Bias Towards a Product: Examining the Factors of Promotion, Brand Image, and Product Quality on Consumer Purchase Decisions

Dessy Marhandrie[1]
dessy.stia@gmail.com

Linda Lidyawati[2]
Linda.lidyawati.71@gmail.com

Maurits Sipahutar[3]
Maurits_sipahutar08@yahoo.com

Parel Naibaho[4]
parelmnaibaho@gmail.com

Raston Sitio[5]
raston@mputantular.ac.id

[1][2][3][4][5]Universitas Mpu Tantular

ABSTRACT

This study aims to explore the factors that influence consumer bias toward a product when making purchasing decisions. The researcher evaluates the effects of promotion, brand image development, and product quality, focusing on Pepsodent's marketing efforts across various media platforms. Conducted between March and July 2024 in East Jakarta, the study employs a quantitative approach. Given the unknown population size, the Lameshow formula with a 7% alpha was used to calculate the sample size, resulting in 196 respondents. The research applies a descriptive correlation method to assess the influence of the independent variables (promotion, brand image, and product quality) on the dependent variable (consumer purchasing decisions). Primary data were gathered through questionnaires distributed to respondents, while secondary data were derived from relevant literature and prior studies. Data were processed using SPSS software, employing multiple linear regression analysis. Before conducting regression, the data underwent validity, reliability, and classical assumption tests, including normality, heteroscedasticity, and multicollinearity checks. Findings reveal that, individually, the promotion factor has the highest impact, contributing 72.3% to consumer purchasing decisions. Brand image follows with an influence of 61.4%, while product quality contributes 61.5%. Together, these three independent variables significantly affect consumer purchasing decisions for Pepsodent toothpaste, as demonstrated by the F-Test result of 32.423 at a significance level of 0.00 ($p < 0.05$). These results highlight the critical role of promotional activities, a strong brand image, and high product quality in shaping consumer preferences and driving purchasing decisions in the competitive toothpaste market in East Jakarta.

Keywords: Promotion, Brand Image, Product Quality, Consumer Purchase Decisions

INTRODUCTION

Consumer behavior and purchasing decisions are influenced by the Theory of Planned Behavior (TPB), which explains human behavior through a widely recognized model manusia (Tanveer;, Sahara;, Kremantzis;, & Ishaq, 2024). TPB posits that individuals are more likely to perform a behavior if they have a positive attitude toward it, believe significant others approve, and perceive they have sufficient control to do so. This individual attitude also applies to their assessment of a company's performance, which is reflected in its promotion strategies, brand image, and product quality. Infrequent promotions raise questions, poor brand image fosters consumer doubt, and subpar product quality leads to rejection by the public.

Promotional activities can be carried out through perimeter advertisements (specific spatial media) and electronic media, both of which aim to enhance brand image awareness, ultimately boosting sales (Walliser, 1997).
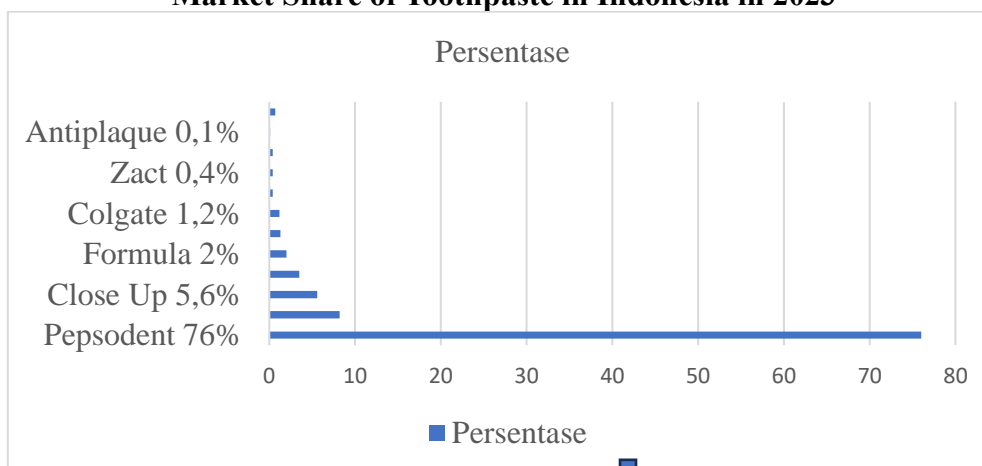
Prior marketing literature reveals that the effectiveness of marketing actions depends on the circumstances and can change significantly in crisis situations (Hermans, M; Cleeren, K; Raassens, 2024). Companies must consistently implement their marketing mix to maintain their position as the main choice for consumers in making purchasing decisions. This principle has always been applied by Pepsodent to retain its customers.

In Indonesia, the toothpaste market is highly competitive, with brands such as Pepsodent, Ciptadent, Close Up, Sensodyne, Formula, Enzim, Colgate, Darlie, Zact, Systema, and Antiplaque competing for consumer attention. Despite this, Pepsodent dominates the market, holding a 76% share.

This dominance is attributed to Pepsodent's consistent promotional activities, effective brand image building, and commitment to maintaining product quality. Below are the market shares of toothpaste brands in Indonesia in 2023: Pepsodent: 76%; Ciptadent: 8.2%; Close Up: 5.6%; Sensodyne: 3.5%; Formula: 2%; Enzim: 1.3%; Colgate: 1.2%; Darlie: 0.4%; Zact: 0.4%; Systema: 0.4%; Antiplaque: 0.1%; Others: 0.7%.

According to a survey conducted by Kurious-KIC, Pepsodent is not only the most frequently used toothpaste brand but also the most popular toothpaste brand in Indonesia, with a popularity rate of 97%. This is followed by Ciptadent at 77.5% and Close Up at 74.5% (Annur, C, 2023). Pepsodent's success lies in its ability to consistently execute promotional campaigns, establish a strong brand image, and uphold the quality of its products. Below is a representation of the toothpaste market share in Indonesia.

Figure 1
Market Share of Toothpaste in Indonesia in 2023

Sources:https://databoks.katadata.co.id/datapublish/2023/03/24/pepsodent-merek-pasta-gigi-yang-paling-sering-digunakan-konsumen-indonesia. accessed on Wednesday, June 26, 2024

To catch up with the highly competitive toothpaste market, companies must engage in promotions, maintain brand image, and improve product quality. This is because promotions serve as reminders, help build brand image, and also clarify product performance (Kotler, 2010). The objective of this research is to determine the effect of promotion, brand image, and product quality on consumer purchasing decisions for Pepsodent toothpaste in East Jakarta, both partially and simultaneously. Indriyo (2015) states that promotion is an activity aimed at influencing potential consumers. People are often offered discounts, gifts, and are exposed to advertisements through electronic media and social media. According to Kotler (2010), promotion is a marketing strategy process that involves communication with the market through the marketing mix. Promotion, according to Lupiyoadi and Hamdani, is an essential component of the marketing mix that companies must implement to market their products or services. Promotional activities not only serve as a communication tool between the company and consumers but also as a means to influence consumer buying or service usage activities based on their desires and needs. Brand image is the impression that comes to the consumer's mind when they think of a specific brand (Kotler, 2010). From the consumer's perspective, brand image is influenced by the company producing the product. As mentioned by Dominici, A; Boncinelli, F; Marone & Casini (2024), from the perspective of wine quality, it is stated that the quality of wine is influenced by the region where it is produced. Here, the name of the region clearly determines the brand image of wine, and the name of the company affects the brand image of the goods produced. Brand image is useful in strengthening the position of the brand in the minds of consumers because a strong brand can create a consistent perception based on its relationship with customers (Ambadar ; Jackie, 2007). Although the label is not as important as the brand itself, the brand helps with product recognition. Kotler (2010) states that a brand is a complex symbol that can convey attributes, benefits, value, culture, user, and personality. In addition to differentiating from competitors, a brand also serves to influence consumer interest in making purchasing decisions. Furthermore, a positive brand image can help consumers reject competitors' offers (Schiffman, L, G ; Kanuk, L, 2009). Quality is the level of product performance that meets specific customer needs, and consumers will make a purchase if they are confident in its quality (Kotler, 2010). Quality will always be the measure by which buyers determine how much money they are willing to spend to obtain the product. According to Tjiptono (2012), a product is anything that can be offered to a market for attention, acquisition, use, or consumption to satisfy wants and needs. Broadly, a product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas (Kotler, 2010). A product is also defined as anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need (Kotler, 2010). Purchasing decisions are the real actions taken by consumers to spend money in exchange for goods they desire. According to Kotler & Armstrong (2014), purchasing decision is the stage in the buyer's decision-making process when the consumer actually makes the purchase. In the purchasing process, marketers try to identify the protective buying motives that influence consumers' decisions (Stanton, W, 2005). Protective buying motives are reasons why consumers shop at certain places. Kotler & Armstrong (2014) state that purchasing decisions are the stage in the decision-making process when consumers feel secure about making a purchase.

Previous Research
The Influence of Brand Image, Product Quality, and Promotion on Purchasing Decisions of Pepsodent Toothpaste in Kebumen Regency. Thesis, Universitas Putra Bangsa. It was

concluded that, partially, product quality and promotion have an effect, while brand image does not have an effect on purchasing decisions (Khalimah, 2022).

Analysis of the Influence of Brand Image, Product Quality, and Promotion on Purchasing Decisions, Thesis, IAIN Purwokerto. The conclusion was that brand image, product quality, and promotion, both partially and simultaneously, affect purchasing decisions (Anam, M, 2021)

The Influence of Brand Image, Product Quality, and Promotion on Purchasing Decisions of Pepsodent Products at Indomaret Plus Consumers on M. Yamin Street, Samarinda. The conclusion was that both partially and simultaneously, brand image, product quality, and promotion influence purchasing decisions (Zamroni, 2016).

Analysis of the Influence of Brand Image, Product Quality, and Promotion on Purchasing Decisions. The conclusion was that both partially and simultaneously, brand image, product quality, and promotion influence purchasing decisions (Warasto, 2018).

The Influence of Product Quality and Brand Image on Consumer Loyalty for Pepsodent Toothpaste at PT. Unilever. The conclusion was that product quality and brand image influence consumer loyalty for Pepsodent toothpaste in Denpasar city (Widiana & Sukawati, 2016).

The Influence of Brand Image, Quality, and Price on the Purchase Interest of Pepsodent Toothpaste Among the People of Ngargosari Village in Boyolali. The conclusion was that, partially, the variables of brand image, quality, and price significantly influence the purchase interest of Pepsodent toothpaste in Ngargosari Village, Boyolali (Nurhana, Rahayu, & Purwanto, 2021).

Figure 2
Conceptual Framework
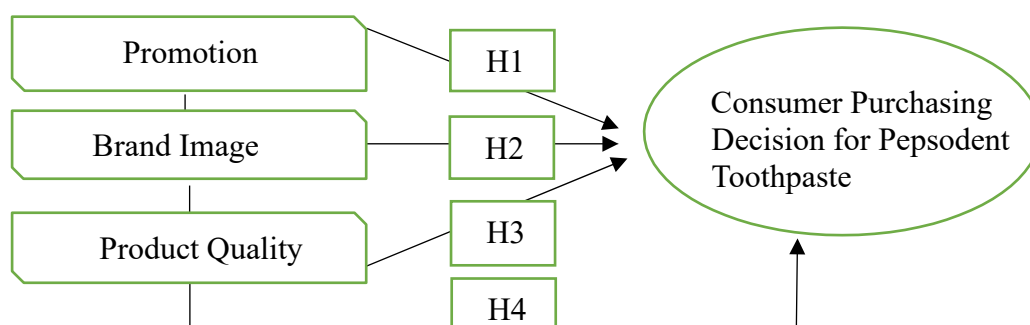
The hypotheses of this study are:
a. **H1**: There is a partial effect of promotion on consumer purchasing decisions for Pepsodent toothpaste.
b. **H2**: There is a partial effect of brand image on consumer purchasing decisions for Pepsodent toothpaste.
c. **H3**: There is a partial effect of product quality on consumer purchasing decisions for Pepsodent toothpaste.
d. **H4**: There is a simultaneous effect of promotion, brand image, and product quality on consumer purchasing decisions for Pepsodent toothpaste.

RESEARCH METHOD
This research is conducted in East Jakarta, with data sources taken from busy public places, between March and July 2024. The research type is descriptive correlation, aimed at describing the influence of independent variables on the dependent variable (Ghozali, 2001). Correlational research is used to detect the closeness between variables by measuring the R coefficient (Umar, 2008). If the R value found is small, the relationship between variables is weak.

The population size is unknown, so the Lameshow formula is used to determine the sample size. When the population size is unknown, the Lameshow formula is applied to calculate the sample size (Sugiyono, 2016). The Lameshow formula is as follows:

$$n = \frac{z^2 . p \ (1-p)}{d^2}$$

Explanation:
- n = Sample Size
- z = Standard Value = 1.96
- p = Maximum Estimation = 50% = 0.5
- d = Alpha (0.07) or Sampling Error = 7%
- df = Confidence Level = 93%

Therefore, the sample size in this study can be calculated as follows:

$$n = \frac{1.96^2 . 0.5 \ (1-0.5)}{0.07^2}$$
$$n = \frac{1.9208 \times 0.5}{0.0049} = 196$$

Sample
The sample in this study consists of members of the public who use toothpaste, including students, university students, housewives, employees, and entrepreneurs.

Data Collection
Data collection was carried out by distributing questionnaires at crowded places in East Jakarta.

Measurement Scale
The mathematical scale used for the Likert scale measurement is as follows:
Strongly Agree (SA), score 5; Agree (A), score 4; Neutral (N), score 3; Disagree (D), score 2; Strongly Disagree (SD), score 1.

Data Quality Requirements Test
Validity and Reliability Test
The validity test measures the degree of accuracy of the research tool in measuring something. If the calculated r > table r, then the question item is valid; if the calculated r < table r, the question item is invalid. The reliability test measures how accurate the measuring tool is, even when used repeatedly. The test tool used is Cronbach's alpha, with the decision rule: if the Cronbach's alpha value > 0.6, the research instrument is reliable; if the Cronbach's alpha value < 0.6, the research instrument is unreliable (Ghozali, 2001).

Classical Assumption Test
To verify whether a regression model is appropriate for use, a normality test is performed using the Kolmogorov-Smirnov test (Ghozali, 2018). The decision rule is: if the Kolmogorov-Smirnov test statistic value < 0.05, the data violates the normality assumption, and if the test statistic value > 0.05, the data meets the normality assumption.
Next, a multicollinearity test is conducted to assess the relationship between the independent variables. To detect multicollinearity symptoms, the following is done: if the Variance Inflation Factor (VIF) value is less than 10 and the Tolerance value is greater than 0.1, then the model does not exhibit multicollinearity. Conversely, if the Variance Inflation Factor (VIF) value is

greater than 10 and the Tolerance value is less than 0.1, the model shows signs of multicollinearity.

Heteroscedasticity Test
Next, a heteroscedasticity test is performed to assess whether there is unequal variance in the residuals. It is expected that there should be no residuals for each observation for the model to be valid. The decision rule for the heteroscedasticity test via graphical analysis is: if the points form a certain, regular pattern, it indicates heteroscedasticity; if the points are scattered above and below the zero mark on the Y-axis, it suggests the absence of heteroscedasticity.

Data Analysis
Multiple Regression Analysis
To determine the magnitude of the influence of independent variables on the dependent variable, multiple regression is the commonly used model. To ensure that the selected model adheres to research standards, a series of tests are conducted, including data quality tests and classical assumption tests. The formula for multiple regression is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:
- Y = Consumer purchase decision (dependent variable)
- a = Constant (intercept)
- $\beta_1, \beta_2, \beta_3$ = Coefficients of the independent variables
- X_1 = Promotion variable
- X_2 = Brand image variable
- X_3 = Product quality variable
- ϵ = Error term (residuals)

RESEARCH RESULTS AND DISCUSSION
Data Validity Test

Table 1
Validity Test Result

Question	r-table	r-value	Decision	Variable
Q1		0.694	Valid	
Q2		0.662		
Q3		0.775		
Q4		0.556		Promotion
Q5		0.659		
Q6		0.437		
Q7		0.532		
Q8		0.655	Valid	
Q9		0.737		
Q10		0.618		Brand Image
Q11	0.141	0.191		
Q12		0.551		
Q13		0.470	Valid	
Q14		0.578		
Q15		0.408		Product Quality
Q16		0.478		
Q17		0.686		
Q18		0.425	Valid	
Q19		0.540		
Q20		0.638		Consumer Purchase Decision
Q21		0.704		
Q22		0.457		

Table 1. Validity Test Results for Promotion, Brand Image, and Product Quality Variables with Bivariate Correlation for a Sample Size of 196 Respondents, Alpha 5% or α: 0.05, Four Variables, Two-Tail n-k-1; 196-4-1. All r-values are greater than the r-table, indicating that all items are valid.

Reliability Test

Table 2
Reliability Statistics Test Result

Reliability Statistics		
Variable	N of Item	Cronbach's Alpha
Promotion	8	0.771
Brand Image	4	0.688
Product Quality	5	0.750
Consumer Purchase Decision	5	0.830

Table 2. Reliability Test Results for All Variables: The values obtained are above 0.6 as required, indicating that all variables are reliable.

Classical Assumption Test
Data Normality Test

Figure 3
Hasil Uji Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		196
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.29056398
Most Extreme Differences	Absolute	.055
	Positive	.038
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Figure 3. Results of the One-Sample Kolmogorov-Smirnov Test with two-tailed, the obtained Asymp. Sig value is 0.200, which is much greater than 0.05. Therefore, the regression model used meets the normality assumption, and the discussion can proceed to the Regression Analysis.

Multicollinearity Test

Table 3
Multicollinearity Test Result

	Unstandardized Coefficients	Standardized Coefficients		Collinearity Statistics

Model		B	Std. Error	Beta	t	Sig	Tolerance	VIF
1	(Constant)	0.909	0.194		4.685	0.000		
	Promosi	0.723	0.088	0.160	2.549	0.012	0.874	1.144
	Citra Merek	0.614	0.101	-0.010	-0.136	0.892	0.691	1.448
	Kualitas Produk	0.615	0.077	0.537	7.999	0.000	0.768	1.302

a. Dependent Variable: Consumer Purchase Decision

Table 3. Results of the multicollinearity test show that all Tolerance values are greater than 0.10 and all Variance Inflation Factor values are less than 10. Therefore, none of the independent variables are correlated.

Heteroscedasticity Test
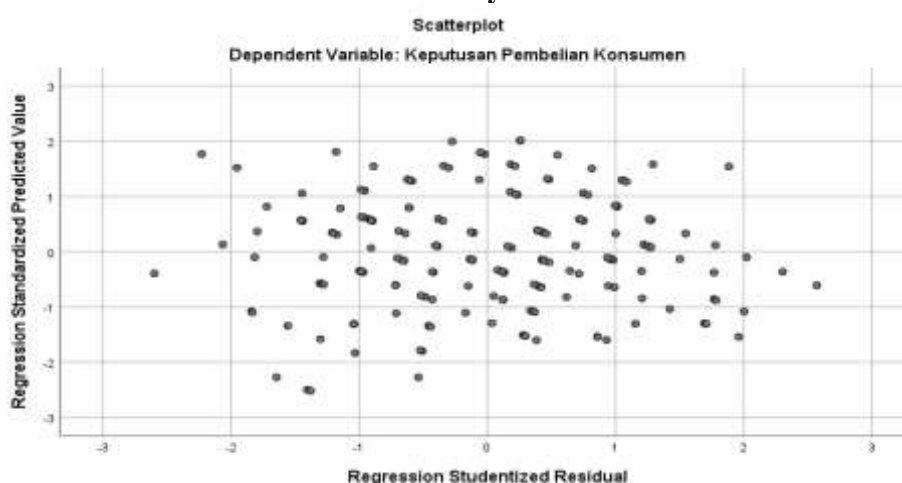
Figure 4
Heteroscedasticity Test Result

Figure 4. It shows that the pattern of points is randomly scattered both above and below the 0 point on the Y-axis. Therefore, no signs of heteroscedasticity are observed.

Regression Analysis
Determination Test

Table 4
Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.780	0.636	0.326	0.42800

a. Predictors: (Constant), Product Quality, Promotion, Brand Image
b. Dependent Variable: Consumer Purchase Decision

From Table 4, the SPSS output shows an R^2 value of 0.636, meaning that the independent variables of promotion, brand image, and product quality can explain the dependent variable of consumer purchase decision for Pepsodent toothpaste in East Jakarta by 63.6%, and the remaining 36.4% is influenced by other variables not yet studied.

Simultaneous Significance Test (F Statistic Test)
Table 5
Results of the Simultaneous Significance Test (F Statistic Test)

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	17.818	3	5.939	32.423	.000[b]
	Residual	35.172	192	.183		
	Total	52.990	195			

a. Dependent Variable: Consumer Purchase Decision
b. Predictors: (Constant), Product Quality, Promotion, Brand Image

Table 5. From the SPSS test, the calculated F value is 32.423 with a probability of 0.000, which is smaller than 0.05. Therefore, the regression model indicates that the variables of promotion, brand image, and product quality collectively predict the consumer purchasing decision for Pepsodent toothpaste in East Jakarta.

Individual Parameter Significance Test (t-Statistic Test)
Table 6
Results of Individual Parameter Test (t-statistic Test)

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig	Tolerance	VIF
1	(Constant)	0.909	0.194		4.685	0.000		
	Promotion	0.723	0.088	0.160	2.549	0.012	0.874	1.144
	Brand Image	0.614	0.101	-0.010	-0.136	0.892	0.691	1.448
	Product Quality	0.615	0.077	0.537	7.999	0.000	0.768	1.302

a. Dependent Variable: Consumer Purchase Decision

Based on the table, it can be seen that from the three variables included in the regression model, the promotion variable has a value of 0.723, the brand image variable is 0.614, and the product quality variable is 0.615. From the model above, the mathematical equation can be formulated as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$
Y (Consumer Purchase Decision) = 0.909 + 0.723 Promotion + 0.614 Brand Image + 0.615 Product Quality + e

1. The constant of 0.909 indicates that if the independent variables are held constant, the average consumer purchase decision is 90.9%.
2. The regression coefficient for promotion of 0.723 means that for every 100% increase in promotion, the consumer purchase decision will increase by 72.3%.
3. The regression coefficient for brand image of 0.614 means that for every 100% increase in brand image, the consumer purchase decision will increase by 61.4%.
4. The regression coefficient for product quality of 0.615 means that for every 100% increase in product quality, the consumer purchase decision will increase by 61.5%.

DISCUSSION

This study investigates how the strength of a product is influenced by the company behind it. The credibility of the product name and the company that produces it is crucial for consumers when deciding to purchase an item. This is what PT. Unilever has managed to achieve with one of its product lines, Pepsodent toothpaste. Although Pepsodent faces competition from many well-known brands such as Ciptadent by PT. Wings Lion, Oral-B by Procter & Gamble (P&G), and others, Pepsodent has managed to outperform its competitors due to its consistent brand building through promotions and maintaining its product quality. Previous studies with similar topics have produced diverse results, but all of them indicate that when the marketing mix is well-executed, it significantly influences consumer purchase decisions. The results of this study are in line with this, as PT. Unilever has effectively managed its marketing mix, resulting in a strong influence on consumer decisions.

CONCLUSION

From the discussion above, it can be concluded that, in a partial analysis, promotion has an effect of 72.3%, brand image has an effect of 61.4%, and product quality has an effect of 61.5% on consumer purchase decisions for Pepsodent toothpaste in East Jakarta. Simultaneously, all independent variables significantly affect the consumer purchase decision for Pepsodent toothpaste, with an F-test value of 32.423 and a significance of $0.00 < 0.05$.

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