

DAFTAR PUSTAKA

- Aisyah, N., & Djawoto. (2023). Pengaruh Brand Image, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian (Studi Pada Queenstreetstore Di Kota Surabaya). *Jurnal Ilmu Dan Riset Manajemen*, 12(8), 15.
- Akbar, S. S., Violinda, Q., Setiawati, I., & Rizwan, M. (2021). The Influence of Product Quality, Product Design, Brand Image on Realme Smartphone Purchase Decisions. *Journal of Digital Marketing and Halal Industry*, 3(2), 121–132. <https://doi.org/10.21580/jdmhi.2021.3.2.9331>
- Ananta, A. F., & Budiyanto. (2023). Pengaruh Gaya Hidup, Citra Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Sepatu Bata (Studi Kasus Pada Mahasiswa Stiesia Surabaya). *Jurnal Ilmu Dan Riset Manajemen*, 12(6).
<http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/3111%0Ahttp://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/download/3111/3126>
- Fauziah, A., & Tirtayasa, S. (2022). Pengaruh Harga, Kepercayaan, Penggunaan Aplikasi dan Promosi terhadap Keputusan Pembelian di Shopee pada Masa Pandemi Covid –19. *Jurnal Ekonomi & Ekonomi Syariah*, 5(2), 1381–1395.
- Firmansyah, F., & Jarror, A. (2021). Pengaruh Citra Merek Dan Kelompok Referensi Terhadap Keputusan Pembelian Smartphone Vivo. *Manajerial*, 8(03), 247. <https://doi.org/10.30587/manajerial.v8i03.2547>
- Karim, F. A., & Prijati. (2023). Pengaruh Harga, Citra Merek, Dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Samsung Galaxy (Studi pada Mahasiswa STIESIA Surabaya). *Ilmu Dan Riset Manajemen*, 12(9), 1–17.
- Kristamus, S., & Purba, T. (2023). Faktor-Faktor Yang Memengaruhi Keputusan Pembelian Remaja Pada Tissue Basah Dettol Di Kota Batam. *ECo-Buss*, 5(3), 894–906. <https://doi.org/10.32877/eb.v5i3.650>
- Kusmanto, & Muryanti, S. (2021). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Sepeda Motor Matic Merek Honda Vario. *OPTIMAL: Jurnal Ekonomi Dan Manajemen*, 1(1).
- Lan, A., & Wangdra, Y. (2023). Pengaruh Citra Merek, Kualitas Produk dan Promosi terhadap Keputusan Pembelian Sandal Eiger pada E-Commerce Shopee. *JURNAL ILMIAH FEASIBLE: Bisnis, Kewirausahaan & Koperasi*, 5(2), 71–83.
- Lubis, R. S. B., & Sitorus, D. H. (2023). Pengaruh Kualitas Produk, Promosi dan Kemudahan terhadap Keputusan Pembelian pada Aplikasi Gofood di Kota Batam. *Jurnal Disrupsi Bisnis*, 6(4), 354–364. <https://doi.org/http://dx.doi.org/10.32493/dr.b.v6i4.30441>
- Mauludi, A., Haryanti, N., & Putri, I. N. K. (2023). The Influence of Brand Ambassadors and Promotions on Purchase Decisions Through Brand Image as an Intervening Variable in Tokopedia E-Marketplace in East Java. *International Journal of Economics, Management, Business, and Social Science (Ijembis)*, 3(3), 519–530. <https://doi.org/10.59889/ijembis.v3i3.166>
- Melianti, S., & Wasiman, W. (2024). Pengaruh Kualitas Produk, Promosi dan Citra Merek terhadap Keputusan Pembelian Scarlett Whitening di Kota Batam. *Jurnal Disrupsi Bisnis*, 7(1), 111–122.

<https://doi.org/10.32493/drj.v7i1.37146>

- Merta, I. P. G. B., Trinanasari, N., & Bagia, I. W. (2022). Influential Factors of Online Shopping Decision. *International Journal of Social Science and Business*, 6(2), 246–252. <https://doi.org/10.23887/ijssb.v6i2.44077>
- Milano, A., Sutardjo, A., & Hadya, R. (2021). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Pengembalian Keputusan Pembelian Baju Batik Di Toko Florensia. *Jurnal Martua*, 3(1), 17. <https://ejurnal-unespadang.ac.id/index.php/MJ/article/view/266>.
- Nadhifah, H. H., & Adinugraha, H. H. (2020). Analysis of Factors influencing the Purchasing Decision of Facial Foam labeled Halal. *Journal of Digital Marketing and Halal Industry*, 2(1), 65–80.
- Nadirah, A., Risal, M., & Ikhwan, N. (2023). Effect of Product Quality and Promotion Mix on Coca Cola Purchase Decition. *Jurnal Aplikasi Bisnis Dan Manajemen*, 9(3), 881–886. <https://doi.org/10.17358/jabm.9.3.881>
- Ningrum, Lilian Mega Puri, & Eva Ratnasari. (2023). Pengaruh Promosi terhadap Keputusan Pembelian Pakaian pada Toko Qolsa Metro Tahun 2022. *Journal of Student Research*, 1(1), 394–403. <https://doi.org/10.55606/jsr.v1i1.1067>
- Ningsih, M. G., & Siagian, M. (2024). Pengaruh Keberagaman Produk, Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Kosmetik Wardah di Batam Center. *Jurnal Disrupsi Bisnis*, 7(1), 192–204.
- Oktavianti, D., & Hernisa, R. (2022). Pengaruh Citra Merek , Harga , Dan Kualitas Produk Terhadap Pembelian Produk Skincare Mustika Ratu PT . Mustika Ratubuana International. *Prosiding: Ekonomi Dan Bisnis*, 1(2), 341–355.
- Prananta, W., Hapsoro, B. B., & Permana, M. V. (2021). Role of Service Quality, Price Perception, Brand Image, and Information Technology Involvement in Banking Product Purchase Decisions. *Jurnal Dinamika Manajemen*, 12(2), 187–200.
- Priyono, E., & Wasiman. (2024). The Influence of Product Quality, Brand Image, and Trust on Purchasing Decisions of Garnier Products in Batam. *ECo-Buss*, 7(1), 86–94. <https://doi.org/10.61665/jmrs.v1i1.29>
- Purba, P. Y., Andi, A., Pratiwi, T., Jensen, J., & Irwansyah, A. (2020). Product Prices, Service Quality, Promotion Affect Decisions on Purchasing Motorcycle Parts. *International Journal of Social Science and Business*, 4(3), 455. <https://doi.org/10.23887/ijssb.v4i3.28236>
- Putri, S. H. D. E., & Saputra, A. (2023). Pengaruh Citra Merek, Kepercayaan Dan Kualitas Produk Terhadap Keputusan Pembelian Pixy Two Way Cake Di Kota Batam. *Jurnal Ekonomi Dan Manajemen Indonesia*, 23(2), 60–71.
- Rupilu, K. T. Y., & Khuzaini. (2020). Pengaruh Atribut Produk, Citra Merek Dan Harga Terhadap Keputusan Pembelian Pada Produk Bernardi (Studi Kasus Di Giant Arif Rahman Hakim Surabaya). *Jurnal Ilmu Dan Riset Manajemen*, 9(9), 1–18.
- Saputri, N. F., & Suhardi. (2023). Pengaruh Kualitas Produk, Citra Merek dan Word Of Mouth terhadap Keputusan Pembelian Produk Two Way Cake Pixy. *Jurnal Disrupsi Bisnis*, 6(4), 376–386.
- Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2022). The Influence of Product Quality, Price Fairness, Brand Image, and Customer Value on

- Purchase Decision of Toyota Agya Consumers: A Study of Low Cost Green Car. *Binus Business Review*, 11(3), 187–196. <https://doi.org/10.21512/bbr.v11i3.6420>
- Siregar, F. I. N., & Wasiman. (2024). The Influence Of Brand Image, Promotion, And Product Quality On Naavagreen Skincare Purchasing Decisions In Batam City. *Cafetaria*, 5(1), 148–155.
- Solihin, D., Ahyani, & Setiawan, R. (2021). The Influence Of Brand Image And Atmosphere Store On Purchase Decision For Samsung Brand Smartphone With Buying Intervention As Intervening Variables (Study on Samsung Experience Store Karawaci Customers). *International Journal of Social Science and Business*, 5(2), 262–270. <https://doi.org/10.23887/ijssb.v5i2.30847>
- Sudrajat, A., Nuraini, U., & Hamidi, M. J. (2020). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Mobil Honda Jazz. *Jurnal Manajemen Bisnis Krisnadwipayana*, 8(1). <https://doi.org/10.35137/jmbk.v8i1.392>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif Dan R&D* (Sutopo (ed.); ke 2). Alfabeta.
- Sujarwo, J. E. A., & Matrutty, E. S. H. R. (2021). The Effect Of Product Promotion And Innovation On Purchase Decisions At Prices As Intervening Variables. *International Journal of Social Science and Business*, 5(2), 200–206. <https://doi.org/10.23887/ijssb.v5i2.33646>
- Susetyo, R. R. N., & Suwitho. (2021). Pengaruh Atribut Produk, Citra Merek Dan Harga Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, 10(7), 1–19.
- Tarigan, L. L. (2023). Pengaruh Promosi Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Samsung Di Pt Accentuates Samsung Center Medan. *Jurnal Ekonomi Bisnis Digital*, 2(1), 106–113. <https://ceredindonesia.or.id/index.php/akmami/article/viewFile/154/168>
- Wijaya, A. P., & Annisa, I. T. (2020). The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions. *Jurnal Analisis Bisnis Ekonomi*, 18(1), 24–35. <https://doi.org/10.31603/bisnisekonomi.v18i1.3077>
- Winardy, I., Purba, P. Y., Chaniago, C., & Andika. (2021). The Positive Impact of Product Quality, Price, and, Promotion on Purchasing Decision of Toyota Innova Cars. *International Journal of Social Science and Business*, 5(2), 161–166. <https://ejournal.undiksha.ac.id/index.php/IJSSB/index>