



The Impact Of Brand Image And Price Online Product Purchase Decisions At Shopee

Norvadewi¹, Ferdinandus Sampe², Rian Ardianto³, Muhammad Yusuf⁴

¹UIN Sultan Aji Muhammad Idris Samarinda

²Universitas Atmajaya Makassar

³Universitas Pertiwi

⁴STIA Bandung

Corresponding author-cmail: norvadewi@uinsi.ac.id

abstract

The purpose of this study was to determine the effect of Brand Image and Price on Purchase Decisions by Shopee consumers in Bandung City, both partially and simultaneously. The sampling method in this research is using descriptive quantitative methods. Sampling with probability sampling method with the type of simple random sampling. The data collection technique used a questionnaire instrument as many as 100 respondents. The data analysis technique used multiple linear regression. Tests in this study using SPSS 25. Hypothesis testing in this study using t test and f test. The coefficient of determination (R²) obtained from the brand image and price variables on purchasing decisions is 0.792 (79.2%). The results of multiple linear regression indicate that brand image has an effect of 0.377 (37.7%) on purchasing decisions and prices has an effect of 0.409 (40.9%) on purchasing decisions. It can be said that from the t test and f test, brand image and price have a significant partial effect on purchasing decisions and brand image and price together have a significant simultaneous effect on purchasing decisions on Shopee.

Keywords: Brand Image, Price and Purchase Decision

1. INTRODUCTION

According to Wardhana (2016) in (Lailliya, 2020) E-commerce is short for electronic commerce which means exchanges that combine various types of activities assisted through



web media starting from transactions and purchases made through social media based on the internet. E-commerce also includes the distribution, sale, purchase and marketing of products through internet media. Utilizing the internet can help companies market the goods they will sell both abroad and domestically. Currently, there are many who use e-commerce or commercial internet in Indonesia. Examples of e-commerce businesses include Tokopedia, Shopee, Bukalapak, Lazada and others. However, nowadays Shopee is visited by many people.

With the existence of E-commerce, shopping is now easier for people to do without having to leave the house again. The existence of e-commerce makes it easier for consumers to get the products they want just by accessing the internet on their respective gadgets. As we know, one of the most popular e-commerce today in Indonesia, one of them is in the city of Bandung, namely shopee. In this shop, consumers can choose and buy brand needs, such as clothing, gadgets, make-up tools, kitchen tools, accessories, electronics, food ingredients and many more available at the shopee. What makes it interesting is that Shopee also often holds promos such as big sales every month for one year. Shopee also provides cashback, vouchers for free shipping to all cities in Indonesia and COD services are also available for certain areas according to us what we want to buy (Aviola, 2021)

Shopee is one of the fastest growing e-commerce in Indonesia as well as in the city of Bandung. Shopee was founded in 2009 and was founded by Forrest Li. The first time Shopee was launched was in Singapore in 2015, since then it has also begun to expand to Indonesia, Vietnam, Taiwan, Malaysia, the Philippines and Thailand. In the beginning, Shopee only operated as a marketplace that provided customers to customers, but at this time it had become a business to customer where they launched a Shopee Mall which became an online shop platform for well-known brands (M Rizky Afrian, 2020).



Figure 1. Top Marketplaces Q3 2021

Based on the data above, it can be explained that of the many web visitors at number 1 is Tokopedia with numbers 158,136,700 and it was followed by Shopee in second place, namely with the numbers 134,383,300. As time goes on, there are also more and more competitors in this online transaction such as Lazada, Bukalapak, Blibli and others.

Shopiah and sangadji (2016:92) in (Apriani Resi, 2021) Brand Image is a set of brand associations that exist in the minds of consumers. Brand image is the perception that consumers think about a brand, both negatively and positively. With a negative and positive brand image, it can be recognized easily by consumers, therefore producers must strive to improve, enhance and maintain the image of their products to consumers. If the image of a brand is positively known to consumers, consumers will also find it easier to make choices about a brand. Likewise, if a brand is known negatively by consumers, there will usually be more consideration made by consumers for that brand

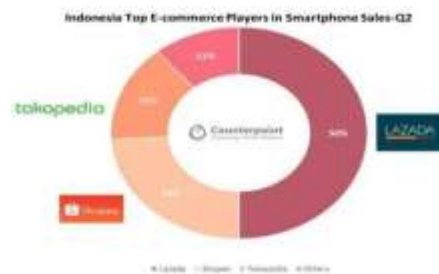


Figure 2. The biggest sales of Indonesian smartphone brand Q

Source:Counterpoint

In this picture it can be seen that the Lazada platform has the highest sales, namely 50%, followed by Shopee 24%, Tokopedia 15%. Online smartphone sales in Indonesia grew by 70% YoY and 7% QoQ during Q2 2020. The total online smartphone market share reached its highest point compared to 2019. This surge was due to the need triggered by Covid-19 for social distancing and innovative marketing strategies such as shopping via whatsapp. The price comparison at Shopee and Tokopedia can be seen below:

Table 1. Price Comparison on Shopee and Tokopedia

No	Product brand	Shopee prices	Tokopedia prices
1	Lady rose sheets	Rp 110,000 – Rp 124,000	IDR 104,000 – IDR 139,000



2	3 layer lunch box	IDR 36,500 – IDR 41,5000	IDR 36,000
3	Progrinder	IDR 28,000 – IDR 65,000	IDR 28,000 – IDR 35,000
4	Lemon squeezer	IDR 9,000 – IDR 20,000	IDR 5,000 – IDR 19,000
5	Toothpaste dispenser	IDR 13,000 – IDR 15,000	IDR 13,000 – IDR 15,000
6	Tool slicer Onion	IDR 16,500 – IDR 40,000	IDR 17,000 – IDR 32,000
7	Watermelon peeler	IDR 9,000 – IDR 15,000	IDR 9,000 – IDR 80,000

Source: Rinditech.com

In the table above, you can see a comparison of the prices of various product brands at Shopee and Tokopedia. Where the product price ranges from these two platforms have differences where Shopee also offers higher prices than Tokopedia.

Purchasing decisions are important for consumers in deciding to choose the product to be purchased according to their wants and needs. Purchasing decision making occurs after making several considerations and calculations before deciding to buy a product, the need for awareness in making purchasing decisions for a product so that the product that has been purchased can be useful as needed. In this case consumers also have different levels of satisfaction and standards to achieve (Aviola, 2021)



Figure 3. The Landscape of E-commerce in Indonesia from a Consumer Perspective

Source: Dailysocial.id

In a buying and selling transaction, usually consumers will consider the quality of service both before the purchase transaction and after the purchase. Especially in terms of delivery time as shown in Figure 1.3, Shopee's fast delivery is still 7.6%. Consumers often complain about inappropriate delivery schedules, for example, delivery is made within a maximum of 2 days, it turns out that it takes a week for it to arrive at the consumer.





In this picture you can also see that Shopee is in first place in terms of the cheapest product price of 18% and free shipping of 18.4%. However, according to user reviews, the cheap and affordable price of the product turns out that Shopee's free shipping feature has many requirements, making it difficult for users. On Shopee's good reputation, 10.9% is far from Bblibli's 14.8% and Tokopedia's 14.3%. According to users of the Orange application, there are frequent errors and often encounter dishonest sellers, so this can affect the purchase decision for Shopee.

2. LITERATURE REVIEW

2.1 Brand Image

According to Alma (2016, p.148) in (RK Nasution et al., 2019) citing the trademark law (UU No. 19 of 1992) stated in Chapter 1 (general provisions), article 1 paragraph 1 if "Mark including identifiable signs in the form of names, words, numbers, pictures, color schemes, letters, as well as different combinations of these elements used in trade in services and goods. Brand includes the meaning of the name, symbol or symbol of an item, sign, design, term, color and other combinations that will be useful for identifying a product so that there is a difference from other products. The brand of a product is not made just like that, but based on a thought so that consumers are easier to recognize a product.

2.2 Price

According to Tjiptono (2015), in (Eva Miranda Lubis, 2019) Price is the only element in marketing that generates income or income for the company and also an element of the marketing mix which is flexible in nature which means it can be changed quickly. Some terms are often used in expressing prices such as: salary, rent, honorarium, fees, rates, spp and others. In accordance with the point of view in marketing, and prices include monetary units or other measures as well as goods and services that are exchanged to obtain ownership rights from users of these services and goods. While from the point of view of the customer, price is often used as an indicator if the price is related to the advantages that can be enjoyed by a service or product. This means that at a price level if the benefits enjoyed by customers increase, so the value will increase as well.

2.3 Buying decision

Purchasing decision is a process in which customers choose the items they are going to buy. Purchasing decisions are also in accordance with the customer's experience from previous purchases (Candra, 2021). Based on this understanding, it can be concluded that





purchasing decisions include activities carried out by consumers before purchasing a product. If a consumer has already made a purchase of a product that he has already purchased, then usually the consumer will also make another purchase (Candra, 2021).

3. RESEARCH METHODS

This study shows the relationship between variables and the number of samples and population, ways to collect data, tools to analyze the data used for the next. This study design includes several categories such as: action, causality, experimental, correlational and descriptive. The type used in this study is a quantitative approach, by collecting data in the form of a questionnaire distributed to respondents which aims to analyze the effect of the independent variables, namely: Brand image (X1), Price (X2) on the independent variable, namely the buyer's decision (Y) In this idea, namely utilizing analysis, namely the idea of replication research. This replication study is a study that is aimed at bringing out the same factors, instruments, study objects or instructions as previous studies. A development study is a type of examination that provides additional factors or new clues. Original exploration is a type of investigation that uses new research objects, signs, factors and logical instruments. The sample collection technique used by this researcher is probability sampling and sampling is taken using simple random sampling. The population was carried out using a simple random sampling technique (Indriantoro, 2018).

4. RESULTS and DISCUSSION

4.1 Test Validity

The validity test is used to measure whether or not the questionnaire data is valid by using a significant correlation coefficient test with a level of 0.05 where an item is assumed to have a validity level if it has a significant correlation in item numbers, with the results as follows:

Table 2. Validity Test Results

Variabl e	Statem ent	Rtable	Count	Inform ation
Brand Image (X1)	X1_1	0.165	0.680	Valid
	X1_2	0.165	0.630	
	X1_3	0.165	0.748	
	X1_4	0.165	0.733	
	X1_5	0.165	0.758	
	X1_6	0.165	0.694	





Price (X2)	X2_1	0.165	0.758	Valid
	X2_2	0.165	0.838	
	X2_3	0.165	0.835	
	X2_4	0.165	0.866	
	X2_5	0.165	0.781	
	X2_6	0.165	0.787	
Purchase decision (Y)	Y_1	0.165	0.861	Valid
	Y_2	0.165	0.849	
	Y_3	0.165	0.848	
	Y_4	0.165	0.795	
	Y_5	0.165	0.791	

Source: Researcher, 2022

Based on the table above, it can be seen that the rcount in X1_1 is 0.680, X1_2 is 0.630, X1_3 is 0.748, X1_4 is 0.733, X1_5 is 0.758 and X1_6 is 0.758. Based on the results that have been obtained above, the researcher concludes that in the variable X1 brand image is valid where r count is more important than r table. It can be said to be valid based on statements that have been tested by taking good measurements of actual respondents.

Look at the results X2_1 is 0.758, X2_2 is 0.838, X2_3 is 0.835, X2_4 is 0.866, X2_5 is 0.781, X2_6 is 0.787. Based on the data above, the researcher concludes that the variable X2 is valid price where r count is greater than t table. So this data is said to be valid because the data tested makes the exact measurements that the respondents actually made.

Judging from the results of Y_1 of 0.861, Y_2 of 0.849, Y_3 of 0.848, Y_4 of 0.795, Y-5 of 0.791. Based on the data above, the researcher can conclude that the variable Y is a valid purchase decision where the r count is greater than the t table. Therefore this data is declared valid because the data that has been tested is carried out with the right measurements by the actual respondents.

4.2 Reliability Test Results

In this study, the reliability test used the Conbrach's Alpha formula. The acceptable and unacceptable criteria in this study were reliable data, the determining value limit (0.6). If the alpha value obtained is greater than (0.6), it can be concluded that the questionnaire variables collected are reliable.





Table3. Reliability Test

Variable	Cronbach Alpha	Results
Brand Image	0.797	Reliable
Price	0.898	Reliable
Buying decision	0.885	Reliable

Source:Researcher, 2022

Based on the table above, it can be concluded that the brand image variable (X1) has a value of 0.797, price (X2) has a value of 0.898 and the purchase decision (Y) has a value of 0.885. From the values that have been obtained, it can be concluded from the results reliability testing shows that all variables have Cornbach's Alpha above (0.6), so that it can be said that it is reliable that it can be used in the correct research instrument with consistent value results at different times.

4.3 Normality test

The way to test data normality can be done by looking at the Kolmogorov-Smirnov table. If the significance is greater than 0.05 then the data meets normal criteria. The results of the Kolmogorov-Smirnov test can be reviewed in the following table:

Table 4 Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	Means	.0000000
	std. Deviation	1.48684091
MostExtreme Differences	absolute	.081
	Positive	.081
	Negative	-.069
Test Statistics		.081
asympt. Sig. (2-tailed)		.108c
a. Test distribution is Normal.		
b. Calculated from data.		





c. Lilliefors Significance Correction.

Source: Researcher, 2022

Based on the data above, it shows that the Asymp. Sig of 0.108 is greater than 0.05. Therefore it can be concluded that the data used in this study are normally distributed.

4.4 Multicollinearity Test Results

The purpose of this research is to find out whether or not there is a correlation of variables from this regression model. If the VIF value is displayed <10 , then it can be said that there are no symptoms in multicollinearity. It can be seen in the table, namely:

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	tolerance	VIF
(Constant)		
Brand	0.417	2,398
Image		
Price	0.417	2,398

Source: Research, 2022

Based on the data above, it shows that there is no multicollinearity because the VIF value does not exceed 10. We can see that the VIF value for brand image is 2.398 and the value for price is 2.398.



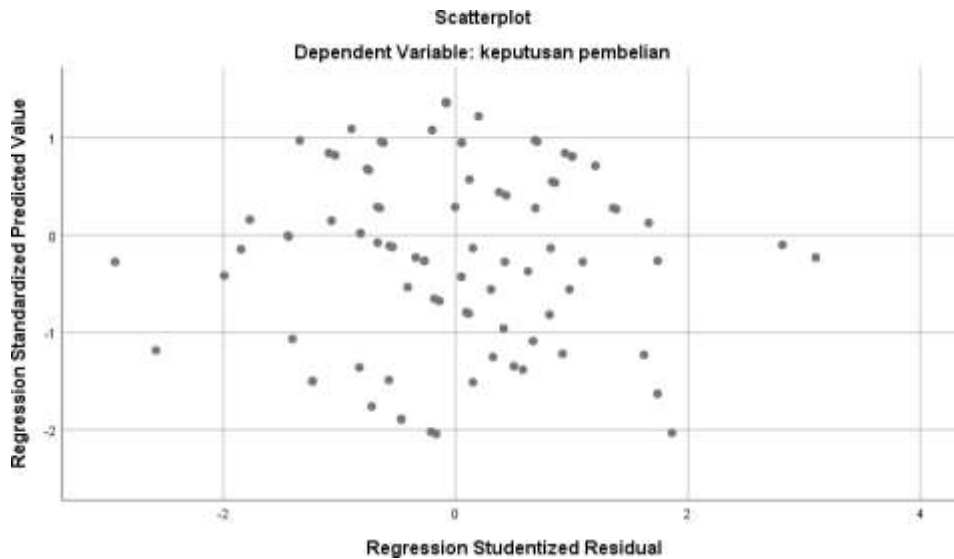


Figure 3. Scatter plots

Source:Research, 2022

We can see from the data above that the points above are spread out, so it can be concluded that there was no heteroscedasticity in this study. Therefore the data can be said to be normal.

4.5 Results of Multiple Linear Regression Analysis

Researchers use this data test to determine the variable value of brand image (X1) and price (X2) which will affect the purchasing decision variable (Y). The results of the multiple linear regression test can be reviewed in the table, namely:

Table 6. Multiple Linear Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1,537	1,062		1,447	.151
brand image	.377	.064	.420	5,857	.000
price	.409	056	.527	7,347	.000

a. Dependent Variable: purchase decision

Source:Research, 2022

Based on the results of the data in the table above it can be concluded that:



The constant value is 1,537 where the purchase decision in this study has a value of 1,537.

The brand image coefficient has a value of 0.377 which indicates that the influence of brand image on purchasing decisions has a positive effect where the variables shown in the table can make purchasing decisions with a value of 0.377.

The price coefficient has a value of 0.409 which indicates that the effect of price on purchasing decisions has a positive effect where the variable shown can make purchasing decisions with a value of 0.409.

4.6 Results of Analysis of the Coefficient of Determination (R2)

This determination test is carried out to show variations that can explain the entirety of the independent variations in the dependent variable.

Table 7 Results of Analysis of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.890a	.792	.788	1.50209
a. Predictors: (Constant), price, brand image				
b. Dependent Variable: purchase decision				

Source: Research, 2022

Based on the data achievements in table 4.12, it can be seen that the R Square value is 0.792. Based on this value it can be said that the brand image factor, price can affect purchases at 79.2%. While the remaining 20.8% is influenced by other factors not present in this study.

4.7 Hypothesis

4.7.1 Testing Test Results t

To find out the significance of each independent variable on the dependent variable partially, the researcher conducted a t-test. The results of the t test can be seen in the table:



Table 8. T test results Coefficientsa

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1,537	1,062		1,447	.151
brand image	.377	.064	.420	5,857	.000
price	.409	.056	.527	7,347	.000

a. Dependent Variable: purchase decision

Source: Researcher, 2022

Based on the table above, it can be explained that the results of testing the brand image and price variables on purchasing decisions are explained as follows:

X1 (Brand Image) has a t-count value of 5,857 > 1.660 which indicates that brand image (X1) has a significant effect on purchasing decisions (Y). It can be concluded that H0 is accepted and Ha is rejected, meaning that brand image (X1) partially influences purchasing decisions.

X2 (Price) has a t-count value of 7.347 > 1.660 which indicates that price (X2) has a significant effect on purchasing decisions (Y). It can be concluded that H0 is accepted and Ha is rejected, meaning that the price partially influences the purchasing decision.

4.8 F test results

To find out how much influence the independent variable (X) consists of brand image (X1) and price (X2) significantly to the dependent variable (Y), namely purchasing decisions. Data test results can be seen in the following table:

Table 9. F test results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	833,251	2	416,626	184,652	.000b
	residual	218,859	97	2,256		
	Total	1052.110	99			

Dependent Variable: purchase decision

Predictors: (Constant), price, brand image



Source: Researcher, 2022

Based on the data above, the calculated value of F is $184.652 > 3.09$ which indicates that H_0 is accepted and H_a is rejected, meaning that Brand Image (X1) and Price (X2) simultaneously or simultaneously have a significant effect on Purchase Decision (Y).

5. DISCUSSION

5.1 The Effect of Brand Image on Purchasing Decisions

The first achievement in this study states that brand image (X1) has an effect on purchasing decisions (Y). Where this statement can be proven by calculating the regression under review has a t-count, namely 5,857, which is a smaller t-table, namely with a value of brand Image has a partial effect on Purchase Decisions at Shoppe in Bandung City. Similar results can also be found in research conducted (Ibrahim, 2021). Therefore H1 in this study is accepted.

5.2 Effect of Price on Purchasing Decisions

The second achievement in this study describes the effect of price (X2) on purchasing decisions (Y). Where this statement can be shown along with the regression calculation, it is known that the t-count has a value of 7.347 where the t-table is smaller with a value of 1.660 but a significant level is $0.000 < 0.05$. It shows that prices have a partial effect on product purchasing decisions at Shopee in the city of Bandung. Similar results can also be found in research conducted (Erik Nelson, 2021). Therefore H2 in this study is accepted.

5.3 The Effect of Brand Image, Price on Purchasing Decisions

The final results in this study state that Brand Image (X1), Price (X2) have an effect on Purchasing Decisions. Overall, the brand image and price variables show a joint value which has good significance, namely the F-count is 184.652 while the f-table is 3.09 where the f-count is greater than the f-table. Significance level $0.000 < 0.05$. It can be concluded that brand image and price simultaneously influence purchasing decisions at Shopee in Bandung City. Therefore H3 in this study is accepted.

6. CONCLUSION

The purpose of this research is to prove the impact of Brand Image (X1) and Price on Purchase Decisions (Y) of Shopee users in the city of Bandung. Based on the results of the research described above, it can be concluded as follows:





Brand image has a partially significant effect on purchasing decisions based on the results of t count with a value of $5,857 > 1.660$ with a significance of $0.000 < 0.05$.

Price has a partially significant effect on purchasing decisions based on the results of t-count with a value of 7.347 where t-table is smaller with a value of 1.660 but a significance level of $0.000 < 0.05$

Brand image and price have a significant effect on purchasing decisions at Shopee based on the results of the F-count test of 184.652 while the f-table is 3.09 where the f-count is greater than the f-table. Significance level $0.000 < 0.05$.

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