
THE EFFECT OF PRICE, PRODUCT QUALITY, BRAND AWARENESS, AND BRAND IMAGE ON PURCHASE DECISION AND REPEAT PURCHASE (CASE STUDY ON ULTRA MILK PACKAGED LIQUID MILK CONSUMERS IN SURABAYA)



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Abstract

This study aims to analyze the effect of price, product quality, brand awareness, and brand image on purchasing decisions and repurchases of Ultra Milk brand packaged liquid milk products in Surabaya city. The research background is based on a significant decline in Ultra Milk's market share from 2020 to 2024, which indicates a shift in consumer preferences. In the context of an increasingly competitive liquid milk market, understanding the factors that influence consumer behavior is crucial for companies to maintain customer loyalty and improve their marketing strategies. This study uses a quantitative method with a Structural Equation Modeling (SEM) approach to analyze the relationship between these variables. Data was collected through an online questionnaire distributed to consumers who have made more than one purchase. The results showed that all independent variables of price, product quality, brand awareness, and brand image have a significant influence on purchasing decisions, while purchasing decisions themselves have a direct impact on repurchase decisions.

Keywords: Amos, Market Share, SEM, Ultra Milk

INTRODUCTION

Indonesia is recognized as an agricultural nation with diverse outstanding goods in the livestock industry, particularly cow's milk products. Milk is one of the ingredients that is rich in benefits, because it has a variety of nutrients needed by humans (Setyowati, 2020). Several big brands, such as Bear Brand, Ultra Milk, Frisian Flag, and Indomilk dominate the market and compete to be the top choice of consumers. This competition reflects the dynamics of the packaged liquid milk industry, which continues to make innovations to satisfy the varied requirements and preferences of customers. Here is the Top Brand Award 2024 data.

Table 1
Top Brand Index of Packaged Liquid Milk

Nama Brand	Tahun				
	2020	2021	2022	2023	2024
Bear Brand	14,3%	18,8%	18,2%	18,3%	23,6%
Ultra Milk	31,8%	32,9%	36%	31,7%	21,2%
Frisian Flag	21,9%	18,4%	15,5%	18%	18,1%
Indomilk	14,5%	11,9%	11%	13,4%	14,5%

Source: Primary data analyzed by researchers

Based on table 1 Ultra Milk, which currently occupies the second position as the most popular dairy product after Bear Brand, this is shown by the decline in Ultra Milk marketshare which from the beginning of 2020 amounted to 31.8% to 21.2% in 2024. Existing surveys show that Bear Brand excels in consumer preference with 23.6% compared to Ultra Milk with 21.2%. Ultra Milk experienced the largest decline in 2024 by 10.5%. This decline indicates that there is a movement of consumers to competitors due to various possible factors. Consumer purchase decisions and repeat purchases are influenced by various interrelated elements, including as price, product quality, brand awareness, and brand image.

This research focuses on four factors, namely price, product quality, brand awareness, and brand image. Each of these factors is considered an exogenous variable that will be analyzed for its effect on the endogenous variables, namely purchase decision and repeat purchase. By analyzing these variables, this study seeks to elucidate the elements that encourage consumers to buy and repurchase Ultra Milk liquid milk products using the SEM method.

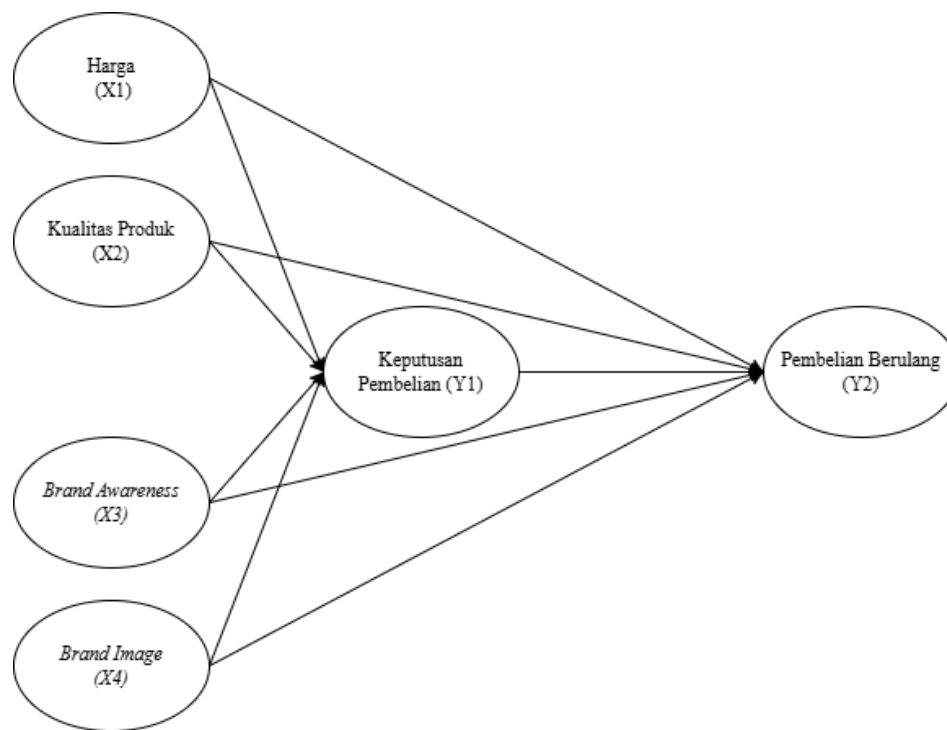


Figure 1
The Conceptual Framework of Research

REVIEW OF LITERATURE

The biggest dairy and beverage firm in Indonesia, PT Ultrajaya Milk Industry Tbk, produces Ultra Milk, one of the UHT (Ultra High Temperature) milk brands. This milk is well known for its superior quality and cutting-edge processing methods, which maximize benefits for its customers (Pasha et al., 2024).

The price significantly influences customer purchasing decision. Price can be defined as the amount of money attached to the goods or services or the amount of cash purchased for some purpose since purchase. In essence, price is the value that must be paid by consumers for the acquisition of goods or services (Mustika & Prihartono, 2021).

Product quality is the value of a product that is determined by its ability to meet customer needs and expectations (Anggraeni et al., 2020). To measure product quality in food or beverages, there are indicators that can be seen, namely freshness, presentation, taste (Alvian, 2021).

Brand awareness is defined by how a brand can appear in the minds of consumers. In addition, brand awareness is one of the keys for a brand to be in a brand equity position (Ramadayanti, 2020). The ability of customers to recognize brands in other ways and in different situations, which is seen in their brand awareness or achievement, is known as brand awareness. According to them, Brand Awareness greatly influences consumers' decisions to buy something (Kevin, 2023).

Brand image is a picture or perception that is formed in the customer's mind about a brand based on the experience, communication, and interaction received. This brand image

is influenced by various factors, product quality, design, logo, marketing strategy, and customer testimonials. A strong brand image can increase competitiveness, foster customer loyalty, and make the brand different from its competitors (Musay, 2023).

One statistical analysis method for creating and evaluating structural equation modeling is a kind of statistical model that takes the shape of causal models, or SEM. In order to compute the simultaneously calculate the route model of these latent variables, evaluate the loading value of indicators for these latent variables, and establish links between them, Structural equation modeling (SEM) matches route, factor, and regression analysis. (Putlely et al., 2021). Structural Equation Modeling better known as Structural Equation Modeling (SEM) is a statistical analytic approach employed to construct and evaluate causal models. Structural Equation Modeling (SEM) is a multivariate approach that illustrates a sequence of causal links using a route diagram.(Widiyasari & Mutiarani, 2020).

RESEARCH METHOD

Structural Equation Modeling (SEM) was the quantitative technique used to perform the study and the software used in this research is AMOS 30. Primary data collection needed for this research is by using a questionnaire while the secondary data needed for this research is obtained from books, journals and previous research that is relevant and supports the implementation of this research. The research was conducted on Ultra Milk brand packaged liquid milk using sampling data. In this case the SEM assumption uses maximum likelihood estimation a 100-200 sample is considered an adequate amount. (Muliawan & Waluyo, 2021). This study uses a cross-sectional design, which is a type of research conducted by observation to study the relationship between risk factors and their effects, where all data are collected at the same time or within a certain period. Sampling using purposive sampling method.

RESULTS AND DISCUSSION

The measurement model is an important stage in research that serves to evaluate the alignment of the model with the existing data. The next stage is carried out by analyzing various goodness of fit criteria and cutoff values, which aim to assess the extent to which the proposed model aligns or "fits" with the data sample used. In the next stage, the researcher can ensure the validity and reliability of the model before proceeding to the next analysis. Below is the image of the measurement model testing results in this study:

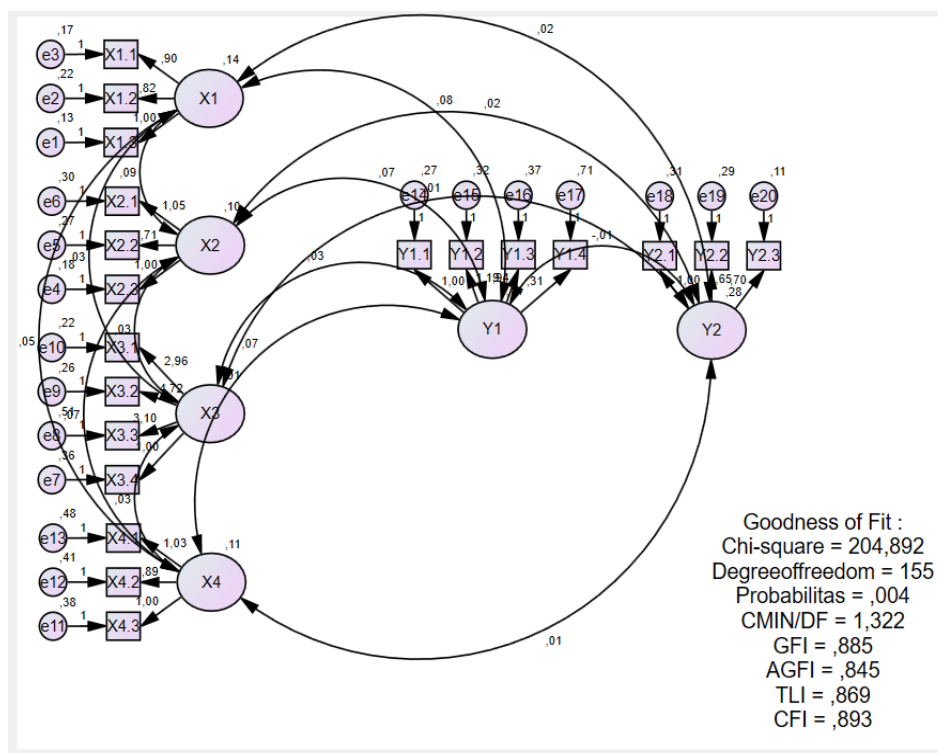


Figure 2
Measurement Model

The calculation of the weight proportion of variance in the sample covariance matrix explained by the estimated population covariance matrix, which can be seen from the fit index. The parameter at the critical value is used to conduct the goodness-of-fit test. Table 2 presents a summary of the output from the Confirmatory Factor Analysis (CFA).

Table 1
Goodness of Fit and Cut-off Value

Kriteria	Hasil Uji Model	Nilai Kritis	Keterangan
X ² Chi Square	204.892	Kecil, X ² dengan df = 155 dengan α' = 0.05,	Baik
Probabilitas	0.004	≥ 0,05	Tidak Baik
CMIN/DF	1.322	≤ 2,00	Baik
GFI	0.885	≥ 0,90	Margin
AGFI	0.845	≥ 0,90	Tidak Baik
TLI	0.869	≥ 0,95	Tidak Baik
CFI	0.893	≥ 0,96	Tidak Baik

Source: Primary data processed by researchers

It can be concluded that the resulting model is not yet able to adequately represent the latent variable. This is also supported by Table 1, which shows that there are four criteria in the model test that do not meet the critical value or feasibility standards.

Table 2
Correlation Test

			Estimate
X1	<-->	X2	0.741
X1	<-->	X3	0.591
X1	<-->	X4	0.421
X1	<-->	Y1	0.59
X1	<-->	Y2	0.095
X2	<-->	X3	0.753
X2	<-->	X4	0.651
X2	<-->	Y1	0.63
X2	<-->	Y2	0.109
X3	<-->	X4	0.707
X3	<-->	Y1	0.745
X3	<-->	Y2	-0.243
X4	<-->	Y1	0.602
X4	<-->	Y2	0.079
Y1	<-->	Y2	-0.043

Source: Primary data analyzed by researchers

It can be concluded that the influence between variable X1 (Product Quality) and X2 (Price), X1 (Product Quality) and X3 (Brand Awareness), X1 (Product Quality) and X4 (Brand Image), X1 (Product Quality) and Y1 (Purchase Decision), X1 (Product Quality) and Y2 (Repeat Purchase), X2 (Price) and X3 (Brand Awareness), X2 (Price) and X4 (Brand Image), X2 (Price) and Y1 (Purchase Decision), X2 (Price) and Y2 (Repeat Purchase), X3 (Brand Awareness) and X4 (Brand Image), X3 (Brand Awareness) and Y1 (Purchase Decision), X3 (Brand Awareness) and Y2 (Repeat Purchase), X4 (Brand Image) and Y1 (Purchase Decision), X4 (Brand Image) and Y2 (Repeat Purchase), Y1 (Purchase Decision) and Y2 (Repeat Purchase) hold a positive relationship, from weak to strong, holding a positive relationship, from weak positive to strong positive. The analysis continues without excluding other exogenous variables as it will present the influence of the research objectives, thus serving the purpose of measuring the structural model and the modification model.

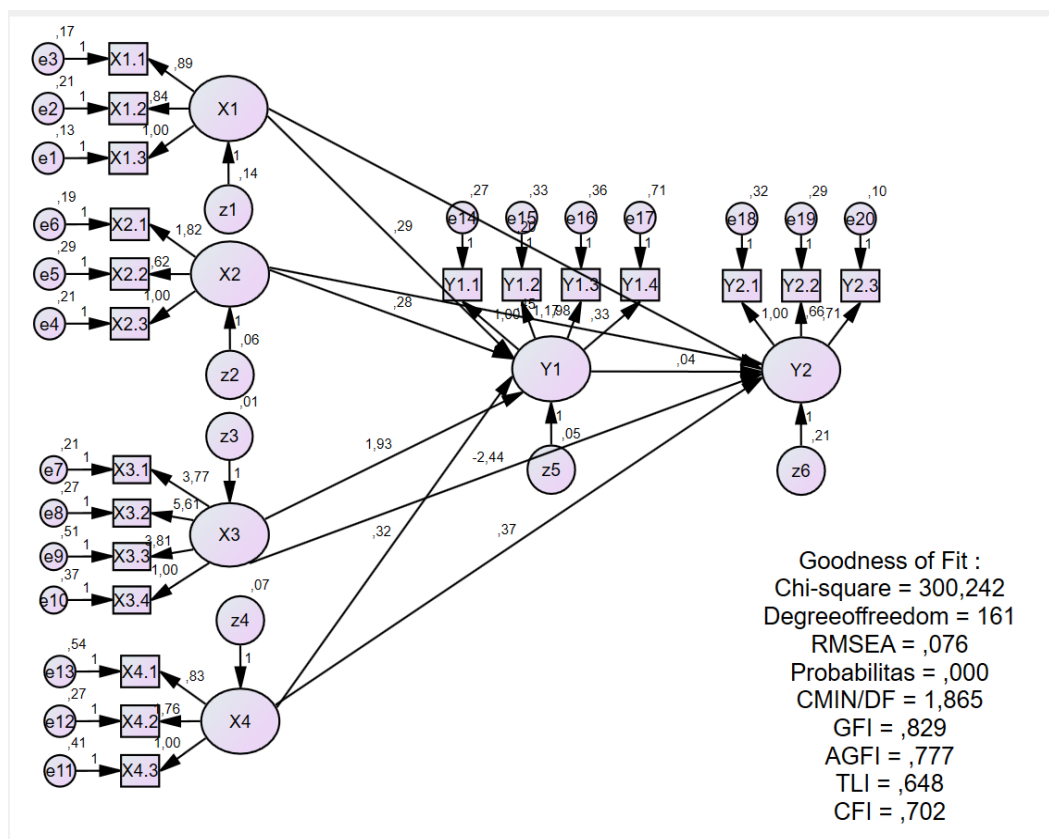


Figure 3
Structural Model

The model from the measurement model is used for the analysis of the structural model. The testing was conducted using parameters at critical values. Table 4 shows a summary of the structural output.

Table 4
Goodness of Fit and Cut Structural Model

Kriteria	Hasil Uji Model	Nilai Kritis	Keterangan
X ² Chi Square	300.242	Kecil, X ² dengan df =161 dengan a' = 0,05	Tidak Baik
Probabilitas	0.000	≥ 0,05	Tidak Baik
CMIN/DF	1.865	≤ 2,00	Baik
RMSEA	0.076	≤ 0,08	Baik
GFI	0.829	≥ 0,90	Tidak Baik
AGFI	0.777	≥ 0,90	Tidak Baik
TLI	0.648	≥ 0,95	Tidak Baik
CFI	0.702	≥ 0,96	Tidak Baik

Source: Primary data analyzed by researchers

The results of the model test compared to the critical value results in the table above show that there are only 2 criteria that meet the criteria that are close to good or can be said to meet the desired standards, namely CMIN and RMSEA, while the other criteria do not

meet the desired standards. As a result, the structural model needs to undergo model modification.

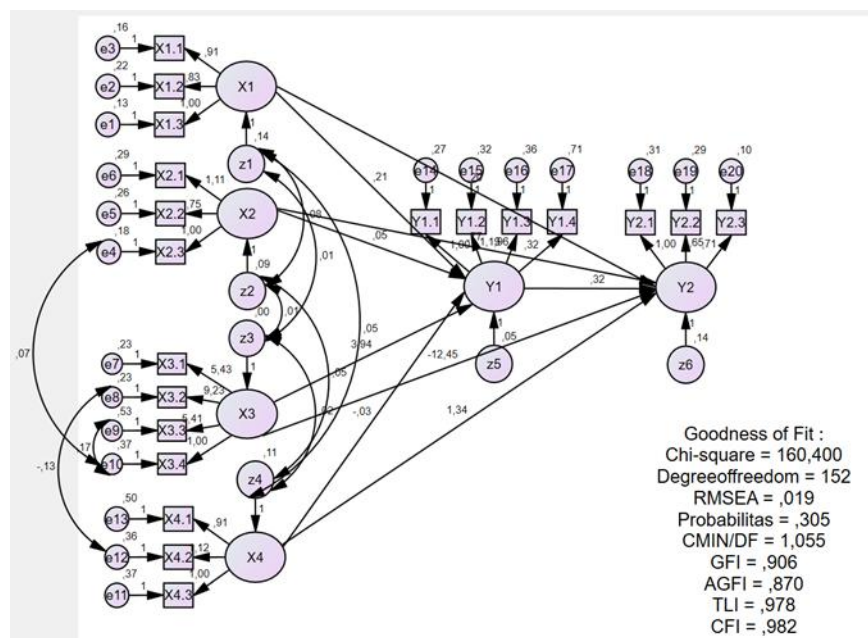


Figure 4
Modification Model

Table 5 explains the summary of the results of the Confirmatory Factor Analysis (CFA) output.

Table 5
Goodness of Fit Value and Cut-off Value of Modified Model

Kriteria	Hasil Uji Model	Nilai Kritis	Keterangan
X ² Chi Square	160.400	Kecil, X ² dengan df = 152 dengan α = 0,05	Baik
Probabilitas	0.305	≥ 0,05	Baik
CMIN/DF	1.055	≤ 2,00	Baik
RMSEA	0.019	≤ 0,08	Baik
GFI	0.906	≥ 0,90	Baik
AGFI	0.870	≥ 0,90	Margin
TLI	0.978	≥ 0,95	Baik
CFI	0.982	≥ 0,96	Baik

Source: Primary data analyzed by researchers

Based on the output modification model results in table 4.9, it shows that all criteria are rated good except for AGFI, which is rated marginal (close to good). Because all the criteria have met the established critical values.

Table 6
Estimate Standardized Regression Weights

			Estimate	S.E.	C.R.	2.SE	Ket. Valid (C.R.>2.SE)	P	Ket. Signifikan (C.R. > 1.724)	Estimate Standard ized Regressio n Weight
Y1	<---	X1	0.211	0.231	1.917	0.462	Valid	0.359	Signifikan	0.234
Y1	<---	X4	0.033	0.452	1.74	0.904	Valid	0.941	Signifikan	0.233
Y1	<---	X2	0.052	0.415	1.125	0.830	Valid	0.901	Tidak Signifikan	0.043
Y1	<---	X3	0.097	0.345	0.866	0.690	Valid	0.386	Tidak Signifikan	0.859
Y2	<---	X1	0.198	0.56	2.353	1.120	Valid	0.724	Signifikan	0.039
Y2	<---	X4	1.344	0.355	1.992	0.710	Valid	0.321	Signifikan	0.977
Y2	<---	Y1	0.32	0.206	2.453	0.412	Valid	0.651	Signifikan	0.494
Y2	<---	X2	0.773	0.571	1.721	1.142	Valid	0.471	Tidak Signifikan	0.512
Y2	<---	X3	0.347	0.64	1.543	1.280	Valid	0.399	Tidak Signifikan	0.778
X1.3	<---	X1	1							0.721
X1.2	<---	X1	0.827	0.156	5.29	0.312	Valid	***	Signifikan	0.556
X1.1	<---	X1	0.907	0.162	5.605	0.324	Valid	***	Signifikan	0.642
X2.3	<---	X2	1							0.577
X2.2	<---	X2	0.754	0.223	3.38	0.446	Valid	***	Signifikan	0.505
X2.1	<---	X2	1.108	0.251	4.416	0.502	Valid	***	Signifikan	0.72
X4.3	<---	X4	1							0.397
X4.2	<---	X4	1.115	0.328	3.401	0.656	Valid	***	Signifikan	0.416
X4.1	<---	X4	0.91	0.295	3.087	0.590	Valid	0.002	Signifikan	0.762
Y1.1	<---	Y1	1							0.574
Y1.2	<---	Y1	1.187	0.236	5.019	0.472	Valid	***	Signifikan	0.486
Y1.3	<---	Y1	0.957	0.22	4.347	0.440	Valid	***	Signifikan	0.585
Y1.4	<---	Y1	0.325	0.233	1.793	0.466	Valid	0.164	Signifikan	0.676
Y2.1	<---	Y2	1							0.58
Y2.2	<---	Y2	0.655	0.134	4.881	0.268	Valid	***	Signifikan	0.625
Y2.3	<---	Y2	0.71	0.141	5.051	0.282	Valid	***	Signifikan	0.524
X3.4	<---	X3	1							0.445
X3.3	<---	X3	5.411	4.578	1.782	9.156	Tidak Valid	0.237	Signifikan	0.681
X3.2	<---	X3	9.227	8.324	1.809	16.648	Tidak Valid	0.268	Signifikan	0.537
X3.1	<---	X3	5.429	4.945	1.908	9.890	Tidak Valid	0.272	Signifikan	0.754

Source: Primary data analyzed by researchers

Table 6 shows that the critical ratio (C.R.) value for each indication is more than twice the standard error (2.SE). This demonstrates that every indicator has complied with the established validity standards. As a result, every indicator in this model is deemed reliable for measuring the variables it represents.

Effect of Price (X1) on Purchase decision (Y1)

The influence of price on purchasing decisions is evident from the CR value of 1.917, which exceeds the t-table value of 1.724 (t-statistic > t-table). Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted, which states that price has a significant influence on purchasing decisions. The results of this study align with those of (Gunarsih et al., 2021), indicating that price exerts a favorable and substantial influence on purchase decisions.

Effect of Product Quality (X2) on Purchase decision (Y1)

The results of the hypothesis testing show that the influence of product quality on purchasing decisions holds a CR value of 1.215, which is smaller than the t-table value of 1.724 (t-calculated < t-table). Thus, the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected, meaning that product quality does not have a significant impact on purchasing decisions. The regression coefficient for the influence of product quality on purchasing decisions is 0.043, indicating an insignificant influence. Despite the excellent quality of products, consumers often make choices based on price and brand reputation, with many purchasing items due to emotional influences and brand loyalty, even when the quality is not consistently exceptional. Consequently, product quality does not significantly affect customer purchase decisions about Ultra Milk. The findings of this study align with the research done by (Annisa Farhanah & Achmad Mufid Marzuqi, 2021), which indicates that product quality has a minor impact on purchasing decisions.

Effect of Brand Awareness (X3) on Purchase decision (Y1)

The results of the hypothesis test listed in table 4.10 show that the influence of brand awareness on purchasing decisions has a CR value of 0.866, which is smaller than the t-table value of 1.724 ($t\text{-calculated} < t\text{-table}$). Therefore, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected, meaning that brand awareness does not have a significant influence on purchasing decision. The regression coefficient for the influence of brand awareness on purchasing decisions is 0.859, which indicates an insignificant effect. The following findings are in line with the research (Ramadayanti, 2020) which shows that brand awareness does not have a significant impact on purchasing decisions.

Effect of Brand Image (X4) on Purchase decision (Y1)

The results of the fourth hypothesis test show that brand image has a significant influence on the purchasing decision of Ultra Milk packaged liquid milk. With a CR value of 1.740 and a t-table value of 1.724, H_0 is rejected and H_1 is accepted. This is caused by a strong brand image that creates a positive perception in the minds of consumers, thereby optimizing trust and encouraging purchasing decisions. The higher the positive image of a brand, the greater the loyalty and tendency of consumers to buy products from that brand. A regression coefficient of 0.233 shows a positive and significant influence. The following research results are supported by a study conducted by (Miati, 2020) where brand image has a significant influence on purchasing decisions..

Effect of Price (X1) on Repeat purchase (Y2)

The results of the fifth hypothesis test show that price has a significant influence on the repurchase of Ultra Milk packaged liquid milk. With a CR value of 2.315 and a t-table value of 1.724, H_0 is rejected and H_1 is accepted. Friendly prices create consumer satisfaction, which ultimately encourages the decision to repurchase. A regression coefficient of 0.039 shows a significant positive influence, where friendly prices can lead Ultra Milk consumers to make repeat purchases. The results of this study are supported by research conducted by (Hafidh Fauzi, 2021), where price has a positive and significant impact on repeat purchases.

Effect of Product Quality (X2) on Repeat purchase (Y2)

The results of the sixth hypothesis test show that product quality does not have a significant influence on the repurchase of Ultra Milk packaged liquid milk. The CR value obtained is 1.721 and the t-table value is 1.724, therefore H_0 is accepted. The regression coefficient of 0.512 indicates a positive influence, but since the t-statistic is smaller than the t-table, the intended influence is not significant. Thus, product quality does not have a significant influence on consumers' decisions to repurchase Ultra Milk products. The results of this study are supported by research conducted by (Pratama & Andriana, 2023), where the quality of healthy products does not have a significant influence on repeat purchases.

Effect of Brand Awareness (X3) on Repeat purchase (Y2)

The results of the seventh hypothesis test show that brand awareness does not have a significant influence on the repurchase of Ultra Milk packaged liquid milk. The obtained CR value is 1.543 and the t-table value is 1.724, therefore H_0 is accepted. The regression coefficient is 0.778. Brand awareness may not have a significant impact on repeat purchases because consumers who make repeat purchases generally already have personal experience with the intended product and are more influenced by factors such as taste, quality, price, and product availability. Although consumers are familiar, the decision to repurchase is more

determined by satisfaction with previous consumption, not just the level of brand recognition. Therefore, brand awareness alone is not strong enough to drive repeat purchases unless supported by positive experiences and consistent quality perception. The results of this study are supported by research conducted by (Ramadayanti, 2020), which found that brand awareness has an insignificant influence on repeat purchases.

Effect of Brand Image (X4) on Repeat purchase (Y2)

The results of the eighth hypothesis test show that brand image has a significant influence on the repurchase of Ultra Milk packaged liquid milk. With a CR value of 1.992, which is greater than the t-table value of 1.724, H₀ is rejected and H₁ is accepted. A positive brand image builds consumer trust and loyalty, thereby encouraging them to make repeat purchases. A regression coefficient of 0.997 shows a significant positive influence, where a strong brand image creates an emotional connection with consumers, which becomes an important factor in the decision to repurchase. The following research results are supported by a study conducted by (Putri, 2018) where brand image has a positive and significant influence on repeat purchases.

Effect of Purchase decision (Y1) on Repeat purchase (Y2)

The results of the ninth hypothesis test show that the purchase decision has a significant influence on the repurchase of Ultra Milk packaged liquid milk. With a CR value of 2.453, which is greater than the t-table value of 1.724, H₀ is rejected and H₁ is accepted. Purchase decisions based on consumer satisfaction, product loyalty, and the routine of repeat purchases will encourage consumers to buy Ultra Milk again. The regression coefficient of 0.497 shows a significant positive influence, where consumers who are satisfied with their purchasing experience are likely to make repeat purchases. The following research results are supported by a study conducted by (Muliawan & Waluyo, 2021) where purchase decisions have a positive and significant impact on repeat purchases.

CONCLUSION

The research results show that Price and Brand Image have a positive and significant impact on Purchase Decisions and Repurchase, while Product Quality and Brand Awareness do not have a significant impact. Additionally, Purchase Decisions have been proven to significantly affect Repeat Purchases.

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