ANALYSIS OF CUSTOMER SATISFACTION WITH PURCHASE DECISIONS AS A MEDIATION VARIABLE

Andi Gatya Bintangtimur[1]
Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia
andigatyabintangtimur@gmail.com

Miguna Astuti[2]
Universitas Pembangunan Nasional Veteran Jakarta, Jakarta, Indonesia
miguna.astuti@upnvj.ac.id

Abstract

This study aims to examine the effects of Brand Image, Product Quality, and Price Perception on Customer Satisfaction and their implications for Purchase Decision of The Body Shop products. A quantitative research approach was employed using a survey method targeting The Body Shop consumers in Jakarta. Data were collected through an online questionnaire and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM).The results indicate that Brand Image, Product Quality, and Price Perception have positive and significant effects on Customer Satisfaction. Furthermore, Customer Satisfaction is proven to act as a significant mediating variable in the relationship between Brand Image, Product Quality, and Price Perception toward Purchase Decision. The structural model evaluation shows an R^2 value of 0.682 for Customer Satisfaction and 0.519 for Purchase Decision, indicating a moderate to near-substantial explanatory power. In addition, positive Q^2 values confirm that the model demonstrates good predictive relevance. Overall, the findings highlight that enhancing customer satisfaction through consistent product quality, strong brand image, and fair price perception plays a crucial role in shaping consumers' purchase decisions. This study provides practical insights for companies in formulating marketing strategies focused on customer satisfaction and sustainable purchasing behavior.

Keywords: Brand Image, Product Quality, Price Perception, Customer Satisfaction, Purchase Decision Brand Image, Product Quality, Price Perception, Customer Satisfaction, Purchase Decision

INTRODUCTION

In 2024, the global cosmetics and personal care market is estimated to reach a value of more than USD 580 billion, with an annual growth rate of approximately 5.3% through 2028 (Muhammad et al., 2024). This growth is driven by the increasing demand for cosmetic products that are more natural, sustainability-based, and aligned with modern consumer preferences. One of the major trends in this industry is the rising demand for environmentally friendly cosmetics and products made from natural ingredients. Studies show that consumers, particularly those from the millennial and Generation Z segments, are increasingly interested in products that are free from harmful chemicals and produced through ethical business practices (Delicia et al., 2025). This study involves customers or buyers of The Body Shop products in the facial care category. The Body Shop is a global brand founded in 1976 in Brighton, England, by Dame Anita Roddick, with the vision that business can serve as a force for creating positive social and environmental impact. Ethical values and a commitment to social change form the foundation of The Body Shop's brand image in the eyes of consumers (thebodyshop.co.id, 2025).

In this context, brand image functions as a key factor in building consumer trust, while product quality serves as the functional basis for evaluation that influences purchase decisions. Meanwhile, price perception is understood based on the balance between the benefits received, brand value, and the sustainability principles promoted, so that price is not merely perceived as a cost consideration but rather as a reflection of the value offered by the brand (value-based pricing) (Nakhla, 2025). In the cosmetics industry, this phenomenon is also reflected in consumer behavior toward beauty and personal care brands such as The Body Shop, which is known for its natural-based cosmetic products and ethical campaigns, making it one of the relatively strong brands in the Indonesian cosmetics market, including in Jakarta. Purchasing decisions are a crucial component of consumer behavior because they are a key factor in determining the success of product marketing. According to Crasto & Kamble (2024), purchasing decisions are inseparable from how consumers positively perceive brand image, as it can build customer trust and loyalty. Saatchi et al. (2024) found that, in addition to brand image, product quality also plays a crucial role in shaping customer satisfaction and loyalty.

Prabowo et al.'s (2020) findings demonstrate that brand image and price perception play a significant role in determining purchasing decisions, while product quality does not. Putra & Talumantak (2022) also reported similar results. Conversely, Haloho, Sutrisna, and Arif (2024) showed that price perception has a significant influence on purchasing decisions, and this perception is based more on the value of benefits than simply the nominal price. Meylisa and Hidayati (2023) and Prawira et al. (2024) support the importance of price perception, but emphasize that brand image and consumer experience are also equally important factors. However, empirical findings do not always show consistent results. Janah et al. (2024) reported that brand image plays no significant role in influencing purchasing decisions, while product quality and price perception have a positive influence. Contrary to these results, research by Salsabila and Maskur (2023) shows that purchasing decisions are significantly influenced by product quality and brand image, while price perception has no significant effect.

These discrepancies in results indicate that each variable does not always have a uniform impact across all industry contexts and may play different roles depending on the

characteristics of the consumer and the product studied. Some studies also fail to consider the role of mediating or moderating variables such as customer satisfaction. Mursidi and Gunistiyo (2024) showed that purchasing decisions do not act as a mediator between price perception and customer satisfaction, although brand image and product quality still have a positive influence on purchasing decisions. Meanwhile, Fauzian Noor et al. (2020) examined all three variables, but their focus was limited to the agricultural sector. To date, there has been no research that specifically examines the influence of brand image, product quality, and price perception on purchasing decisions in the cosmetics and personal care industry, taking customer satisfaction into account as a mediator, especially among Generation Z.

REVIEW OF LITERATURE

The global cosmetics and personal care industry continues to experience significant growth. In 2024, the global market value of cosmetics and personal care products is estimated to exceed USD 580 billion, with an annual growth rate of approximately 5.3% projected until 2028 (Muhammad et al., 2024). This growth is largely driven by increasing consumer demand for natural, sustainable, and environmentally friendly cosmetic products. Previous studies indicate that millennial and Generation Z consumers show strong interest in products that are free from harmful chemicals and produced through ethical and sustainable business practices (Delicia et al., 2025). Brand image plays an important role in shaping consumer trust and influencing purchasing behavior. In the cosmetics industry, brands that emphasize ethical values and sustainability, such as The Body Shop, tend to build stronger relationships with consumers. Product quality is also a critical factor in the evaluation process, as consumers assess the functional benefits and effectiveness of cosmetic products before making purchase decisions. In addition, price perception reflects consumers' evaluation of the balance between the benefits received and the value offered by the brand, particularly in brands that adopt value-based pricing strategies (Nakhla, 2025).

Several previous studies have examined the relationship between brand image, product quality, price perception, and purchasing decisions. Prabowo et al. (2020) and Putra and Talumantak (2022) found that brand image and price perception significantly influence purchasing decisions, while product quality does not show a significant effect. Conversely, other studies indicate that product quality and brand image are significant determinants of purchasing decisions, while price perception has a weaker influence (Salsabila & Maskur, 2023). Furthermore, Janah et al. (2024) reported that brand image does not significantly affect purchasing decisions, whereas product quality and price perception have a positive influence. These inconsistent findings indicate that the influence of brand image, product quality, and price perception on purchasing decisions may vary across different industries and consumer characteristics. Moreover, several studies have not considered the role of mediating variables such as customer satisfaction. Therefore, further research is needed to examine the relationship between brand image, product quality, and price perception on purchasing decisions while incorporating customer satisfaction as a mediating variable, particularly in the cosmetics and personal care industry among Generation Z consumers.

RESEARCH METHOD

In this study, the population in question is consumers of The Body Shop products, specifically Generation Z living in the Jakarta area. According to a report (Kumparan, 2019),

the number of The Body Shop consumers in Indonesia is estimated to be around one million. Data from the Central Statistics Agency (BPS, 2024) indicates that Indonesia's population is approximately 272.5 million, while Jakarta's population is approximately 10.5 million. Therefore, the percentage of Jakarta's population relative to the national population serves as the basis for estimating the number of The Body Shop customers in the region. This study chose to use the Slovin formula because the population size is relatively large, namely 10,087 individuals, and detailed data on the distribution of the characteristics of the population being studied is unavailable. Using the Slovin formula and setting a margin of error of 5%, the minimum sample size was 385 respondents.

The questionnaire was distributed through various social media platforms, such as Instagram, Twitter, WhatsApp, and Line, with the help of friends or acquaintances who met the requirements to be respondents. This study used a Likert scale to measure the data. The data analysis method in this study is structured and aligned with the data processing procedures described. The analysis was conducted to answer the research questions and test the hypotheses formulated. In general, the analysis techniques applied include descriptive analysis and inferential analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0 software.

RESULTS AND DISCUSSION

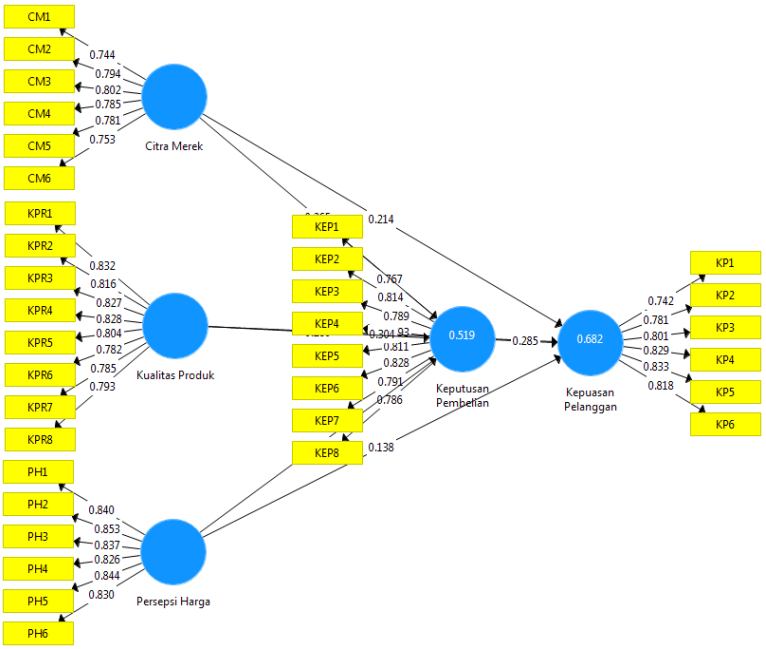


Figure 1.
Outer Model

This research model describes the relationship between Brand Image, Product Quality, and Price Perception on Purchasing Decisions and the influence of Purchasing Decisions on Customer Satisfaction, which is analyzed through a measurement model (outer model) and a structural model (inner model). The results of the outer model evaluation show that all indicators in the variables Brand Image (0.744–0.802), Product Quality (0.782–

0.832), Price Perception (0.826–0.853), Purchasing Decisions (0.767–0.828), and Customer Satisfaction (0.742–0.833) have outer loading values above 0.70, so that all research instruments are declared convergently valid.

Table 1.
Reliability Test

Construct	Cronbach's Alpha	rho_A	Composite Reliability (CR)
Brand Image	0,868	0,869	0,901
Customer Satisfaction	0,888	0,889	0,915
Purchase Decision	0,918	0,919	0,933
Product Quality	0,924	0,925	0,938
Price Perception	0,916	0,917	0,934

Hypothesis Testing

Table 2.
Hypothesis Testing

	Path Testing	O	M	t	p	Decision
H1	Brand Image → Customer Satisfaction	0,214	0,214	2,801	0,005	Accepted
H2	Product Quality → Customer Satisfaction	0,304	0,300	3,303	0,001	Accepted
H3	Price Perception → Customer Satisfaction	0,138	0,134	2,137	0,033	Accepted
H4	Brand Image → Purchase Decision → Customer Satisfaction (indirect)	0,076	0,078	2,197	0,028	Accepted
H5	Product Quality → Purchase Decision → Customer Satisfaction (indirect)	0,074	0,073	1,991	0,047	Accepted
H6	Price Perception → Purchase Decision → Customer Satisfaction (indirect)	0,077	0,081	2,187	0,029	Accepted

Brand Image Influences Customer Satisfaction (H1)

Brand Image has a positive and significant influence on Customer Satisfaction, so hypothesis H1 is accepted. This finding directly answers the research question in Chapter I regarding whether perceptions of brand image influence customer satisfaction at The Body Shop. The results of H1 are consistent with international open-access studies showing that brand image has a significant positive effect on satisfaction, for example in the context of destinations or experience-based consumption, confirming that the brand image → satisfaction pathway is significant (Chen & Wu, 2022). Additionally, other research also supports that brand image positively influences customer satisfaction in consumer behavior models, including service and digital contexts, thereby strengthening the consistency of the direction of influence found in this study (Syah & Olivia, 2022).

Product Quality Influences Customer Satisfaction (H2)

Product Quality has a positive and significant effect on Customer Satisfaction, therefore hypothesis H2 is accepted. Thus, this finding directly answers the research question regarding the role of product quality in shaping consumer satisfaction with The Body Shop.The findings of H2 are consistent with international studies showing that perceived quality has a significant positive effect on customer satisfaction in consumer product contexts (Suttikun & Meeprom, 2021). This result is also supported by other research demonstrating a significant relationship between product quality and customer satisfaction in consumer behavior models (Zhao et al., 2021).

Price Perception Influences Customer Satisfaction (H3)

Price Perception has a positive and significant influence on Customer Satisfaction; therefore, hypothesis H3 is accepted. Thus, this finding answers the research question regarding the role of perceived price fairness and justice in shaping The Body Shop consumers' satisfaction. The H3 findings are consistent with international empirical evidence showing that price fairness or perceived price value significantly influences customer satisfaction, particularly in digital consumer and consumption product contexts (Alonjang, 2019; Alzoubi et al., 2020).

Brand Image Influences Purchase Decisions through Customer Satisfaction (H4)

Brand Image has a positive and significant influence on Purchase Decisions through Customer Satisfaction; therefore, hypothesis H4 is accepted. In other words, Customer Satisfaction acts as a mediating variable that bridges the influence of brand image on purchase decisions. Empirical evidence also supports that brand image influences customer satisfaction indirectly through purchase decisions or behavior, confirming a partial mediation role in the pathway from brand perception to consumer behavior (Albarq et al., 2025; Chiwaridzo & Masengu, 2023).

Product Quality Influences Purchase Decisions through Customer Satisfaction (H5)

Product Quality has a positive and significant influence on Purchase Decisions through Customer Satisfaction, meaning Customer Satisfaction acts as a mediating variable transmitting the effect of product quality on purchase decisions.

Overall, the results show that The Body Shop's product quality, reflected in performance, ingredient safety, and perceived benefits, not only encourages purchase decisions but also increases customer satisfaction first before influencing purchasing behavior. Consumers who perceive product quality as meeting or exceeding expectations tend to feel satisfied, and this satisfaction strengthens their confidence in making purchase decisions.

Price Perception Influences Purchase Decisions through Customer Satisfaction (H6)

In accordance with hypothesis H6, the test results show an indirect path coefficient (β) of 0.077, with a t-statistic of 2.187 and p-value of 0.029, which is smaller than 0.05. This confirms that Price Perception has a positive and significant influence on Purchase Decisions through Customer Satisfaction, therefore hypothesis H6 is accepted. In this relationship, Customer Satisfaction acts as a mediating variable transmitting the influence of price perception on purchase decisions.

CONCLUSION

In conclusion, the cosmetics and personal care industry continues to grow rapidly, driven by increasing consumer demand for natural, sustainable, and ethically produced

products. In this context, brand image, product quality, and price perception are important factors that influence consumer purchasing decisions. Previous studies show varying results regarding the influence of these variables, indicating that their impact may differ depending on industry characteristics and consumer segments. Furthermore, many studies have not incorporated mediating variables such as customer satisfaction. Therefore, further research is necessary to examine the relationship between brand image, product quality, and price perception on purchasing decisions by considering customer satisfaction as a mediating variable, particularly among Generation Z consumers in the cosmetics and personal care industry.

Limitations and Implications

This study has several limitations that should be considered when interpreting the results. First, the research focuses only on a limited number of variables, namely brand image, product quality, and price perception, in explaining purchasing decisions. Other factors that may influence consumer behavior, such as promotion, social media influence, or consumer experience, were not included in this study. Second, the scope of the research is limited to a specific consumer segment and product category within the cosmetics and personal care industry, which may limit the generalizability of the findings to other industries or consumer groups. In addition, this study emphasizes the role of customer satisfaction as a mediating variable, while other potential mediators or moderators were not examined.

Despite these limitations, this study provides important implications for both academic research and managerial practice. Academically, the findings contribute to the development of consumer behavior literature by highlighting the role of brand image, product quality, and price perception in influencing purchasing decisions, as well as the potential role of customer satisfaction as a mediating variable. From a managerial perspective, companies in the cosmetics and personal care industry should strengthen their brand image, maintain consistent product quality, and implement value-based pricing strategies to enhance consumer trust and encourage purchasing decisions. Future studies are recommended to expand the research model by including additional variables and broader consumer segments to obtain more comprehensive insights into consumer purchasing behavior.

Acknowledgement

The authors would like to express their sincere gratitude to all parties who contributed to the completion of this research. Special appreciation is extended to the respondents who participated in this study and provided valuable information for the data collection process. The authors also acknowledge the support and guidance from academic supervisors and colleagues whose insights and suggestions greatly improved the quality of this research. In addition, appreciation is given to the affiliated institution for providing the necessary resources and academic environment that enabled this study to be conducted successfully. Finally, the authors are grateful to all researchers whose previous studies served as important references and contributed to the development of this research.

REFERENCES

Abdul Kohar Septyadi, M., Salamah, M., & Nujiyatillah, S. (2022). Literature review keputusan pembelian dan minat beli konsumen pada smartphone: Harga dan promosi.

Jurnal Manajemen Pendidikan dan Ilmu Sosial, 3(1), 301–313. https://doi.org/10.38035/jmpis.v3i1.876

Afifah, M. N., & Sitorus, D. H. (2023). Pengaruh citra merek, kualitas produk dan word of mouth terhadap keputusan pembelian produk Emina di Batam. *Jurnal Mirai Management, 8*(1), 328–340.

Ahmed, S. K. (2024). How to choose a sampling technique and determine sample size for research: A simplified guide for researchers. *Oral Oncology Reports, 12*, 100662. https://doi.org/10.1016/j.oor.2024.100662

Al Azahari, A., & Hakim, L. (2021). Pengaruh citra merek, kualitas produk, dan persepsi harga terhadap keputusan pembelian. *Jurnal Manajemen, Organisasi, dan Bisnis, 1*(4), 553–564.

Alawiah, W., & Utama, A. P. (2023). Pengaruh kualitas produk, harga, dan citra merek pada keputusan pembelian mobil. *Kajian Branding Indonesia, 5*(1), 17–34. https://doi.org/10.21632/kbi.5.1.17-34

Albarq, A. N., Aljaafari, A. I., Mabkhot, H., & Alsuwaidan, M. S. (2025). When chatbots feel human: How anthropomorphism shapes consumer satisfaction, trust, and loyalty in AI-driven brand interactions. *Journal of Cultural Analysis and Social Change, 10*(3), 1027–1036. https://doi.org/10.64753/jcasc.v10i3.2543

Alonjang, D. N. (2019). *The effect of perceived price fairness on customers loyalty mediated by customers satisfaction and perceived switching cost.*

Anggarani, P. L., Agung, A. A. P., & Atmaja, N. P. C. D. (2022). Analisis pengaruh citra merek, kualitas produk, dan persepsi harga terhadap minat beli produk Oriflame. *Jurnal EMAS, 3*(2), 36–45.

Ansah, E. S. (2021). Customer perception of service quality, price fairness and brand-image of telecommunication service providers in Ghana and its impact on customer satisfaction and loyalty. *Journal of Marketing and Consumer Research, 75*, 12–21. https://doi.org/10.7176/jmcr/75-02

Ardiyanti, S. (2025). Brand identity: Manfaat dan cara membuatnya untuk kuatkan posisi bisnis. https://qontak.com/blog/brand-identity

Badan Pusat Statistik. (2023). *Statistik eCommerce 2022/2023.* https://www.bps.go.id

Carter, S. R., Ahmed, A. M., & Schneider, C. R. (2023). The role of perceived service quality and price competitiveness on consumer patronage of and intentions towards community pharmacies. *Research in Social and Administrative Pharmacy, 19*(5), 717–727. https://doi.org/10.1016/j.sapharm.2023.02.002

Chen, A. H., & Wu, R. Y. (2022). Mediating effect of brand image and satisfaction on loyalty through experiential marketing: A case study of a sugar heritage destination. *Sustainability, 14*(12). https://doi.org/10.3390/su14127122

Chiwaridzo, O. T., & Masengu, R. (2023). The impact of social media branding and technology adoption on green tourism. *Future Business Journal, 9*(1). https://doi.org/10.1186/s43093-023-00249-6

Da Silva, J. F., Saldanha, E. D. S., & Barreto, D. M. B. (2022). The mediation effect of customer satisfaction on the relationship between product quality, perceived price justice and customer loyalty. *Timor Leste Journal of Business and Management, 4*(2), 48–60.

De, H., Carvalho, F., De Sousa Saldanha, E., & Amaral, A. M. (2020). The mediation effects of customer satisfaction on the relations between product price, service quality and purchasing decision. *Journal of Business and Management, 2*(1).

Dwijantoro, R., Dwi, B., & Syarief, N. (2022). Pengaruh harga, kualitas produk, dan promosi terhadap keputusan pembelian marketplace Shopee. *Jurnal Riset Manajemen dan Bisnis, 16*(2), 63. https://doi.org/10.21460/jrmb.2021.162.392

Dzulkharnain, E. (2019). Pengaruh persepsi harga, citra merek dan kualitas produk terhadap keputusan pembelian.

Ekasari, S., Diposumarto, N. S., & Muharam, H. (2024). The influence of price perception, brand image, and celebrity endorsement on purchase intention.

Ellitan, L. (2021). The role of marketing mix in building customer satisfaction and loyalty: A theoretical study.

Ernest Grace, R. M. G., Simatupang, S., Candra, V., & Sidabutar, N. (2021). Product quality and customer satisfaction and their effect on consumer loyalty. *International Journal of Social Science, 1*(2), 69–78. https://doi.org/10.53625/ijss.v1i2.138

Febiyati Lannita, & Aqmala Diana. (2022). Pengaruh e-WOM, brand image, kualitas produk dan persepsi harga terhadap keputusan pembelian pada pengguna Grab. *JMDB, 1*(1), 28–39.

Fu, X., Liu, S., Fang, B., Luo, X., & Cai, S. (2020). How do expectations shape consumer satisfaction? *Journal of Electronic Commerce Research, 21.*

García-Salirrosas, E. E., et al. (2024). The impact of perceived value on brand image and loyalty. *Frontiers in Nutrition, 11*. https://doi.org/10.3389/fnut.2024.1482009

Ghozali, I. (2016). *Aplikasi multivariate dengan program IBM SPSS.* Badan Penerbit Universitas Diponegoro.

Gunawan, I. (2022). Customer loyalty: The effect customer satisfaction. *Kinerja: Jurnal Manajemen Organisasi dan Industri.*

Haryanto, H. R. (2021). *Manajemen pemasaran bank syariah (Teori dan praktik).*

Hasan, F. A., Muzakir, M., Wahyuningsih, W., & Evrianti, H. (2025). Influencer marketing and product quality shaping customer satisfaction via purchase decisions. *Indonesian Journal of Innovation Studies, 26*(3). https://doi.org/10.21070/ijins.v26i3.1500

Hasim, M. A. (2020). Role of price towards customer satisfaction.

Hien, N. N., Phuong, N. N., Tran, T. V., & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention. *Management Science Letters, 10*(6), 1205–1212. https://doi.org/10.5267/j.msl.2019.11.038

Isbahi, M. B., Zuana, M. M. M. ., & Mariana, E. R. . (2022). The Technology Strategy in Website Communication Media in Improving Business Activities. *Majapahit Journal of Islamic Finance and Management*, *1*(2), 126–138. https://doi.org/10.31538/mjifm.v1i2.17

Kotler, P., Armstrong, G., & Harris, L. C. (2020). *Principles of marketing.* Pearson Education.

Mappesona, H., Ikhsani, K., & Ali, H. (2020). Customer purchase decision model. *International Journal of Supply Chain Management, 9*(1).

Memon, M. A., Thurasamy, R., Ting, H., & Cheah, J. H. (2025). Purposive sampling: A review and guidelines for quantitative research. *Journal of Applied Structural Equation Modeling, 9*(1). https://doi.org/10.47263/JASEM.9(1)01

Mukti, B. H. (2025). Sample size determination: Principles and applications for health research. *Health Sciences International Journal, 3*(1), 127–143. https://doi.org/10.71357/hsij.v3i1.63

Nuseir, M. T., & Aljumah, A. (2020). The role of digital marketing in business performance. *International Journal of Innovation, Creativity and Change.*

Prabowo, R. E., Indriyaningrum, K., & Setyani, A. D. (2020). Pengaruh citra merek, persepsi harga, dan kualitas produk terhadap keputusan pembelian sepatu olahraga merek Adidas. *Solusi, 18*(4).

Rivai, J., & Zulfitri. (2021). The role of purchasing decisions mediating product quality, price perception, and brand image on customer satisfaction. *Journal of Business and Management Studies, 3*(2), 31–42.

Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters, 10*(5), 1077–1084.

Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D.* Alfabeta.

Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D.* Alfabeta.

Supana, M., Yusliza, M. Y., Jumadil, J. S., Muhammad, Z., & Bon, A. T. (2021). A review of determinant factors that affect consumer purchase decision and satisfaction literature.

Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business & Management, 8*(1).

Syah, T. Y. R., & Olivia, D. (2022). Enhancing patronage intention on online fashion industry in Indonesia. *Cogent Business & Management, 9*(1).

Tasci, A. D. A. (2021). A critical review and reconstruction of perceptual brand equity. *International Journal of Contemporary Hospitality Management, 33*(1).

Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan pembelian sebagai variabel mediasi hubungan kualitas produk dan kepercayaan terhadap kepuasan konsumen.

White, M. (2023). Sample size in quantitative instrument-based studies published in Scopus up to 2022. *Acta Psychologica, 241*, 104095.

Yohana Dian Puspita, & Ginanjar Rahmawan. (2021). Pengaruh harga, kualitas produk dan citra merek terhadap keputusan pembelian produk Garnier. *Jurnal Sinar Manajemen, 8*(2), 98–104.

Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of pricing and product information on consumer buying behavior with customer satisfaction in a mediating role. *Frontiers in Psychology, 12*.