
THE EFFECT OF ADVERTISING, QUALITY PERCEPTION, AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS AT NEXT STORE DISTRO RANTAUPRAPAT



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Abstract

This research aims to analyze the influence of advertising, perceived quality, and brand image on consumer purchasing decisions at Next Store Distro Rantauprapat. The background of the study is based on the increasing competition in the distro business, which requires companies to optimize marketing strategies in order to attract attention and build consumer loyalty. This study employs a quantitative approach with a survey method. Data were collected through questionnaires distributed to consumers of Next Store Distro Rantauprapat, with a specific sample size determined using a purposive sampling technique. Data analysis was conducted using validity and reliability tests, multiple linear regression, t-test, F-test, and coefficient of determination (R^2). The results indicate that advertising has a positive and significant influence on consumer purchasing decisions. Perceived quality also has a significant effect, meaning that the higher the quality perceived by consumers, the greater their tendency to make a purchase. In addition, brand image significantly influences consumer trust and loyalty. Simultaneously, advertising, perceived quality, and brand image have a significant impact on consumer purchasing decisions at Next Store Distro Rantauprapat. The findings emphasize the importance of integrated marketing strategies in enhancing purchasing decisions through attractive advertising, consistent product quality, and a strong brand image.

Keywords: Advertising, Perceived Quality, Brand Image, Purchasing Decisions

INTRODUCTION

The fashion industry, particularly distro stores, has been experiencing rapid growth in line with lifestyle trends and the continuously evolving needs of consumers. Distro stores do not merely offer clothing products but also cultivate a unique culture and identity that appeals strongly to the market, especially among young consumers. In such a dynamic environment, competition within the fashion distro sector has become increasingly intense, pushing many stores to struggle in maintaining customer loyalty and sustaining sales performance. This condition highlights the importance of understanding the factors that shape consumer purchasing decisions and how these decisions are linked to long-term customer loyalty.

To remain competitive, many distro stores actively seek innovative ways to capture consumer attention. Advertising emerges as one of the most widely adopted strategies, taking advantage of diverse platforms such as digital media, social networks, and direct promotions. Effective advertising plays a pivotal role in shaping consumer perceptions of a brand or product, ultimately influencing their purchasing behavior (Devita Adela, 2021). Moreover, compelling advertisements contribute to the development of a strong brand image, which is essential in creating an emotional attachment between the brand and its consumers (Pratama & Hayuningtias, 2022).

Beyond advertising, perceived quality is another critical determinant of consumer purchasing decisions. Consumers are increasingly discerning, with heightened expectations regarding product durability, design, comfort, and overall value. A positive perception of product quality fosters consumer trust and satisfaction, thereby enhancing the likelihood of repeat purchases. Conversely, a negative perception of quality may discourage purchasing behavior, regardless of the effectiveness of other promotional efforts.

In addition, brand image holds substantial influence in the consumer decision-making process. A favorable brand image not only enhances the perceived value of products but also strengthens consumer confidence and loyalty. In the context of distro stores, where brand identity often reflects cultural or lifestyle associations, a strong brand image becomes a decisive factor in attracting and retaining consumers. A consistent and positive brand image allows businesses to differentiate themselves from competitors and maintain a sustainable market presence.

Considering these aspects, fashion distro stores need to develop integrated marketing strategies that combine effective advertising, high perceived quality, and a strong brand image. Such strategies are expected to significantly influence consumer purchasing decisions, thereby contributing to both short-term sales performance and long-term customer loyalty. Accordingly, this study seeks to analyze the influence of advertising, perceived quality, and brand image on consumer purchasing decisions at Next Store Distro Rantauprapat.

Although advertising plays a major role in creating the first impression of a brand, perceived product quality is also a crucial determinant of purchasing decisions. Consumers tend to buy products they perceive as having good quality and meeting their expectations in terms of material, design, and durability (Sitti Hasbiah & Hasdiansa, 2025). This perception of quality is not only shaped by information provided by stores or advertisements but also by consumers' direct experiences and recommendations from others.

Although numerous studies have examined the relationships among these factors, there remains a lack of research focusing specifically on fashion distro stores, particularly in the context of local markets such as the Labuhanbatu region. This highlights the need for more in-depth investigation into how advertising, perceived quality, and brand image influence consumer purchasing decisions and foster customer loyalty in fashion distro businesses.

The purpose of this study is to comprehensively analyze how these factors interact and exert a significant impact on both purchasing decisions and customer loyalty in the fashion distro industry, with a specific focus on the Labuhanbatu region. This research is highly relevant for owners and managers of fashion distro stores in Labuhanbatu, as it may provide insights into developing more effective marketing strategies—particularly in leveraging advertising and strengthening perceived quality and brand image. By understanding the key factors influencing customer loyalty, store owners can design better shopping experiences and enhance their competitiveness in a highly dynamic market.

Next Store Distro Rantauprapat is one of the local retail businesses targeting the youth and teenage segments by offering a variety of urban and casual fashion products. In carrying out its business activities, Next Store Distro has implemented several marketing strategies, such as social media promotions, seasonal discounts, local endorsements, and product quality improvements.

However, despite consistent marketing efforts, the store continues to face challenges related to consumer purchasing decisions. One indication is the unstable fluctuation of monthly purchases, along with a tendency among consumers to make only a single purchase (non-repeat buyers) or even switch to other brands or distros perceived as more attractive. Some consumers have also expressed uncertainty regarding the quality of the products offered or view Next Store Distro as less recognized compared to other distro brands, both local and out-of-town. This suggests that the perceptions of quality and brand image among consumers are not yet optimal. On the other hand, advertisements disseminated via social media have not always succeeded in building a strong emotional connection between the brand and its consumers.

REVIEW OF LITERATURE

Advertising

Kotler (2019) defines advertising as a form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor that requires payment. According to Latif and Abideen in Chukwu et al. (2019), advertising is a part of the promotion mix, which itself constitutes one of the four key elements of the marketing mix, namely product, price, place, and promotion. Advertising serves as a promotional strategy aimed at creating product awareness in the minds of consumers, thereby influencing their purchasing decisions. It is a communication tool employed by marketers, which shapes individual attitudes, behaviors, and lifestyles. Advertising functions as one of the primary communication channels between producers and users of a product.

Lim (2015) identifies the following indicators of advertising:

- a. Influence on decision-making
- b. Frequency
- c. Provision of information

- d. Professional and trustworthy sources
- e. Ability to attract attention.

Perceived Quality

According to Rina Marlina & Ulfa Yuniati (2020), perceived quality can be defined as consumers' assessment of the overall excellence or superiority of a product. Similarly, Durianto et al. (2019) define perceived quality as the customer's perception of the quality or superiority of a product or service in relation to what is expected by the customer. This is in line with Ambrawati in Kadek et al. (2019), who states that perceived quality is the consumer's judgment of the overall quality of a product, based on its characteristics and the services expected.

Kotler (2019) identifies several dimensions of perceived quality, namely:

- a. Performance – the core characteristics of the product, representing the functional aspect or perceived quality of goods and services.
- b. Durability – reflects the economic life of a product or service, indicating how long the product can be used by consumers.
- c. Conformance – the degree to which a product or service meets established specifications and fulfills consumer expectations.
- d. Features – additional elements of a product or service that emphasize the company's understanding of customer needs.
- e. Reliability – the consistency of a product's performance across multiple purchases.
- f. Serviceability – reflects the ability to provide proper service and support for the product.
- g. Style & Design – refers to the product's appearance and the consumer's impression of it, encompassing overall uniqueness that influences both the product's appeal and functionality in meeting consumer desires.

Brand Image

Kotler and Keller (2019) state that brand image is the consumer's perception of a brand as a reflection of the associations held in the consumer's mind. Brand image refers to the associations that arise when consumers recall a particular brand. These associations may simply take the form of thoughts or specific impressions that are linked to the brand. Similarly, Aaker and Biel in Firmansyah (2019) define brand image as the consumer's evaluation of a brand within a given market.

According to Indrasari (2019), the indicators of brand image include:

- a. Recognition – the ability of consumers to identify and recall a brand.
- b. Reputation – the brand's credibility and standing in the market.
- c. Affinity – the attractiveness or appeal of the brand to consumers.
- d. Loyalty – the level of consumer attachment and commitment to the brand.

Purchase Decision

According to Anang (2020), a purchase decision may arise either from objective evaluation or from emotional impulses. The act of purchasing is the result of a series of mental and emotional activities and stimuli. Kotler and Keller (2019) further explain that a purchase decision is consumer behavior that occurs as a response to external stimuli.

Indrasari (2019) identifies five indicators of consumer purchase decisions, namely:

- a. Product choice – selecting which product to buy.
- b. Brand choice – determining which brand to purchase.

- c. Distributor choice – deciding where or from whom to buy the product.
- d. Purchase timing – determining when to buy.
- e. Purchase quantity – deciding how many units of the product to buy

Previous Studies

A study conducted by Astrid Ayu & Inggawati (2024) entitled “*The Influence of Brand Image, Advertising, and E-WOM on the Decisions of Spotify Application Users*” found that brand image, advertising, and e-WOM had a significant effect on user decisions, with brand image being the dominant factor. The findings suggest that digital service providers such as Spotify need to strengthen their brand image and leverage advertising and e-WOM to maintain user loyalty.

Another study by Adela V. et al. (2022), entitled “*The Influence of Advertising, Perceived Quality, and Brand Image on Consumer Purchasing Decisions*”, revealed that after validity and reliability tests were conducted, all proposed hypotheses were supported. However, the first and third hypotheses were found to be statistically insignificant.

Furthermore, research by Nuur Fadillah & Iswati (2024) titled “*The Influence of Advertising and Brand Image on Purchasing Decisions of Wild Bee Honey Products*” demonstrated that all variables had a positive and significant influence on purchasing decisions.

RESEARCH METHOD

The approach employed in this study is a quantitative approach, with an emphasis on testing theories through research variables expressed in numerical form and analyzing data using statistical procedures (Sugiyono, 2019). The population of this research consists of all visitors of Next Store Distro Rantauprapat, whose total number cannot be identified (unidentified). Since the population size is very large and cannot be precisely determined, the sampling technique was conducted using the multiplication method of a minimum of 5–10 times the number of indicator/manifest variables (Ferdinand, 2019; in Sambung, R., 2018).

Based on this statement, it can be explained that the number of indicators, which simultaneously serve as items in the research questionnaire, is 21. Therefore, the calculation is $21 \times 5 = 105$. Thus, the number of respondents in this study, determined by the above technique, amounts to 105 respondents. This research utilizes primary data, namely data obtained directly from the original source without intermediaries, which in this case was collected through the distribution of questionnaires.

According to Ghozali (2018), multiple linear regression is a regression model involving more than one independent variable. In multiple regression analysis, the direction and the extent of the influence of independent variables on the dependent variable can be identified. The formula for multiple linear regression is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Purchasing Decision (dependent variable)

a = Constant

b₁, b₂, b₃ = Regression coefficients of the independent variables

X₁ = Advertising

X₂ = Perceived Quality

X3 = Brand Image
 e = Error term.

RESULTS AND DISCUSSION

Table 1.
Validity Test

Variable	Indicator	Value r	Value r table	Information
Advertising (X ₁)	Question 1	0,728	0,367	Valid
	Question 2	0,709	0,367	Valid
	Question 3	0,711	0,367	Valid
	Question 4	0,701	0,367	Valid
	Question 5	0,712	0,367	Valid
	Question 6	0,716	0,367	Valid
	Question 7	0,712	0,367	Valid
	Question 8	0,752	0,367	Valid
	Question 9	0,766	0,367	Valid
	Question 10	0,676	0,367	Valid
Perceived Quality (X ₂)	Question 1	0,759	0,367	Valid
	Question 2	0,756	0,367	Valid
	Question 3	0,745	0,367	Valid
	Question 4	0,727	0,367	Valid
	Question 5	0,763	0,367	Valid
	Question 6	0,768	0,367	Valid
	Question 7	0,665	0,367	Valid
	Question 8	0,682	0,367	Valid
	Question 9	0,672	0,367	Valid
	Question 10	0,671	0,367	Valid
	Question 11	0,676	0,367	Valid
	Question 12	0,689	0,367	Valid
	Question 13	0,720	0,367	Valid
	Question 14	0,675	0,367	Valid
Brand Image (X ₃)	Question 1	0,679	0,367	Valid
	Question 2	0,693	0,367	Valid
	Question 3	0,668	0,367	Valid
	Question 4	0,658	0,367	Valid
	Question 5	0,673	0,367	Valid
	Question 6	0,690	0,367	Valid
	Question 7	0,84	0,367	Valid
	Question 8	0,725	0,367	Valid
Purchasing Decision (Y)	Question 1	0,728	0,367	Valid
	Question 2	0,709	0,367	Valid
	Question 3	0,711	0,367	Valid
	Question 4	0,701	0,367	Valid

	Question 5	0,712	0,367	Valid
	Question 6	0,716	0,367	Valid
	Question 7	0,712	0,367	Valid
	Question 8	0,752	0,367	Valid
	Question 9	0,787	0,367	Valid
	Question 10	0,777	0,367	Valid

Based on the table above, it is proven that all statement items from all indicators are valid.

Table 2.
Reliability Test

	r-value reliability	Information
Advertising (X1)	0,897	Reliable
Perceived Quality (X2)	0.839	Reliable
Brand Image (X3)	0.852	Reliable
Purchasing Decision (Y)	0.814	Reliable

Table 2 shows the results of this test, which produced a value > 0.70 . It can be concluded that all construct indicators in the study have met the reliability test and can be said to be very good.

Table 3.
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value	
N		96	
Normal Parameters ^{a,b}	Mean	42.2604167	
	Std. Deviation	3.28594724	
Most Extreme Differences	Absolute	.108	
	Positive	.108	
	Negative	-.057	
Test Statistic		.108	
Asymp. Sig. (2-tailed) ^c		.200	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.006	
	99% Confidence Interval	Lower Bound	.004
		Upper Bound	.008

a. Test distribution is Normal.

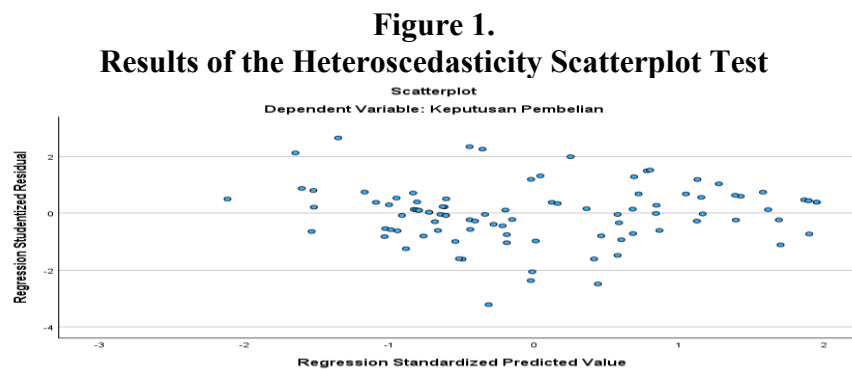
Based on Table 3, it is known that the Asymp. Sig. (2-tailed) is 0.200 and above the significant value (0.05), thus the residual variable is normally distributed. The Kolmogorov-Smirnov Z value of 0.5 is less than 0.200, meaning there is no difference between the theoretical and empirical distributions, or in other words, the data is said to be normal.

Table 4
Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Advertising	.953	1.049
	Perceived Quality	.996	1.004
	Brand Image	.951	1.051

a. Dependent Variable: Purchasing Decision

Table 4 shows that the VIF value of the advertisement (X1) is 1.049, the perceived quality (X2) is 1.004, and the brand image (X3) is 1.051 < 10, so there is no multicollinearity. The Tolerance value of the advertisement (X1) is 0.953, the perceived quality (X2) is 0.996, and the brand image (X3) is 0.951 > 0.1, so there is no multicollinearity.



Multiple Regression Analysis Results

Multiple linear regression analysis aims to determine the effect of independent variables on the dependent variable. The results of the multiple linear regression obtained using SPSS version 22.00 are shown in Table 5 below:

Table 5
Multiple Linear Regression Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	6.325	5.496		.253
	Advertising	.721	.090	.619	<.001
	Perceived Quality	.056	.056	.077	.001
	Brand Image	.186	.080	.182	.022

a. Dependent Variable: Purchasing Decision

Based on the calculations in Table 5, the following multiple linear regression can be obtained:
Y= 6.325 + 0,721X₁ + 0,056X₂ + 0,186X₃

Description:

1. A constant of 6.325 means that if the advertising, perceived quality, and brand image variables are all equal, then the Purchase Decision is 6.325.
2. The advertising regression coefficient of 0.721 means that for every additional advertising unit, the Purchase Decision increases by 0.721.
3. The perceived quality regression coefficient of 0.056 means that for every additional quality unit, the Purchase Decision increases by 0.056.
4. The brand image regression coefficient of 0.186 means that for every additional brand image unit, the Purchase Decision increases by 0.186.

To test whether the proposed hypothesis is accepted or rejected, the t-statistic (t-test) is used. This test is conducted to determine how much influence the independent variables, namely advertising (X1), perceived quality (X2), and brand image (X3), partially have on the dependent variable, namely the Purchase Decision (Y). The partial test (t-test) can be seen in the following table:

Table 6
Partial Test Results (t-Test)

Coefficients^a

Model		T	Sig.
1	(Constant)	1.151	.253
	Advertising	7.980	<,001
	Perceived Quality	2.012	.001
	Brand Image	2.339	.022

a. Dependent Variable: Purchasing Decision

Based on Table 6, it can be seen that the t-count value for the advertising variable (X1) is 7,980, perceived quality (X2) is 2,012, brand image (X3) is 2,339 with significant values for each independent variable (0.001); (0.001); (0.022), while for the t-table value in the t-distribution statistics table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ is 1.662. Based on the criteria that if the t-count value (7,980) > t-table (1,662); it can be concluded that the advertising variable (X1) has a positive and significant effect on Purchasing Decisions (Y).

To test whether the proposed hypothesis is accepted or rejected, the F test is used. The F test aims to determine the simultaneous or joint influence of the independent variables, namely advertising (X1), perceived quality (X2), and brand image (X3) on the dependent variable, Purchase Decision (Y). Find the calculated F value using Table 7 ANOVA from the results of SPSS processing as follows:

Table 7
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1025.758	3	341.919	27.384	<,001 ^b

Residual	1148.732	92	12.486		
Total	2174.490	95			

- a. Dependent Variable: Purchasing Decision
- b. Predictors: (Constant), Brand Image, Perceived Quality, Advertising

Based on Table 7, it shows that the F test result is 27,384 with a significance level of 0.001, while the F table value in the t distribution statistics table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) 92$ is 2.471. If compared, the F count value (27,384) > F table (2.471), then it is concluded that together the advertising variables (X1), perceived quality (X2), and brand image (X3) have a positive and significant influence on Purchasing Decisions (Y).

The coefficient of determination shows the size of the contribution of the influence of advertising variables (X1), perceived quality (X2), brand image (X3) on the dependent variable Purchase Decision (Y), where $0 \leq R^2 \leq 1$. If the value is closer to 1, it indicates a stronger relationship between the independent variable and the dependent variable. And vice versa, if the determinant (R²) is smaller or closer to zero, then the influence of the independent variable on the dependent variable is weaker. The results of processing from multiple linear regression analysis can be seen in the following table 9:

Table 8
Results of the Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687 ^a	.472	.454	3.534
a. Predictors: (Constant), Brand Image, Perceived Quality, Advertising				
b. Dependent Variable: Purchasing Decision				

Table 8 shows that the R value of 0.687 indicates a 68.7% relationship between the advertising variables (X1), perceived quality (X2), and brand image (X3) and purchasing decisions. This indicates a strong relationship. A higher R value indicates a stronger relationship.

Discussion

1. The Influence of Advertising on Purchasing Decisions

The results of the research hypothesis showed that the t-test value for the advertising variable (X1) was 7.980, with a significance value of 0.001. The t-test value in the t-test distribution table with a test level of $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ was 1.703. Based on the criterion that if the t-test value (7.980) is greater than the t-test value (1.662), it can be concluded that advertising (X1) has a positive and significant effect on purchasing decisions (Y) at $\alpha = 5\%$.

2. The Influence of Perceived Quality on Purchasing Decisions

The results of the research hypothesis showed that the t-value for the perceived quality variable (X2) was 2.012, with a significance value of 0.001. Meanwhile, the t-value in the t-distribution statistical table with a test level of $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-$

$k-1 = 92$ was 1.662. Based on the criterion that if the t-value (4.178) is greater than the t-value (1.662), it can be concluded that perceived quality (X2) has a positive and significant effect on Purchasing Decisions (Y) at $\alpha = 5\%$.

3. The Influence of Brand Image on Purchasing Decisions

The results of the research hypothesis showed that the t-value for the brand image variable (X3) was 2.339, with a significance value of 0.022. Meanwhile, the ttable value in the t distribution statistics table with a level of test $\alpha = 5\%$ and $df1 = (k-1) = 4$ and $df2 = (n-k-1) = 92$ is 1.662. Based on the criteria that if the tcount value (2.339) > ttable (1.662); it can be concluded that brand image (X3) has a positive and significant effect on Purchasing Decisions (Y) at $\alpha = 5\%$.

4. The Influence of Advertising, Perceived Quality, and Brand Image on Purchasing Decisions

Through hypothesis testing, advertising, perceived quality, and brand image were proven to have a positive and significant influence on purchasing decisions. This is evident from the calculated F value (27.384) > F table (2.471); and the significance level (0.001 < 0.05), these results indicate that advertising, perceived quality, and brand image influence purchasing decisions. The Adjusted R Square (68.7%) indicates that advertising, perceived quality, and brand image influence purchasing decisions, while the remaining influence is influenced by variables not discussed in this study.

CONCLUSION

Based on the research findings on the influence of advertising, perceived quality, and brand image on consumer purchasing decisions at Next Store Distro Rantaupratat, the following conclusions can be drawn:

1. Advertising significantly influences consumer purchasing decisions. This indicates that the more creative, engaging, and informative the advertising delivered by Next Store, the greater the consumer's likelihood of making a purchase.
2. Perceived quality positively influences purchasing decisions. Consumers consider product quality an important factor in determining their choice, so the higher the perceived quality, the stronger the consumer's urge to purchase products at Next Store.
3. Brand image also significantly influences purchasing decisions. A positive brand image, whether in terms of reputation, style, or uniqueness, can build consumer trust and loyalty in choosing Next Store as a shopping destination.
4. Simultaneously, advertising, perceived quality, and brand image significantly influence purchasing decisions. This demonstrates that Next Store's integrated marketing strategy, encompassing promotion, product quality, and brand image, significantly influences consumer purchasing decisions.

Recommendation

1. Advertising Optimization

Next Store needs to improve the quality of its advertising by utilizing digital media such as Instagram, TikTok, and e-commerce platforms. Advertisements should be packaged more creatively, interactively, and in line with youth trends to attract attention and influence purchasing decisions.

2. Improving Perceived Quality

Next Store management needs to maintain and improve product quality, including materials, designs, and durability. Providing warranties, consistent quality standards, and friendly service can strengthen consumers' perceptions that the products offered are of high quality.

3. Strengthening Brand Image

Next Store should build a strong brand image by emphasizing unique designs, local identity, and lifestyles relevant to the target market. Branding activities such as collaborations with local communities or influencers can help strengthen the brand's positive image in consumers' minds.

4. Integrating Marketing Strategies

Because advertising, perceived quality, and brand image all have a significant influence, Next Store needs to develop an integrated marketing strategy. For example, linking creative advertising with messages about product quality and the brand image it wants to emphasize.

5. Further Research

It is recommended that further research include other variables such as price, sales promotions, or customer experience to provide more comprehensive research results and provide a broader picture of the factors influencing consumer purchasing decisions.

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