

BRAND IMAGE, PRICE, AND SERVICE QUALITY: ITS INFLUENCE ON THE DECISION TO PURCHASE TOYOTA BRAND CARS AT AUTO2000 DAAN MOGOT JAKARTA



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Abstract

“Work from anywhere” trend in Jakarta has increased the need for mobility and comfort, encouraging the use of private cars, especially the Toyota brand. Toyota, a global automotive brand that was founded in 1937 in Japan, is known for its innovation, reliability, and efficiency. In Indonesia, Toyota is popular for its durable and rarely damaged vehicles. GAIKINDO data shows that Toyota is the car brand with the highest sales in Indonesia throughout 2024. One of its official dealers, Auto2000 Toyota Daan Mogot Jakarta, is the largest dealer in a strategic location with a showroom and a comfortable workshop. This study analyzes the influence of brand image, price, and service quality on the decision to purchase a Toyota car at Auto2000 Daan Mogot. The study used the technique of non-probability sampling with the accidental sampling method. Data were collected through questionnaires from 80 respondents who purchased Toyota cars from the dealer. The analysis was conducted quantitatively and descriptively using multiple linear regression with SPSS software version 26. The results of the study showed that: (1) brand image has a positive effect on purchasing decisions, (2) price has a positive effect on purchasing decisions, (3) service quality has a positive effect on purchasing decisions, and (4) simultaneously, brand image, price, and service quality have a significant effect on purchasing decisions for Toyota cars at Auto2000 Daan Mogot.

Keywords: Brand Image, Price, Service Quality, Purchase Decision

INTRODUCTION

The improvement in economic conditions after the COVID-19 pandemic in Jakarta began to recover more stably in 2024. Increased community income, high mobility, and the need for comfort encourage people to have private cars. In addition, there is a "work from anywhere" trend and easy financing from leasing companies and banks by offering low interest rates, light down payments, and flexible payment terms. This makes buying a car more affordable, especially for the growing middle class in Jakarta. Many consumers are taking advantage of credit facilities to buy new cars.

With the large number of residents and the needs and mobilization in carrying out economic activities and other things that require transportation, such as cars. In Indonesia itself, the number of car users continues to experience a fairly rapid increase over time. Based on data released by the Central Statistics Agency (BPS), passenger cars (Passenger Car) reached 15,592,419 units in 2019. This number increased from the number in 2018 of 14,830,698 units, and in 2017 it reached 13,968,202 units. Especially for cars with the LCGC (Low Cost Green Car) type. Toyota Calya is one of the car products produced by the Toyota company, The Toyota Calya car is also included in the LCGC type of car. Which car is starting to be glanced at by consumers because it is an environmentally friendly car with a fairly affordable price (Alawiah & Utama, 2023a). At Auto2000 Toyota Daan Mogot Jakarta, the prices offered are quite attractive to consumers with the provision of maximum discounts, especially if the purchase is made by the Company in a fairly large amount.

According to Kotler and Armstrong (2016: 177) in Simanihuruk et al., (2022) defines that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires. Judging from several product factors, variants and models, especially users or consumers who are loyal to Toyota Avanza, they assess that Toyota Avanza products can adapt to what consumers need today and with the continuous updates made by Toyota Avanza, consumers can feel satisfied to buy and use Toyota Avanza products (Simanihuruk et al., 2022).

Brand image is a perception or belief carried out by a consumer that is reflected in the consumer's memory (Putra Yuwana et al, 2023; Cahyaning Puteri & Asiyah, 2024). A strong

brand image can provide a major advantage to a producer in the marketing process of a product. Brand Image is also able to influence users in determining the purchasing decision that will be taken for a product (Listyarso & Yulianto, 2023). Toyota has succeeded in building strong brand awareness in the Indonesian market, including Jakarta. With effective advertising, consistent marketing campaigns, and strategic locations, especially at Auto2000 Toyota Daan Mogot Jakarta. At Auto2000 Daan Mogot Jakarta, brand image is built through social media, especially through TikTok live, advertisements on Instagram, the oto.com website, and also through the YouTube channel. Auto2000 Daan Mogot Jakarta already has a strong brand image, especially among people living in West Jakarta.

Therefore, researchers are interested in analyzing the brand image built by Toyota through promotions, advertisements, and social media creator content that can influence people towards purchasing decisions for Toyota brand cars at Auto2000 Toyota Daan Mogot Jakarta. This solid brand image increases consumers' desire to buy Toyota cars as a status symbol without having to buy luxury cars. Consumer satisfaction is also one of the main capitals for companies, both services and goods, to be able to reach the market, which can be built by several factors, one of which is brand image (Indahniar, Rachmawati, & Fathorrahman, 2021).

Service quality plays an important role in consumer considerations for making purchasing decisions. Tjiptono (2015) in Sari and Elpanso (2022) stated that in general, consumers will always consider their satisfaction regarding whether or not they receive service from the company. Sari and Elpanso's (2022) research entitled "The Influence of Promotion and Service Quality on Avanza Car Purchase Decisions at PT Astra International Tbk Auto 2000 Veteran Palembang Branch" obtained research results that service quality has a positive and significant influence on purchasing decisions (Sari & Elpanso, 2022). One of Toyota's strengths in Indonesia is its network of authorized workshops and the availability of easily accessible spare parts. Toyota provides comprehensive after-sales services to ensure that the car remains in optimal condition after purchase, such as a warranty that covers certain components and spare parts for 3 years or 60,000 kilometers and Toyota home service that allows Toyota technicians to come directly to the consumer's home to perform maintenance or minor repairs without having to go to the workshop.

REVIEW OF LITERATURE

Marketing

According to Atika and Bambang in their book entitled *Marketing Management in 2022* in (Nasution & Sutejo, n.d.), marketing is a communication process that is arranged in an integrated manner to provide information about goods or services to satisfy human needs and/or desires. Marketing begins with the fulfillment of human needs, which then grow into human desires.

Brand Image

According to Bilson Simamora (2001:149) in (Edwar Ready, 2022), brand (image) is a name, sign, term, symbol, design, or combination thereof to identify and differentiate goods or services from one seller to another. While image (image), namely the public's perception of the company or of the product.

Price

According to (Eldiansyah & Suwarni, 2023), Price describes the monetary value of exchange from consumers to achieve utility value for product utilization. Price becomes an important factor that draws the buyer's attention before buying. Price becomes one of the most dominant signals in marketing, this is because price is present in all purchasing situations (Kusdyah, 2012; Isbahi, 2023).

Quality of Service

According to Tjiptono (2016:59) in (Basaruddin & Austin Alexander Parhusip, 2023) states, "Service quality is the level of excellence that customers expect, as well as control over that excellence, whether the service provided can meet customer expectations or not."

Buying Decision

Schiffman and Kanuk (2008) in (Oktavia et al., 2022) define a purchasing decision as a consumer's selection of two or more alternative choices; in other words, there must be alternative choices available to a person when making a decision.

RESEARCH METHOD

Research Approach

The research design uses quantitative research with a Non-Probability Side sampling technique with an Accidental Sampling type that uses a data collection instrument in the form of a questionnaire. The research data is processed quantitatively and descriptively with multiple linear regression analysis techniques using SPSS software version 26.

Population

In(Amin et al., 2023), the definition of population according to Arikunto is the population as a whole object in the research that is studied and also recorded in all forms that exist in the field. The population that is the subject of research in this study is consumers who make purchases of Toyota brand cars, as many as 405 people. In determining respondents who are consumers who make purchases of Toyota cars at Auto2000 Toyota Daan Mogot Jakarta.

Sample

According to Sujarweni (2018:65) in (Andrianata et al., 2022), a sample is part of several characteristics possessed by a population used for research. In this study, researchers used quantitative research methods. According to Sugiyono (2017), in (Mawaddah & Widiarti, 2021), quantitative research methods are positivism-based research methods used to research certain populations or samples. The research method used is nonprobability sampling, which is a sampling method in which not all members of the population have the same chance of being selected. The sampling technique used in this study is accidental sampling, namely a sampling technique based on coincidence, namely anyone who accidentally meets the researcher can be used as a sample, if the person who happens to be met is considered suitable as a data source.

The sample size with a population that is large enough and difficult to measure as a whole is determined using the Slovin formula.

$$n = \frac{N}{1 + N \cdot e^2}$$

with the following information:

n = Required Sample Size

N = Population Size

e = margin of error or level of error (e.g., 0.1 for a 10% level of error)

Table 1.
Sales Population for 3 Months (August – October 2024)

August	134 Unit
September	151 Unit
October	120 Unit
Total	405 Unit

$$\begin{aligned} & n = 405 \\ & \frac{n = 405}{1 + 405 \cdot (0.1)^2} \\ & \frac{n = 405}{1 + 405 \cdot 0.01} \\ & \frac{n = 405}{1 + 4.05} \\ & \frac{n = 405}{5.05} \\ & n = 80 \end{aligned}$$

So, the research sample with a 90% confidence level is 80 people with a customer data composition of 30% August (24 people), 30% September (24 people) and 40% October (32 people).

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test

This test is to determine whether the residual value is normally distributed or not. The distribution of data seen in the diagonal source in the Normal PP Plot of the regression standardized graph is the basis for decision making. If it spreads around the line and follows the diagonal line, then the regression model is normal and suitable for use in predicting independent variables and vice versa.

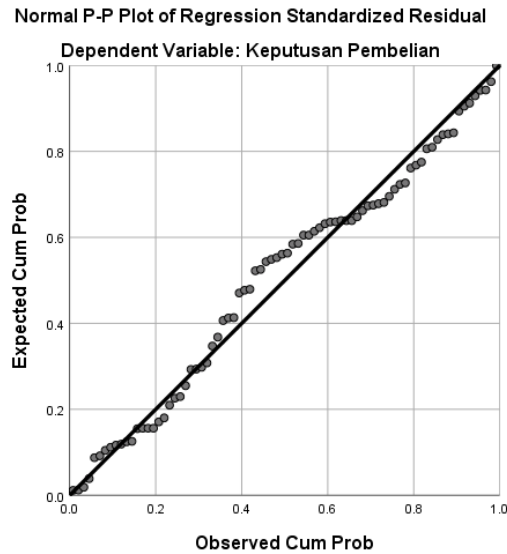


Figure 1.

Data Normality Test with PP Plot

Source: SPSS Output Data, 2024

Based on Figure 1 Data Normality Test with PP Plot, it can be explained that the points spread follows the diagonal line. So the data distribution is normally distributed.

Another way to test normality is by using the one-sample Kolmogorov-Smirnov test method with the following test criteria:

- If the Significance value (Asym Sig 2 tailed) > 0.05, then the data is normally distributed.
- If the significance value (Asym Sig 2 tailed < 0.05, then the data is not normally distributed (Mardiatmoko, 2020).

Table 2.

Normality Test with Kolmogorov-Smirnov

Variables	Kolmogorov-Smirnov		
	Statistics	df	Sig.
Brand Image (X1)	0.107	80	0.063
Price (X2)	0.096	80	0.068
Quality of Service (X3)	0.106	80	0.073
Purchase Decision (Y)	0.136	80	0.094

Source: SPSS Output Data, 2024

Based on Table 2 Normality Test with Kolmogorov-Smirnov above, it can be seen that the Sig. the value generated from all research variables is > 0.05. Indicating that the

variables Brand Image, Price, Service Quality, and Purchasing Decision are normally distributed.

Multicollinearity Test

Table 3.
Multicollinearity Test

Variables	Collinearity Statistics		Dependent Variable
	Tolerance	VIF	
(Constant)			Purchase Decision (Y)
Brand Image (X1)	0.777	1,287	
Price (X2)	0.440	2,271	
Quality of Service (X3)	0.418	2,395	

Source: SPSS Output Data, 2024

Based on Table 3 of the Multicollinearity Test above, it can be explained that the tolerance value produced is greater than 0.1 and the VIF value produced is less than 10. It can be concluded that the Brand Image, Price, and Service Quality variables do not experience multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test with the help of the SPSS for Windows version 26 program. The heteroscedasticity test has a significance level of 0.5, If the significance value resulting from this test is greater than 0.05, then the variable data does not show heteroscedasticity.

Table 4.
Glesjer Test

Variables	t	Sig.	Dependent Variable
(Constant)	3,434	0.001	RES_2
Brand Image (X1)	-1,862	0.066	
Price (X2)	-0.655	0.514	
Quality of Service (X3)	0.464	0.644	

Source: SPSS Output Data, 2024

Based on Table 4 of the Glesjer Test above, it can be concluded that there is no heteroscedasticity with a significance result of more than 0.05 for each variable.

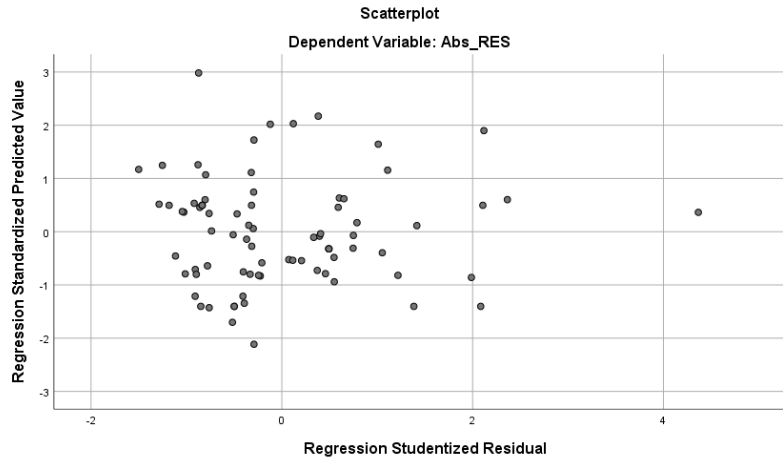


Figure 2.
Scatterplot

Source: SPSS Output Data, 2024

Based on Figure 2 Scatterplot above, it can be seen that there are no symptoms of heteroscedasticity where the residual data points are spread out and do not form a particular pattern.

Multiple Linear Regression Analysis Test

Based on the B value in Table 5, the results of the multiple linear regression analysis test can be explained as follows:

$$Y = 11.091 + 0.402X1 + 0.343X2 + 0.217X3 + e$$

Table 5.
Regression Coefficient
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,091	5.385		2,060	.043
	Brand Image	.402	.129	.273	3.103	.003
	Price	.343	.113	.356	3,046	.003
	Quality of Service	.217	.102	.254	2.119	.037

a. Dependent Variable: Purchase Decision

Source: SPSS Output Data, 2024

Based on the results of the multiple linear regression analysis test, it can be seen that the constant value of the regression is positive at 11.091. This shows that if the value of brand image (X1), price (X2), and service quality (X3) does not change (remains the same), then the constant value of the Toyota car purchase decision (Y) is 11.091.

The independent variable coefficient of brand image is 0.402, indicating that every one unit increase in brand image will increase the Purchase Decision by 0.402, which means that the stronger the brand image, the higher the Purchase Decision. The independent variable coefficient of price is 0.343, indicating that every one-unit increase in price will increase the Purchase Decision by 0.343. The independent variable coefficient of service quality is 0.217, indicating that every one-unit increase in service quality will increase the Purchase Decision by 0.217.

Determination Test (R-Square)

Table 6.
Determination Test (R-Square)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737a	.544	.526	4.92636

a. Predictors: (Constant), Service Quality, Brand Image, Price

Source: SPSS Output Data, 2024

Based on the results of the Determination Test (R-Square) in Figure 5.7 above, it can be explained that the R Square value produced is 0.544, which means 54.4% of purchasing decisions are explained by brand image, price, and service quality. The remaining 45.6% is influenced by other variables outside this study.

Partial Effect Test (t-Test)

This test is used to determine whether the regression model of the independent variable has a partial significant effect on the dependent variable, with the hypothesis:

- Ho: There is no partial influence of X1, X2, X3 on Y
- Ha: There is a partial influence of X1, X2, X3 on Y
- Ho is accepted if Significance > 0.05 (no effect)
- Ho is rejected if Significance < 0.05 (influential)

Table 7.
Partial Effect Test (t-Test)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	11,091	5.385		2,060	.043
	Brand Image	.402	.129	.273	3.103	.003

Price	.343	.113	.356	3,046	.003
Quality of Service	.217	.102	.254	2.119	.037

a. Dependent Variable: Purchase Decision

Source: SPSS Output Data, 2024

Based on Table 7, Partial Influence Test (t-Test), it can be shown that the significance value of brand image is 0.003, price is 0.003, and service quality is 0.037, which is smaller than 0.005. So, it can be concluded that there is an influence of brand image, price, and service quality on purchasing decisions, partially.

It is known that the t table for $\alpha = 0.05$ is 0.1960. It is known from the test results above that the calculated t produced for brand image is 3.103, price is 3.046, and service quality is 2.119. So, it can be concluded that there is an influence of brand image, price, and service quality on purchasing decisions, partially, as evidenced by the calculated t value being greater than the t table.

Simultaneous Effect Test (f Test)

This test is used to determine whether the independent variables together have a significant effect on the dependent variable, with the hypothesis:

- Ho: There is no influence of X1, X2, X3 together on Y
- Ha: There is a joint influence of X1, X2, X3 on Y.

Decision-making criteria:

- Ho is accepted if Significance > 0.05 (no effect)
- Ho is rejected if Significance < 0.05 (influential).(Mardiatmoko, 2020)

Table 8.
Simultaneous Effect Test (f Test)

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2198.441	3	732,814	30.195	.000b
	Residual	1844.447	76	24,269		
	Total	4042.887	79			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Service Quality, Brand Image, Price

Source: SPSS Output Data, 2024

Based on Table 8, Simultaneous Influence Test (F Test), it can be seen that the significance value produced is 0.000, which is smaller than 0.05. So, it can be explained that

the variables of brand image, price, and service quality influence purchasing decisions simultaneously.

Influence of Brand Image on Purchasing Decisions

The results of this study indicate that the significance value of the influence of brand image on purchasing decisions is 0.003 smaller than 0.05, where the t-value of 3.103 is greater than the t-table value of 1.196. So, it can be concluded that brand image has a significant effect on purchasing decisions. It can be interpreted that the high or low purchasing decisions are influenced by brand image. The magnitude of the influence of brand image on purchasing decisions is 27.3%.

The significant influence of brand image on purchasing decisions is depicted in the frequency distribution of respondents' answers with the highest mean value on item X1.2.2 with the statement Toyota brand cars have a simple but elegant design with a value of 4.78, which proves that Toyota's brand image tends to be strongly attached to consumers' minds so that it is considered in accordance with their perspective. This indicator gets the highest scale, namely strongly agree, from 80 respondents, which proves that consumers prioritize Toyota's brand image in making car purchasing decisions.

The results of this study are in line with research from Widiastuti Alawiah and Andyan Pradipta Utama (2023), Ana Odelia et al., (2023), Resky Eldiansyah et al., (2023), Ramadhani Gusman et al., (2022), Yafi Dafa Listyarso et al., (2023), Pamungkas et al., (2023) and Simanihuruk et al., (2022) who have similarities in independent brand image variables that have a positive and significant influence on purchasing decisions. The results of this study are not in line with research from Tonibun et al., (2021) which states that brand image does not have a significant effect on purchasing decisions.

Influence of Price on Purchasing Decisions

The results of this study indicate that the significance value of the influence of price on purchasing decisions is 0.003 smaller than 0.05, where the t-count value of 3.046 is greater than the t-table value of 1.196. So, it can be concluded that price has a significant effect on purchasing decisions. It can be interpreted that the high or low purchasing decision is influenced by price. The magnitude of the influence of price on purchasing decisions is 35.6%.

Price has four indicators, namely price affordability, price suitability with product quality, competitiveness in the market, and price suitability with benefits. Purchasing decisions are greatly influenced by price because price is an important factor in assessing the value of a product, according to the results of the frequency distribution of respondents' answers, where the indicator of price suitability with benefits has the highest mean of 4.26. The statement in item X2.4.1, Toyota brand cars have long-term economic value with a mean value of 4.64, which illustrates that many consumers have positive experiences with the cost efficiency of Toyota car ownership, such as minimal maintenance needs and easily available spare parts.

This is in line with research from Widiastuti Alawiah and Andyan Pradipta Utama (2023), Ana Odelia et al., (2023), Eldiansyah et al., (2023), Simanihuruk et al., (2022), and Pamungkas et al., (2023), which have similarities in independent price variables that have a positive and significant influence on purchasing decisions. The research that is not in line is the research from Fiderico Derby Ramadhany and Sasi Agustin (2024), which shows that the price variable has a negative and significant effect on purchasing decisions.

Influence of Quality of Service on Purchasing Decisions

The results of the study obtained illustrate that the significance value of the influence of service quality on purchasing decisions is 0.037 smaller than 0.05, where the t-count value of 2.119 is greater than the t-table value of 1.196. So, it can be concluded that service quality has a significant effect on purchasing decisions. It can be interpreted that the high or low purchasing decisions are influenced by service quality. The magnitude of the influence of service quality on purchasing decisions is 25.4%.

Service quality greatly influences purchasing decisions. When consumers are satisfied with the service they receive, they are more likely to choose to buy or make repeat purchases in the future. Based on the results of the frequency distribution of respondents' answers, it is known that the largest mean is from the statement X3.1.2 Auto2000 Toyota Daan Mogot Jakarta has high standards in terms of work quality with a value of 4.15, this proves that respondents have used the services at Auto2000 Toyota Daan Mogot Jakarta and have had satisfactory experiences related to work results, such as repairs that meet expectations, punctuality, or optimal vehicle maintenance.

This is in line with research from Ramadhani Gusman et al., (2022), Pamungkas et al., (2023), Fiderico Derby Ramadhany and Sasi Agustin (2024), Sari et al., (2022), and Tonibun et al., (2021), which have similarities in independent variables of service quality, which have a positive and significant influence on purchasing decisions. Research with different results from Ana Odelia et al., (2023), where Service Quality does not have a significant influence on Purchasing Decisions.

The Influence of Brand Image, Price, and Quality of Service on Purchasing Decisions

The results of the study indicate that Brand Image, Price, and Service Quality on Purchasing Decisions together or simultaneously. This is proven by the results of the study, where the significance value produced is 0.000 smaller than 0.05. So, it can be explained that the variables of brand image, price, and service quality influence purchasing decisions together (simultaneously).

From the results of the frequency distribution of respondents, it is known that the average value of the brand image variable (X1) on the purchasing decision (Y) is 4.35, the average value of the price variable (X2) on the purchasing decision (Y) is 4.13, the average value of the service quality variable (X3) on the purchasing decision (Y) is 3.93. This proves that respondents agree that the decision to purchase a Toyota brand car at Auto2000 Toyota Daan Mogot Jakarta is influenced by brand image, price, and service quality. This is in line with research from (Hastuti et al., 2024), which states that brand image, price, and service quality have a significant simultaneous influence on purchasing decisions.

CONCLUSION

1. There is a positive and significant influence between the brand image variable and the decision to purchase a Toyota brand car at Auto2000 Daan Mogot Jakarta.
2. There is a positive and significant influence between the price variable and the decision to purchase a Toyota brand car at Auto2000 Daan Mogot Jakarta.
3. There is a positive and significant influence between the service quality variable and the decision to purchase a Toyota brand car at Auto2000 Daan Mogot Jakarta.

4. There is a positive and significant influence of brand image, price, and service quality simultaneously on the decision to purchase a Toyota brand car at Auto2000 Daan Mogot Jakarta.

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