower than the typical threshold of 0.05. The magnitude of this relationship is quantified by a Beta coefficient of 0.352, signifying that brand perception accounts for about 35.2% of the variance in purchasing behavior, thereby highlighting its importance in consumer decision-making processes. This proves that the more positive consumers' perceptions of Honda's brand image are, whether in terms of company reputation, service quality, or perceptions of brand users, the greater their tendency to make a purchase. Similar with previous research, studies have established that a well-developed brand image drives willingness to purchase and fosters loyalty, even in competitive and price-sensitive environments (Erpurini, 2025; Gunawan &

Arianty, 2021). Consumers tend to feel more confident and assured in choosing products from brands that are considered credible and have a good reputation. Thus, at the Honda Perdana Soreang Branch, the image of the brand plays a crucial role in influencing customers when they make decisions on purchasing a car.

#### **4.2.2. The Determinant Role of Price in Purchasing Decisions**

Results from the partial test confirm that price significantly impacts purchasing decisions ( $p = 0.013$ ). With a Beta coefficient of 0.230, this variable explains approximately 23% of the variation in purchase decisions. These findings demonstrate that consumers place considerable emphasis on pricing factors, including the alignment between price and perceived benefits, affordability, and comparisons with competing products. This finding aligns with previous studies which indicate that product pricing exerts a positive and significant effect on consumer purchasing decisions (Gunarsih et al., 2021), as customers are more likely to complete transactions when price levels align with their expectations and perceived value (Sintiya & Suzanto, 2023; Sutiyono & Hadibrata, 2020). When prices are perceived as fair, competitive, and consistent with the value offered, consumers exhibit a stronger tendency to proceed with a purchase. Consequently, pricing strategy represents a critical element for Honda Perdana Soreang in enhancing consumer interest and encouraging purchasing behaviour.

#### **4.2.3. The Determinant Role of Social Media Marketing in Purchasing Decisions**

A significance value of 0.008 ( $p < 0.05$ ) confirms the significant effect of social media marketing on purchase decisions. This relationship is quantified by a beta coefficient of 0.247, meaning the variable explains about 24.7% of the variance in consumer purchasing, demonstrating its notable influence. The findings indicate that social media marketing, encompassing product information sharing, promotional messaging, interactive engagement, and accessible content, successfully attracts consumer attention and stimulates interest in Honda offerings. This finding aligns with previous studies, which found that price alignment with consumer expectations significantly increases purchase decisions (Dewi et al., 2021). Well-designed digital marketing initiatives are capable of enhancing consumer confidence prior to purchase decisions, as social media enables the rapid delivery of information that is easily accessed and aligned with consumer needs.

#### **4.2.4. The Simultaneous Determinant Roles of Brand Image, Price, and Social Media Marketing in Purchasing Decisions**

A significance value of 0.000 in the simultaneous F-test confirms that Brand Image, Price, and Social Media Marketing together have a statistically significant effect on purchase decisions, thereby validating the regression model's suitability for explaining this relationship. These results indicate that consumer purchase decisions are shaped not by a single factor, but by the combined influence of a strong brand image, pricing that aligns with consumer expectations, and the effective application of digital marketing strategies. Together, these factors contribute to increasing consumer interest and confidence prior to making a purchase at the Honda Perdana Soreang dealership. This finding aligns with previous studies, which have demonstrated that product pricing exerts a positive and significant influence on consumer purchasing behavior when price levels align with customer expectations Poturak & Softic (2019).

## 5. Conclusion

This study aims to investigate how brand image, pricing strategies, and social media marketing impact consumers' decisions to purchase vehicles from the Honda Perdana Soreang dealership. The results indicate that consumers' purchasing decision levels are classified as good, as demonstrated by their ability to identify needs, evaluate relevant information, and show confidence in product selection. Results from partial analysis indicate that brand image positively and significantly influences purchase decisions, driven by Honda's strong reputation, credibility, and perceived quality, which build consumer trust. Price also shows a positive significant effect, as its perceived alignment with quality, affordability, and competitiveness critically shapes consumer assessments. Moreover, social media marketing plays a big role in shaping consumer choices by offering interesting and informative content, and by how well a company builds and maintains relationships with customers online. Simultaneously, brand image, price, and social media marketing collectively influence purchasing decisions, indicating the importance of integrating these factors within a comprehensive marketing strategy.

The significant combined effect of marketing variables on purchase decisions highlights the need for an integrated strategy to improve sales. Theoretically, this advances marketing management literature in the automotive sector, while empirically establishing brand image, price, and social media marketing as crucial factors in automobile purchasing decisions. Managerially, the results imply the need for the Honda Perdana Soreang Branch to continuously strengthen brand image, employ value-aligned competitive pricing, and leverage social media effectively. Limited by its singular location and narrow variable set, this study suggests future research broaden its scope to include more objects and variables such as service quality, promotions, trust, and satisfaction for a more comprehensive analysis of automotive purchase decisions.

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