



Journal of Marketing Management Research

Journal homepage: <https://journal.uny.ac.id/publications/jmmr/index>
e-ISSN:



Analysis of the Influence of Product Quality, Price Perception, and Brand Image on Purchase Decisions for Marina Hand & Body Lotion Products

Yurica Aprilia Maharani¹, Sunarta²

¹Department of Business and Finance, Faculty of Vocational, Universitas Negeri Yogyakarta, 55281, Indonesia

² Department of Business and Finance, Faculty of Vocational, Universitas Negeri Yogyakarta, 55281, Indonesia

ABSTRACT

This study uses a quantitative approach with a survey strategy with the aim of finding out: (1) how product quality influences purchasing decisions for Marina hand & body lotion products, (2) how price perception influences purchasing decisions for Marina hand & body lotion products, (3) how brand image influences purchasing decisions for Marina hand & body lotion products, (4) and simultaneously how product quality, price perception and brand image influence purchasing decisions for Marina hand & body lotion products.

The population of this study were students of the Faculty of Vocational Studies, Yogyakarta State University who used Marina hand & body lotion products. The research sample of 140 respondents was taken using the purposive sampling method. The data collection technique used a questionnaire that had been tested for validity and reliability, while the data analysis technique used to answer the research hypothesis was multiple regression analysis.

The results of the study found that: (1) There is a positive influence of product quality on purchasing decisions for Marina hand & body lotion products as evidenced by a regression coefficient of 0.111 and a significance value of $0.000 < 0.05$; (2) there is a negative influence of price perception on purchasing decisions for Marina hand & body lotion products as evidenced by a regression coefficient of -0.073 and a significance value of $0.002 < 0.05$; (3) there is a positive influence of brand image on purchasing decisions for Marina hand & body lotion products as evidenced by a regression coefficient of 0.406 and a significance value of $0.000 < 0.05$; and (4) simultaneously product quality, price perception, and brand image have a positive influence on purchasing decisions for Marina hand & body lotion products as evidenced by an F-count value of 224.529 and a significance value of 0.000. The Adjusted R^2 value of 0.828 also proves that the three independent variables of this study are able to explain the dependent variable by 82.8%, while the remaining 17.2% is explained by other variables outside this study.

Keywords:

Product Quality, Price Perception, Brand Image, and Purchase Decision

1. Introduction

Cosmetic companies in Indonesia produce and sell various types of products for consumers. Companies continuously compete to optimize the quality and quantity of products produced in

order to have advantages, be effective, efficient, comfortable, and be able to compete with competitors. The more it meets the standards set, the better the quality of the product will be assessed. Product sales are also adjusted to several segments, namely body care, hair care, and skincare.

Table 1 Sales of Cosmetic Industry in Indonesia 2019-2023

Year	Sales (million US\$)	Increase (%)
2019	1,557	-
2020	1,660	6.61
2021	1,770	6.62
2022	1,885	6.49
2023	2,007	6.47
Average increase (%) per year		

Source: Processed from tirto.id (2023)

Based on table 1 reported by tirto.id, sales of the cosmetics industry in Indonesia have increased every year. In 2019 it was recorded at 1,557 million US\$. In 2020, sales reached 1,660 million US\$, with an increase of 6.61% compared to the previous year. This upward trend continues until 2023, with sales reaching 2,007 million US\$ and a percentage increase of 6.47% from 2022. Overall, the average annual growth of the cosmetics industry over the past five years has been 6.55%, reflecting consistent growth in this industry.

Cosmetic companies in Indonesia come from various countries with different product advantages. Based on Top Brand Award data or the award website for superior brands with the best performance in the Indonesian market, there are at least three hand & body lotion company brands that have succeeded in dominating the market. Regarding the Top Brand Index for hand & body lotion in Indonesia, it can be seen in Table 2 below:

Table 2 Top Brand Index hand & body lotion in Indonesia

Brand	2021 (%)	2022 (%)	2023 (%)
Citra	29.10	29.60	29.70
Vaseline	14.80	16.50	17.10
Marina	16.20	13.60	15.90
Nivea	8.80	8.90	7.20
The Body Shop	5.60	3.70	3.20

Source: Processed from Top Brand Award (2023)

Based on data (Top Brand Award, 2023) or the website for awarding superior brands with the best performance in the Indonesian market, there are at least three hand & body lotion company brands that have succeeded in dominating the hand & body lotion market, the Marina brand is in third place after Citra and Vaseline, meaning that Citra and Vaseline are more in demand and are in the highest sales category. Unlike the brands above, in 2022 Marina experienced a significant decline in sales and had not succeeded in shifting the Citra and Vaseline brands which were in first and second place. The different conditions in 2023 Marina experienced a revival, namely a fairly large increase in the index, but this was considered still unable to shift the brands above it.

Marina Company tries to maintain product quality in order to compete with competitors, this is proven by Marina hand & body lotion products that have gone through clinical trials and proven to be able to maintain skin moisture. In contrast to the above, based on <https://digilib.esaunggul.ac.id> Marina hand & body lotion has a weakness, namely the aroma disappears quickly and does not brighten the skin. The company has not met the needs and desires of consumers, so that the demand for improving product quality continues to increase. Likewise, Marina Company is also required to improve the quality of its products, because the competition for hand & body lotion products is getting fiercer.

Marina hand & body lotion products vary widely. Most consumers choose to use Marina hand & body lotion products because they are made from natural ingredients and have affordable prices compared to other brands. Regarding the price of Hand & Body Lotion Products in 2025, it can be seen

in Table 3 below.

Table 3 Prices of Hand & Body Lotion Products in 2025

Product	Price
Citra 380ml	Rp. 19,975
Marina 460ml	Rp. 17,000
Vaseline 400ml	Rp. 44,500
Nivea 400ml	Rp. 46,400
The Body Shop Shea 200ml	Rp. 319,000

Source: Processed from iprice.co.id (2025)

Based on table 3 reported by (iprice, 2025) the price of Marina hand & body lotion in 2025 entered the most affordable price category compared to other products. This phenomenon triggers consumers, especially in the upper middle class, to still doubt Marina hand & body lotion products. Consumers doubt this product because the price is relatively low compared to similar products and tend to believe in Marina's image which is generally used by the lower class. This doubt is one of the triggers for consumers not to try Marina hand & body lotion products.

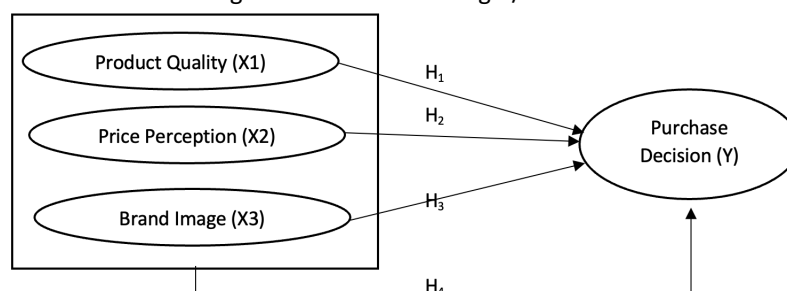
Marina Company certainly faces business competition where many similar businesses compete, including the emergence of new cosmetic brands such as Citra and Vaseline which are in demand by most of the millennial generation. New brands can attract attention if they can meet the needs and desires of consumers. Many consumers believe that well-known brands in the market are more trustworthy than lesser-known brands, because well-known brands tend to provide complete and convincing information to consumers compared to brands that are less visible in the market. This perception causes consumers to have many options before making a purchasing decision, so the company needs to maintain the brand image of all the products it produces.

The product quality factor is very important, because it is a benchmark between the price received by consumers through the information obtained with the benefits and expectations obtained by consumers. Product quality by Handoko quoted by (Agustina, Sumowo, & Wijayantini, 2018) said that product quality is a condition of an item based on an assessment of its conformity with the established measurement standards. Empirically, the description above is reinforced by previous research conducted by Rikhi et al (2020) that product quality has a significant effect on purchasing decisions. Theoretically and empirically, it can thus be concluded that product quality is suspected of having an effect on purchasing decisions.

In addition to product quality, price perception is also a determinant for consumers in making purchasing decisions for a product. Price perception by Schiffman & Kanuk quoted by Muslimah, 2019 states that price perception is a view of the high or low price that will influence purchasing decisions. Empirically, the description above is reinforced by previous research conducted by Grace et al (2022) stating that price perception has a negative and insignificant effect on purchasing decisions. Theoretically and empirically, it can be concluded that price perception is suspected of influencing purchasing decisions. Brand image is also a major factor in determining purchasing decisions for a product. According to Tjiptono quoted by (Najah, 2023), brand image is a description of consumer associations and beliefs towards a particular brand. Empirically, the description above is reinforced by previous research conducted by Adyas & Setiawan (2020) stating that brand image has a significant positive effect on purchasing decisions. Theoretically and empirically, it can be concluded that brand image is suspected of influencing purchasing decisions.

Based on the results of the discussion of the theoretical study and several previous research results that have been described above, if it is made in the form of a picture, it will look like the following research model.

Figure 1 Research Paradigm/Model



2. Method

This study uses a quantitative method with a survey strategy, where the main data is collected using a questionnaire from a previous study that has been modified. Before being used to collect data, the questionnaire was tested for validity and reliability using 30 randomly selected respondents. The design of this study is focused on finding the relationship or influence between the independent variables on the dependent variables with an associative causal pattern. The sampling technique is in accordance with the researcher's objectives (purposive sampling), the number of respondents is 140 people who have used Marina hand & body lotion products. Data analysis uses multiple linear regression with the help of SPSS 26 software.

3. Results and Discussion

3.1 Results

This type of research is a survey research with a quantitative approach, the type of data processed is interval data so that in data processing using parametric statistics. Before the analysis is carried out, the data must pass several prerequisite tests (classical assumptions) including normality, linearity, multicollinearity, and heteroscedasticity tests. The results of the prerequisite tests are briefly described below.

3.2.1 Normality Test

Normality test is conducted to determine whether the distribution of data in a population is normal or not. Data must be normally distributed as a requirement for using parametric statistics, because if the data is not normal, the results of the parametric test can be invalid and can increase the risk of errors in decision making, therefore normal distribution is needed to ensure the reliability and validity of the results of parametric statistical analysis.

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test	Significance	Description
<i>Asymp. Sig. (2-tailed)</i>	0.200c,d	Normal

Source: Primary Data Processed 2025

This analysis uses the Kolmogorov-Smirnov technique by considering the Asymp.Sig value which has a significance level of 0.200. Based on table 4, this study has a significance level produced greater than 0.05, so the data analyzed in this study has a normal distribution.

3.2.2 Linearity Test

Linearity test is conducted to determine whether there is a linear relationship between variables X and Y. Two variables are said to have a linear relationship if the significance value (Linearity) is less than 0.05. Data must be linear as a requirement in parametric statistics because most parametric methods, such as linear regression or ANOVA, assume a linear relationship between the variables being analyzed. This linear relationship means that changes in one variable will be proportional to changes in the other variable. If the relationship between variables is not linear, then the statistical model used will not be able to capture the true pattern of the data, so that the analysis results are inaccurate. Therefore, linearity is important so that parametric models can provide valid estimates and conclusions.

Table 5 Linearity Test Results

Variables	Significance	Description
Product quality on purchasing decisions	0,000	Linear
Price perception on purchasing decisions	0,000	Linear
Brand image on purchasing decisions	0,000	Linear

Source: Processed Primary Data (2025)

Table 5 is the result of linearity test which shows that all research variables have

significance value less than 0.05. Therefore, it can be concluded that the variable has linear relationship with dependent variable, that is purchasing decision.

3.2.3 Multicollinearity Test

The multicollinearity test aims to evaluate whether there is a correlation between independent variables in the regression model. An ideal regression model should not show any relationship between independent variables. Data should not experience multicollinearity because this condition occurs when two or more independent variables in the regression model have a very strong or almost the same relationship with each other. If multicollinearity occurs, the model will have difficulty in determining the influence of each independent variable clearly on the dependent variable. This causes the regression coefficient to become unstable, the significance value to become inaccurate, and the interpretation of the analysis results to become biased. Detection of no multicollinearity can be done by looking at the Variance Inflation Factor (VIF) value, if $VIF < 10$ and the tolerance value > 0.10 .

Table 6 Multicollinearity Test Results

Variables	Tolerance	VIF	Description
Product Quality	0.823	1,216	There is no multicollinearity
Price Perception	0.689	1,315	There is no multicollinearity
Brand Image	0.761	1,452	There is no multicollinearity

Source: Primary Data Processed 2025

The results of the multicollinearity test in table 6 show that all variables have a tolerance value above 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not experience multicollinearity.

3.2.4 Heteroscedasticity Test

The heteroscedasticity test is conducted to assess whether the regression model experiences a deviation from the classical assumption in the form of inequality of residual variances of observations in the regression model. One method for detecting heteroscedasticity is the Glejser Test. Heteroscedasticity should not occur in the data because it can cause the results of the regression analysis to be inaccurate. The regression model is considered free from heteroscedasticity if the probability of significance is greater than 5% or 0.05.

Table 7 Heteroscedasticity Test Results

Variables	Significance	Description
Product Quality	0.089	There is no heteroscedasticity
Price Perception	0.371	There is no heteroscedasticity
Brand Image	0.465	There is no heteroscedasticity

Source: Primary Data Processed 2025

The results of the heteroscedasticity test in table 7 show that all variables have a significance value greater than 0.05. Therefore, it can be concluded that the regression model in this study does not experience heteroscedasticity.

3.2.5 Multiple Linear Regression Analysis

Multiple regression analysis is used to evaluate the influence of product quality variables, price perception, and brand image on purchasing decisions, both partially and simultaneously. Multiple linear regression in data analysis is used because it is able to explain the relationship between one dependent variable and more than one independent variable simultaneously. This method allows researchers to understand the extent to which each independent variable affects the dependent variable.

Table 8 Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Significance
(Constant)	12,346	0.633		19,496	0,000
Product Quality	0.1111	0.015	0.291	7,516	0,000
Price Perception	-0.073	0.023	-0.136	-3,203	0.002
Brand Image	0.406	0.019	0.855	21,216	0,000

Source: Primary Data Processed 2025

Based on table 8, the multiple linear regression equation can be formulated as follows:

$$Y = 12.346 + 0.111 X_1 + (-0.073) X_2 + 0.406 X_3$$

Briefly, each can be explained as follows:

- The constant value of 12.346 means that if the product quality, price perception, and brand image variables are equal to zero, then the purchasing decision is 12.346.
- The beta coefficient value for the product quality variable is 0.111, which means that every change in the product quality variable (X_1) will result in a change in purchasing decisions of 0.111.
- The beta coefficient value on the price perception variable is -0.073, which means that every change in the brand image variable (X_2) will result in a change in purchasing decisions of -0.073.
- The beta coefficient value of the brand image variable is 0.406, which means that every change in the brand image variable (X_3) will result in a change in purchasing decisions of 0.406.

3.2.6 Hypothesis Testing

This hypothesis is the result of a logical reasoning process and in-depth literature review, so it has a strong theoretical basis. The statistical figures used to accept or reject the hypothesis refer to the significance value (p-value) and critical value of statistical tests such as the t-test or F-test. In general, the null hypothesis (H_0) will be rejected if the p-value is less than the specified significance level, which is usually 0.05 (5%). This means that if the p-value < 0.05, the results are considered statistically significant and the alternative hypothesis (H_1) is accepted, and vice versa.

A. t-Test (Partial)

The t-test is used to determine the effect of one independent variable on the dependent variable.

Table 9 t-Test Results

Variables		Coefficient	Significance	Description
Product Quality	0.111	7,516	0,000	Positive Influence
Price Perception	-0.073	-3,203	0.002	Negative Impact
Brand Image	0.406	21,216	0,000	Positive Influence

Source: Primary Data Processed 2025

The t-test can be seen in relation to multiple linear regression testing, if the significance value is less than 0.05 (Sig < 0.05) it can be concluded that the independent variable partially has a significant effect on the dependent variable. Based on table 9, the results of the t-test of each independent variable can be described as follows.

1. Product Quality

The product quality variable has a significance value of 0.000, which is smaller than the expected significance level of 0.05 and has a beta coefficient value of 0.111. Based on the level of significance and the beta coefficient value, the hypothesis stating that "product quality has a positive effect on the purchasing decision of Marina hand & body lotion products for students of the Faculty of Vocational Studies, Yogyakarta State University" is declared accepted.

2. Price Perception

The price perception variable has a significance value of 0.002, which is smaller than the expected significance level of 0.05 and has a beta coefficient value of -0.073. Based on the level of significance and the beta coefficient value, the hypothesis stating that "price perception has a positive effect on the purchasing decision of Marina hand & body lotion products for students of the Faculty of Vocational Studies, Yogyakarta State University" is rejected.

3. Brand Image

The brand image variable has a significance value of 0.000, which is smaller than the expected significance level of 0.05 and has a beta coefficient value of 0.406. Based on the level of significance and the beta coefficient value, the hypothesis stating that "brand image has a positive effect on the purchasing decision of Marina hand & body lotion products for students of the Faculty of Vocational Studies, Yogyakarta State University" is declared accepted.

B. F Test

F Test (Simultaneous) based on data processing with SPSS version 26 program with the help of Anova table, obtained data as in table 7 below:

Table 10 F Test Results (Simultaneous)

	Model	F	Sig.	Description
1	Regression	224,529	0.000b	Simultaneous Effect

Source: Primary Data Processed 2025

Based on the data in table 10, the F-count was 224.529 and sig 0.000 < 0.05, so it can be concluded that the hypothesis states that product quality (X1), price perception (X2), and brand image (X3) simultaneously influence the purchasing decision of Marina hand & body lotion products among students of the Faculty of Vocational Studies, Yogyakarta State University.

C. Coefficient of Determination (R^2)

The determination coefficient test based on data processing using the SPSS version 26 program with the help of a model summary table, obtained data such as table 11 below.

Table 11 Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.912a	0.832	0.828	0.324

Source: Primary Data Processed 2025

From table 11, it can be seen that the Adjusted R^2 value is 0.828. The significance of this value has implications that the variables of product quality, price perception, and brand image can explain the variation in purchasing decisions by 82.8%, the remaining 17.2% is influenced by other variables outside the model used in this study.

3.2 Discussion

3.2.1 The Influence of Product Quality on Purchasing Decisions

The existence of a product with high quality can encourage a person's desire to have the product, thus creating an emotional bond between the company and the consumer. The hypothesis of product quality has a positive effect on purchasing decisions, in this study is accepted. It is proven by the positive regression coefficient value of 0.111 with *t hitung* of 7.516 and a significance level of 0.000 less than 0.05 (Sig < 0.05), then it is stated to have a positive and significant effect.

3.2.2 The Influence of Price Perceptions on Purchasing Decisions

Based on the definition of high and low price views, this will create different perceptions in the

minds of consumers. Information about price differences will affect consumer considerations when choosing goods that suit their financial capabilities. The hypothesis that price perception has a positive effect on consumer satisfaction in this study is rejected. This is proven by the negative regression coefficient value of -0.073 with *t-hitung* of -3.203 and a significance level of 0.002 which is smaller than 0.05 (Sig <0.005), so it is stated to have a negative and significant effect.

3.2.3 The Influence of Brand Image on Purchasing Decisions

Brand image has the potential to have a positive impact on increasing sales and use of a company's products. Conversely, a bad brand image can cause negative impacts such as decreased sales. The hypothesis that brand image has a positive effect on purchasing decisions is accepted in this study. This is proven by the positive regression coefficient value of 0.406 with a *t hitung* of 21.216 and a significance level of 0.000 less than 0.05 (Sig <0.05), so it is stated to have a positive and significant effect.

3.2.4 The Influence of Product Quality, Price Perception, and Brand Image on Purchase Decisions

Purchase

When a brand has a positive image through satisfactory product quality supported by affordable product prices, this can increase consumer purchasing decisions. The hypothesis of product quality, price perception, and brand image has a positive effect on purchasing decisions, in this study it is accepted. Proven by the calculated F value of 224.529 and the significance value obtained of 0.000 which is below 0.05 (Sig <0.005), then it is stated to have a positive and significant effect.

2. Conclusion

- a. Product quality has a positive influence on the purchasing decision of Marina hand & body lotion among students of the Faculty of Vocational Studies, Yogyakarta State University.
- b. Price perception has a negative influence on purchasing decisions for Marina hand & body lotion among students of the Faculty of Vocational Studies, Yogyakarta State University.
- c. Brand image has a positive influence on purchasing decisions for Marina hand & body lotion among students of the Faculty of Vocational Studies, Yogyakarta State University.
- d. Product quality, price perception, and brand image have a positive influence on purchasing decisions for Marina hand & body lotion among students of the Faculty of Vocational Studies, Yogyakarta State University.

Further research can consider and add other variables that have the potential to influence consumer satisfaction, such as customer experience, promotions, and innovation in a broader scope.

Conflict of Interest

The funders had no role in the design of the study; in the collection, analysis, or interpretation of the data; in the writing of the manuscript, or in the decision to publish the results.

Financing

This research did not receive any external funding.

Acknowledgments

I would like to thank my thesis supervisor and the staff of Marketing Management D-IV, Faculty of Vocational Studies, Yogyakarta State University for their cooperation and support during my research period.

References

- [1] Adyas, D., & Setiawan, I. (2019). Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Cbr150R Di Cibinong. *Economicus*
- [2] Agustina, N. A., Sumowo, S., & Wijayantini, B. (2018). Pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian. *Jurnal Penelitian Ipteks*.
- [3] Ahmad Sahri Romadon, M. A. (2023). Pengaruh Kualitas Produk, Citra Merek, dan Harga terhadap Keputusan Pembelian melalui Shopee. *Jurnal Ilmiah Fakultas Ekonomi Universitas Semarang*.
- [4] Aidah, E. F. (2022). Pengaruh Promosi, Citra Merek, dan Distribusi terhadap Keputusan Pembelian Kerupuk Tiga Bintang di Kecamatan Lumajang. *Repository ITB Widya Gama Lumajang*.
- [5] Anwar, I. (2015). Pengaruh harga dan kualitas produk terhadap keputusan pembelian. *Jurnal Ilmu dan Riset Manajemen (JIRM)*.
- [6] Auliannisa Gifani, S. (2017). Pengaruh Citra Merek terhadap Keputusan Pembelian Produk Smartphone Oppo pada Mahasiswa Universitas Telkom. *Bisnis dan Iptek STIE Bandung*.
- [7] Basuki, K., & Jaya. (2020). Pengaruh E-Procurement, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Motor Sport Honda. *CENDEKIA Jaya*.
- [8] Berliana Trialda Kaldera, e. a. (2023). Pengaruh Kesadaran Merek Terhadap Keputusan Pembelian Produk Hand Sanitizer Merk Antis Melalui Label Halal Sebagai Variabel Mediasi. *Doctoral dissertation, Universitas Islam Indonesia*.
- [9] Bowo. (2008). *Pengambilan Keputusan dan Pemecahan Masalah*. Depok: Universitas Gunadarma Press.
- [10] Eka Kesuma, A. M. (2015). Pengaruh Kualitas Pelayanan dan Kepercayaan terhadap Kepuasan Pelanggan pada Sulthan Hotel Banda Aceh. *Jurnal Manajemen Pascasarjana Universitas Syiah Kuala*.
- [11] Ernawati, D. (2019). Pengaruh Kualitas Produk, Inovasi produk, dan Promosi terhadap Keputusan Pembelian Produk Hi Jack Sandals Bandung. *Jurnal Wawasan Manajemen*.
- [12] Wariki, G. M., Mananeke, L., & Tawas, H. (2015). Pengaruh bauran promosi, persepsi harga dan lokasi terhadap keputusan pembelian dan kepuasan konsumen pada perumahan Tamansari Metropolitan Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*
- [13] Mahendra, I. (2015). Analisa penerimaan pengguna sistem informasi koperasi pada koperasi karyawan budi setia Jakarta dengan technology acceptance model. *Jurnal Pilar Nusa Mandiri*. [
- [14] Miati. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar). *Abiwara: Jurnal Vokasi Administrasi Bisnis*.
- [15] Muslimah, N. H. (2019). Pengaruh Citr Merek, Persepsi Harga, Kualitas Produk, dan Celebrity Endorser terhadap Keputusan Pembelian Produk Wardah di Puspa Indah Cosmetic Magelang. *Repository Unimma*.
- [16] Najah. (2023). Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Perawatan Kulit Skintific (Studi Pada Mahasiswi Program Studi Ekonomi Syari'ah Uin Datokarama Palu). *Doctoral dissertation, Universitas Islam Negeri Datokarama Palu*.
- [17] Nugroho, R. W., Triyani, D., & Prapti, L. (2020). Pengaruh Kualitas Produk, Persepsi Harga Dan Lokasi Terhadap Keputusan Pembelian Konsumen Cafe Riilfians And Bistro Pati. *Majalah Ilmiah Solusi*.
- [18] iprice. (2025). iprice. Retrieved from iprice.co.id: <https://iprice.co.id/>
- [19] Top Brand Award. (2023). Top Brand Award. Retrieved from Top Brand Index: <https://www.topbrandaward.com/top-brand-index/>