

The Effect Of Brand Image And Price on Purchase Decision At A&W Fast Food Restaurant Karawang

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ABSTRACT

This study expects to look at and investigate the impact of brand picture and cost on buying choices for drive-through eateries A&W Karawang. The examination was directed utilizing spellbinding and check strategies, in particular: gathering, introducing, breaking down and testing speculations and making ends and ideas. Tests were gathered utilizing the Slovin recipe and likelihood examining strategy utilizing straightforward arbitrary testing which then brought about 347 examples from 2,612 populaces. The logical strategy utilized is the procedure of scale range examination and way investigation with the assistance of the Technique for Progressive Stretch (MSI), Microsoft Succeed 2010 PC program and SPSS variant 25 application. 1,266 with concurred measures. The cost shows a typical worth of 1,258 with concurred measures. Buying Choice shows a typical worth of 1,241 with the standards for concurring. The connection coefficient between the Brand Picture and Cost factors got a worth of 0.530 which implies it has a moderate, positive and huge relationship level between Brand Picture and Cost. The halfway impact of Cost on Buy Choices is 0.133, which is more noteworthy than Brand Picture, which has a worth of 0.059. So it tends to be expressed that the cost offers more to the Buy Choice contrasted with the Brand Picture. The concurrent impact of Brand Picture and Cost on Buying Choices is 19.2% while the excess 80.8% is another variable not analyzed.

Keywords : Brand Image, Price, and Purchase Decision

PRELIMINARY

Indonesia is one of the countries that is famous for its culinary fields, various kinds of food and beverages in Indonesia, because Indonesia consists of various customs and tribes, and is also rich in typical cooking spices. In addition, in Indonesia there are also many foreign food and beverage restaurants that make Indonesia known for its diversity of cuisine. The following is a graph of the growth of the food and beverage industry in Indonesia in 2011-2021: (Industry Data, 2021)

In today's present day times and the quick progression of innovation, the presence of cheap food is progressively spoiling people in gathering their day to day needs. The example of utilization of inexpensive food like this, can change the food example of Indonesian individuals. The start of the improvement of cheap food, started in the nineteenth 100 years, when the US entered the modern time which made its laborers just have brief breaks and long working hours. That is the explanation that drives laborers to favor food served by drive-thru eateries or cafés cheap food in light of the speed in the show and administration .

One of the culinary business industries that is in great demand is the fast food restaurant business which is a new business *trend* that is in demand by all people. This does not only lead to changes in the economic sector, but also to changes in lifestyle. With a high level of mobility, people need practicality in carrying out activities. There is a change in the lifestyle of people in urban areas, namely the tendency to get something instantly, one of which is fast food. Following is Fast food *Top Brand Index (TBI)* percentage data in 2021.

Table 1
Top Brand Index Percentage Data in 2021

No	Brand	Percentage
1	KFC	27.2%
2	McDonald's	26.0%
3	Hoka-Hoka Bento	8.5%
4	A&W	7.9%
5	Richeese	5.9%

Source: <https://www.topbrand-award.com/kontak-top-brand-award/>

Based on the data above, it can be seen that in positions 1 (KFC) and 2 (McDonald's), the percentage difference is quite far compared to other competitors, followed by Hoka-hoka bento, A&W, and Richeese who are in the last position. From the

above data based on the Top Brand Index, it is true that currently KFC and McDonald's restaurants are more widely known by the public.

This fast food phenomenon has begun to develop rapidly over the last 10 years where currently there are hundreds of fast food restaurant brands from outside and within the country. Drive-through joints are another business pattern that is invited by all circles, since drive-through joints guarantee a reasonableness amidst the present occupied society.

The fast food business is one of the most competitive and rapidly growing businesses in Indonesia. One fast food restaurant that is developing today is A&W. This eatery is overseen by Yum! Brands was established in 1919 by a business visionary named Roy W. Allen and Plain Wright and is settled in Lexington, Kentucky Joined Satiates. A&W restaurant first entered Indonesia in 1985 and to date has more than 230 outlets located in a number of major cities in Indonesia and in Karawang itself A&W only has 3 outlets (Kriswangsa Bagus KY, 2019) .

Currently, there are more and more fast food restaurants in the Karawang area, both from local and foreign restaurants. One of the foreign restaurants that is growing in Karawang is A&W which consists of 3 outlets as mentioned above which are ready to compete with other fast food restaurants such as McDonald's, KFC, Hokben, Richeese and others. Meanwhile, A&W is in 4th position after Hoka-Hoka Bento and for positions 1 and 2, the percentage difference is quite far.

A&W is a fast food restaurant that sells daily necessities such as food and drinks. Therefore, A&W is one of the most popular fast food restaurants in Indonesia, which is proven by the existence of A&W outlets spread throughout Indonesia. Consumers are treated to a wide selection of food and beverage products. One of the factors that is the reason why A&W can survive in Karawang is the existence of repeated purchases or loyal customers. A loyal customer is someone who is used to buying a product.

These habits are formed through buying and interacting together over a period of time. The more a company influences a prospect's purchase decision, the greater the profit the company can earn from this one customer. Talking about the profits earned by the company, in the economic world there is what is called a purchase decision.

Purchase decision is a purchaser's choice to purchase an item after beforehand pondering the choice about whether to purchase the item by considering the data that is known to the truth about the item in the wake of seeing it.. According to Zeithalm (1998) in (Gloria, 2018) , the results of this thinking are influenced by the fear of the consumer's will to buy as an alternative to the term purchase decision.

Purchase decisions can also occur when consumers know that the brand has a good image in the community, then become interested in buying it, because a good brand image can attract consumers to buy a product in that brand. Indirectly , consumers confidently buy repeatedly because of its good brand image in the community, consumers feel that the A&W brand has a good image in the community.

Brand Image portrays the extraneous idea of the item or administration, remembering the way for which the brand tries to meet the mental or social requirements of the client. Kotler & Keller (2016:330) in (Kurniawan, 2018) . The concept of brand image in the business world has developed and has become the attention of marketers. A good image of the company has a positive *impact* on the development of the company's business, otherwise a bad image will clearly harm the company. Buyers tend to choose to buy products at lower prices and know the products. Brand image is also quite influential on purchasing decisions, as the results of a preliminary study conducted on A&W customers in Karawang.

To attract consumers, companies need to consider in terms of affordable prices. The price offered by a company also greatly influences consumers in determining whether they are interested or not, because price is the most sensitive thing for consumers. Whether or not the price is expensive can be judged by consumers themselves because their needs are different. However, consumers tend to be more attracted to relatively cheaper prices.

According to Kotler & Armstrong (2011) in (Farisi & Siregar, 2020) , stating the price in a narrow sense is the amount charged for a product or service. More broadly, price is the sum of all the values that customers give up to benefit from having or using a product or service.

THEORETICAL BASIS

1. Brand Image and Price Correlation

According to Schiffman and Wisenblit (2015) in (Tanady & Fuad, 2020) , "brand image is a different image that a brand has in the minds of consumers". Creating a good brand image is one of the goals of all companies in order to benefit from these results, and of course profits in sales will increase with a good brand image. Therefore, the company must be able to balance and match in order to have a good effect on the brand and product image. The more appropriate the price made by the company for the product or service offered, the greater the effect on the brand image of the product. So it can be said that brand image is closely related to price.

The results of research conducted by Nadia Rizki in research (National & Pillars, 2020) , show that there is a direct and positive relationship between brand image and price.

2. Partial Effect of Brand Image on Purchase Decision

The Influence of Brand Image on Purchase Decisions A positive brand image greatly influences consumers in buying products or services. For this reason, brand image can be one of the factors that must be considered by consumers in making purchasing decisions. According to Siswanto Sutojo, purchasing decisions in buying goods or services are strongly influenced by brand image, so that consumers prefer products or services that have a positive brand image. (Sutojo, 2004: 8) in (Izzaty, 2018)

The results of research conducted by (Martini & Fadli, 2021) show that image brand take effect positive and significant to decision purchase .

3. Partial Effect of Price on Purchase Decision

According to (Henry Simamora 2002:74) in the journal (Gunarsih, 2021) , in a narrow sense the price is the amount charged for a product or service, more broadly the price is the sum of all values provided by customers to benefit from own or use a product or service. When somebody shopping , thing frequent start _ noticed is price , followed with a number of factor another . Determination price on a product must appropriate and reasonable . height price offered _ must in

accordance with the benefits that will be accepted by consumers who consume it . The price is too high or too low will influence decision purchase consumers .

The results of research conducted by (Ayu Kamilah Hartiyanti, Rama Chandra, SE., 2020) , show that that price take effect positive and significant to decision Purchase on AS32 Ayam Geprek .

4. The Simultaneous Effect of Brand Image and Price on Purchase Decisions

According to Schiffman and Wisenblit (2015) in (Tanady & Fuad, 2020) , "brand image is a different image that a brand has in the minds of consumers". Brand Image plays a very important role in influencing consumer purchasing decisions. Consumers tend to buy products with a better brand image compared to other brands. Therefore, the company must be able to adjust the price with the product to be sold, prospective buyers will buy a product or service if it is in accordance with what they need. Therefore, it can be said that brand image and price play a very important role in influencing consumers to make purchasing decisions.

The results of research that has been carried out by (Amalia, 2019) , brand image and price simultaneously have a significant effect on purchasing decisions for Endess Noodle products in Bangkalan. It can be interpreted, a strong and well-known brand image and a price that is in accordance with the benefits or needs will attract the attention of the customer's purchase decision.

RESEARCH METHODS

This exploration technique utilizes clear and check strategies. Enlightening examination is research directed to decide the worth of free factors, possibly at least one (autonomous) factors without making correlations, or associating with different factors. While the confirmation strategy is utilized to decide the connection between factors through speculation testing including testing the relationship of Brand Picture (X1) with Value (X2), testing the halfway impact of Brand Picture (X1) and Value (X2) on Buy Choice (Y) (t test) and testing the concurrent impact of Brand Picture (X1) and Value (X2) on Buy Choice (Y) (F test).

According to Sugiyono (2018:38) in the journal (Cholimah, 2021) , functional factors are qualities or properties or upsides of items or exercises that have specific varieties that not entirely settled by scientists to be concentrated and afterward reached inferences.

Table 2
Operational Variable

No	Variable	Sub Variable	Indicator
1	Brand Image	Introduction	1. I am very know restaurant fast serve with A&W merek brand
		Reputation	1. The A&W brand has good image _
		Attractiveness	1. A wide variety of A&W products 2. Appearance interesting A&W products
		Faithfulness	1. Choose A&W products compared competitors
2	Price	Price affordability	1. Price affordable A&W products 2. Prices of A&W products that vary in each product
		Price match with quality	1. Price appropriate A&W products with product quality 2. The price of A&W products is as desired

		Price competitiveness	<ol style="list-style-type: none"> 1. Price more A&W products affordable compared to with competitors 2. The price of A&W products can compete with similar products
		Price match with benefits	<ol style="list-style-type: none"> 1. Price appropriate A&W products with the benefits i feel 2. Price A&W products have good benefits _ compared to with competitors
3	Buying decision	Problem introduction	<ol style="list-style-type: none"> 1. Needs I to high A&W products
		Information search	<ol style="list-style-type: none"> 1. Get information about A&W products from other people 2. Looking for information from various sources about A&W products
		Alternative evaluation	<ol style="list-style-type: none"> 1. Evaluate a number of product existing kind _ 2. Compare product A&W with competitors
		Buying decision	<ol style="list-style-type: none"> 1. A&W products become choice selected alternative _
		Behavior after purchase	<ol style="list-style-type: none"> 1. Feel satisfied with A&W products 2. Always To do purchase reproduct A&W

Source: * According to Keller (2015:168) in (Güner, 2020)

** According to Kotler (2013) in (Sciences, 2020)

*** According to (Kotler & Armstrong, 2012) in (Tirtayasa, 2021)

The populace in this study is A&W Karawang Drive-through joint Shoppers, the populace got depends on A&W deals information from outlets in Karawang Focal Court Karawang for as long as year (January-December 2021 Period) upwards of 2,612 populaces.

Sample in study this calculated use formula Slovin with level 5% error as following : $n = \frac{n}{1+N(e)^2}$

Where:

n =Sample Size

N =Population Size

e =Deviation (5%)=0.05

With a population of 2,612, and using the Slovin formula above, the sample size in this study is:

$$\begin{aligned} &= \frac{2.612}{1 + 2,612 (0.05)^2} \\ &= \frac{2.612}{7.53} \\ &= 247 \end{aligned}$$

Based on calculations using the Slovin formula with an error rate of 5%, a sample of 347 people was obtained.

To get a more delegate number of tests, the inspecting method or estimation of the quantity of tests utilizes Straightforward Irregular Examining. It is supposed to be basic (straightforward) on the grounds that the examining of individuals from the populace is done haphazardly regardless of the layers that exist in the populace.

The data analysis used in this research is path analysis with hypothesis testing using partial and simultaneous tests.

RESULTS AND DISCUSSION

Correlation test results of brand image and price variables

Correlation analysis is the analysis used to determine the degree of relationship between the independent variables (*independent*) and the correlation analysis used in this study is *Correlation Product Moment*.

Table 3
Brand Image Variable Correlation Coefficient (X1) and Price (X2)

		Brand Image	Price
Brand Image	Pearson Correlation	1	,530 **
	Sig. (2-tailed)		,000
	N	347	347
Price	Pearson Correlation	,530 **	1
	Sig. (2-tailed)	,000	
	N	347	347

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Results, Author 2022

Based on Table 4.34 above, the coefficient value between the independent variables, namely Brand Image (X1) and Price (X2) is 0.530.

From the results of the analysis obtained the magnitude of the correlation coefficient between variables Brand Image (X1) and Price (X2) of 0.530 . Thus Brand Image (X1) and Price (X2) have a positive level of relationship with a moderate relationship value with a coefficient interval that is at 0, 4 0 - 0, 5 99 with medium category.

Path Analysis Results

Table 5
Coefficient of Brand Image Path (X1) and Price (X2) Against Purchase Decision (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,646	1.339		12,433	,000
	Brand Image	,215	,071	,174	3.048	,002
	Price	,278	0.049	,323	5,661	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results, Author 2022

Based on Table 5 above, it shows the path coefficient between Brand Image (X1) and Price (X2) variables on Purchase Decision (Y).

The path coefficient of the Brand Image (X1) variable to the Purchasing Decision variable (Y)

is 0.174. These results indicate that the contribution of Brand Image (X1) to the Purchase Decision (Y) is 0.174. So that the equation **$Y=0.174X1$ is obtained**. The direct influence of Brand Image (X1) on Purchase Decision (Y) can be calculated using the coefficient of determination formula as follows:

$$CD = r^2 \times 100\%$$

$$CD = (0.174)^2 \times 100\%$$

$$= 0.030 \times 100\% = 3\%$$

In light of the above computation, the immediate impact of Brand Picture (X1) on Buy Choice (Y) is 3%, implying that the brand picture variable is affected by the buying choice variable by 3% while the excess 100 percent - 3% = 97% is affected by different elements.

In light of Table 5, the way coefficient of the cost variable (X2) on the buying choice variable (Y) is 0.323. These outcomes show that the commitment of Value (X2) to the Buy Choice (Y) is 0.323. With the goal that the condition $Y=0.323X2$ is gotten.

The path coefficient which describes the direct contribution of the Price variable (X2) contributes 0.323 to the Purchase Decision (Y).

The direct influence of Price (X2) on Purchase Decision (Y) can be calculated using the coefficient of determination formula as follows:

$$CD = r^2 \times 100\%$$

$$CD = (0.323)^2 \times 100\%$$

$$= 0.104 \times 100\% = 10.4\%$$

Based on the above calculation, the direct effect of Price (X2) on Purchase Decision (Y) is 10.4%, meaning that the promotion variable is influenced by the purchasing decision variable by 10.4% while the remaining 100% - 10.4% = 89.6% influenced by other factors.

Determination Test Results

Table 6
The Value of the Coefficient of Determination on the Relationship Between Variables
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,441 ^a	,194	,189	4.21865

a. Predictors: (Constant), Price, Brand Image

Source: SPSS Data Processing Results, Author 2022

Based on Table 6 above, the R Square number is 0.194 or 19.4%. The path equations are as follows:

$$Y = 0.059 X + 0.133X + 0.806\varepsilon = 0.998$$

Information:

X1 = Brand Image

X2 = Promotion

Y = Purchase Decision

= Other variables that are not measured, but affect Y

This shows that the coefficient is 0.194 or 19.4%, then the Brand Image and Price variables have a contribution to the Purchase Decision of 19.4%. While the remaining 80.6% is explained by other factors not examined in this study (ε).

Hypothesis test

Hypothesis Testing Partial Effect of Variables

Table 7
Path Coefficient of Brand Image (X1) and Price (X2) Variables on Purchase Decisions (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,646	1.339		12,433	,000
	Brand Image	,215	,071	,174	3.048	,002
	Price	,278	0.049	,323	5,661	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results, Author 2022

a. Hypothesis of Partial Effect of Brand Image (X1) on Purchase Decision (Y)

For the partial effect of Brand Image (X1) on Purchase Decision (Y) with a significant level (α) = 5% and degrees of freedom (dk) = $n-2 = 347-2 = 345$, then based on the t-distribution table, the t-table value is obtained 1,967. Based on Table 4.42 above, it shows that tcount = 3.048 and sig. 0.002.

The table above shows that the value of sig.(0.002) < (0.05) and tcount (3.048) > ttable (1.966) then H_0 is rejected. Thus, it can be concluded that Brand Image (X1) partially has a significant effect on Purchase Decision (Y).

b. Hypothesis of Partial Effect of Price (X2) on Purchase Decision (Y)

For the partial effect of Price (X2) on Purchase Decisions (Y) with a significant level (α) = 5% and degrees of freedom (dk) = $n-2 = 347-2 = 345$, then based on the t-distribution table, the t-table value is 1,967. Based on Table 4.42 above, it shows that tcount = 5.661 and sig. 0.000.

The table above shows that the value of sig.(0.000) < (0.05) and tcount (5.661) > ttable (1.967) then H_0 is rejected. Thus it can be concluded that the price (X2) partially has a significant effect on the Purchase Decision (Y).

Simultaneous hypothesis testing

For the effect of Brand Image (X1) and Price (X2) simultaneously on Purchase Decision (Y) with a significance level (α) = 5% and degrees of freedom (dk) = $n-2 = 347-2 = 345$, ftable = 3, 02 while the calculated f can be seen in the table below:

Table 8
F Value Calculation Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1475,118	2	737,559	41,443	,000 ^b
	Residual	6122.179	344	17,797		
	Total	7597,297	346			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Brand Image

Source: SPSS Data Processing Results, Author 2022

Based on Table 8 above, it shows that $f_{count} = 41,443$ and $sig. 0.000$. The influence of Brand Image (X1) and Price (X2) simultaneously on Purchase Decision (Y) shows that the value of $sig. (0.000) < (0.05)$ and $f_{count} (41.443) > f_{table} (3.02)$ then H_{0is} rejected. Thus it can be concluded that Brand Image (X1) and Price (X2) have a simultaneous effect on Purchase Decision (Y).

Discussion

1. Influence Partial Between Brand Image (X1) and Price (X2) on Purchase Decision (Y)

a. Partial Effect of Brand Image (X1) on Purchase Decision (Y)

The partial effect of Brand Image on Purchase Decisions is 0.059 or 5.9%. This shows that every change in 1 (one) unit of Brand Image variable gives a positive contribution to purchasing decisions of 0.059. Meanwhile, the results of the direct influence of Brand Image on Purchasing Decisions of 5.9% means that it has a less strong influence.

This can be supported or strengthened by research conducted by Ayu Kamilah Hartiyanti and Rama Chandra, SE., ME, (2020) which states that the brand image variable has a significant effect on purchasing decisions. The indicator of brand image that has the most influence on purchasing decisions is *strength of brand association*. And also in Nur Amalia's research (2019) explaining that brands also play an important role in contributing to influencing consumers to make purchasing decisions.

b. Partial Effect of Price (X2) on Purchase Decision (Y)

The partial effect of price on purchasing decisions is 0.133 or 13.3%. This thing show that every change of 1 (one) unit variable Price give contribution positive to decision purchase of 0, 133 . Meanwhile , the results influence direct Price against Purchase Decision as big as 13.3 % means have less influence _ strong .

This can be supported or strengthened by research conducted by Nadia Rizki (2020) which states that the price variable has a significant effect on purchasing decisions. The indicator of the price that has the most influence on purchasing decisions is that the price of the product is easily accessible by anyone. And it can be strengthened by research conducted by Rissa Mustika Sari (2021) which states that prices consisting of price range indicators, harmony between price and quality of a

product, price competition, price suitability and utility simultaneously have a positive and significant effect on purchasing decisions. Then partially price competition and price suitability with usability have a positive and significant effect on purchasing decisions.

2. Simultaneous Effect of Brand Image (X1) and Price (X2) on Purchase Decision (Y)

Brand Image and Price have a simultaneous effect on Purchasing Decisions with the test criteria of sig value. $(0.000) < (0.05)$ and $F_{count} (41.443) > F_{table} (3.02)$ then H_0 is rejected. The total influence of Brand Image and Price on Purchase Decisions is 0.194. This means that around 19.4% of Purchase Decisions are influenced by Brand Image and Price, while the remaining 80.6% is explained by other factors not examined in this study (ϵ).

This is built up by research by Yulyani (2021) which shows that it altogether affects buying choices. A solid and notable brand picture and costs that are as per the desires and needs of buyers will draw in the consideration of clients' buying choices. In addition, research conducted by Dessy Amelia Fristiana (2018), Krisna Bayu (2018) shows that simultaneously the Brand Image and Price variables have an influence on Purchase Decisions. From this statement, it can be seen that Brand Image (X1) and Price (X2) can affect Purchase Decision (Y).

CONCLUSION

In view of the examination that has been finished, the ends that can be drawn in regards with the impact of Brand Picture and Cost on Buy Choices for Drive-thru eateries A&W Karawang are that the consequences of the connection investigation of Brand Picture and Cost have a positive connection or relationship that is equivalent to 0.530 or in the medium classification. Incomplete impact of Brand Picture to Buy Choice yielded a worth of 5.9%. There is likewise a halfway impact of Cost on Buy Choices bringing about a worth of 13.3%. The concurrent impact of Brand Picture and Cost on Buy Choices delivers a worth of 19.2%. Then, at that point, the leftover 80.8% is affected by different elements not analyzed. In view of the ends above, built up by past exploration, the title of this postulation demonstrates that Brand Picture and Cost influence the Buy Choice of A&W Karawang Drive-through eatery.

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