

Analysis of Brand Image, Product Quality, and Promotional Strategies towards Consumer Purchase Decisions: Evidence from Kimia Farma Pharmacy Mataram, Indonesia

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Abstract:- The evolving societal emphasis on fitness and physical well-being has driven increased demand for health products, including over-the-counter (OTC) supplements and multivitamins. Wellness products, a subcategory of OTC supplements, contain herbal preparations and are believed to offer tangible benefits for health improvement and accelerated healing. This study aimed to empirically examine the influence of brand image, product quality, and promotional activities on purchasing decisions for OTC wellness products at Kimia Farma Drug Store No. 134 in Pejanggik, Mataram. The research employed a quantitative approach, utilizing a survey methodology. Data were collected through the distribution of questionnaires to 90 respondents who had made OTC wellness product purchases at the target store within the preceding three months. Non-probability purposive sampling was utilized for participant selection. The data were analyzed using multiple linear regression techniques processed with SPSS 26.0 software. The results indicate that brand image, product quality, and promotion each had a statistically significant partial effect on purchasing decisions for OTC wellness products. Furthermore, these three factors collectively demonstrated a significant simultaneous effect on purchasing decisions for OTC wellness products at the Kimia Farma Drug Store No. 134 in Pejanggik, Mataram. These findings contribute to the understanding of consumer behavior in the OTC wellness product market and offer valuable insights for the development of effective marketing strategies in this domain.

Keywords:- Brand Image; Product Quality; Promotion; Purchase Decision.

I. INTRODUCTION

Health is a fundamental aspect of human life that has a significant impact on productivity, comfort, and mortality risk. Referring to Law No. 36/2009 on Health, health is defined as a condition of physical, mental, spiritual, and social well-being that enables every individual to carry out socially and economically productive activities. In an increasingly sophisticated modern era, the population tends to be prone to unhealthy lifestyles. Easy access to instant food, lack of physical activity due to technological advancements, and exposure to various pollutants and radiation from smart communication devices can lead to the accumulation of free radicals, toxins, and viruses in the body, which have the potential to trigger various health problems if not properly addressed. Therefore, awareness of the importance of maintaining health through a healthy lifestyle is necessary. Implementing good habits, such as consuming nutritious food and beverages, engaging in regular physical activity, maintaining positive social relationships, and taking preventive measures such as supplementation and vaccination, can contribute to improving the quality of life and well-being of individuals in the long run.

Kimia Farma is the first pharmaceutical industry company in Indonesia, founded and operated by the Dutch East Indies Government in 1817. One of the company's subsidiaries is Kimia Farma Pharmacy No. 134 in Pejanggik, Mataram, which offers a range of products, including medicines, supplements, health drinks, care products, and medical devices of the highest quality. Health promotion products, such as multivitamins, supplements, and milk, are available in the over-the-counter (OTC) category. Wellness products, part of Radiant Group, is one of the leading multivitamin and supplement brands in the national pharmaceutical market. Many studies suggest that product quality, brand image, and

promotion are important factors considered by consumers in purchasing health products.

Based on the analysis, Wellness products can be categorized as affordable supplement products for the community, with some Wellness product variants even having lower prices compared to other brands in the market. This is in line with the benefits received by consumers after the consumption process, which has been proven to increase body

resistance, maintain bone health, help overcome flu as an antioxidant, increase collagen formation, accelerate healing, and prevent stress. In addition, Wellness products also have minimal side effects. The reason the researchers chose Wellness supplement products is because they are one of the nationally known multivitamin and supplement products with a good sales trend compared to similar products such as Nutrimax, Sequil, and Naturline.

Table 1. Total Sales of Third Party Supplements, April 2024

Product	Σ Amount of transaction	Σ Revenue
WELLNESS-RADIANT	812	56.499.000,-
NATURLINE	227	17.336.545,-
SEAQUILL	201	22.054500,-
NUTRIMAX	711	47.190.000,-
INAVITAMAX	193	20.225.000,-

(Source: Monthly Sales Report of Kimia Farma No 134, Pejangik Mataram)

Purchasing decisions are the process of making decisions by consumers to buy or not buy a product [17]. This process is influenced by various factors, such as brand image, product quality, innovation, and persuasion. In the case of Wellness supplement products, customer retention and trust in the brand are important factors that drive purchasing decisions. Consumers who have used this product have experienced its benefits firsthand. In addition, the quality of Wellness products that are laboratory and clinically tested is also a consideration for consumers. Innovation in the content and combination of active substances in Wellness products can also increase purchasing decisions. For new consumers, persuasive explanations and testimonials from other users can be effective in determining purchasing decisions. The role of health advisors who offer products directly also tends to increase consumer purchasing decisions.

Consumer trust in products and brands is an important factor influencing purchasing decisions. Previous research shows that integrity and consumer trust positively and significantly impact online purchasing decisions. Product quality according to [1] is an indicator of how far a product's ability to meet consumer needs or desires. If the quality of the product sold by the producer is in accordance with what consumers want, then consumer interest in buying the product will arise. Research by [9] states that product quality has an influence on purchasing decisions by consumers both partially and through brand images.

In addition, product quality also plays an important role. Quality that meets consumer expectations will increase their interest in buying. Other research reveals that product quality affects purchasing decisions, either directly or through brand image. Another factor that influences purchasing decisions is sales promotion. Promotion aims to attract new customers, increase satisfaction, and build loyalty [22]. Forms of promotion can be discounts, bonuses, or additional service offers. Effective promotions are proven to change consumer thinking and encourage purchases. Therefore, promotion is an important element in the marketing mix to realize sales and

repeat purchases. Based on this background, this study aims to identify the relationship between the influence of brand image, product quality, and promotion on purchasing decisions for OTC Wellness supplement products by consumers both partially and simultaneously.

II. LITERATURE REVIEW

Marketing management is the art and science of selecting target markets, getting them, and growing customers through creating, delivering and communicating super customer value. According to [16], Marketing is a social process where individuals and groups get what they need and want through the creation, offering and exchange of products and services of value freely with others.

In general, companies have certain goals and to achieve them require a strategy. A strategy is a basic guideline and plan for goals, resource allocation, and organizational interactions with markets, competitors and other environments [4]. This company strategy is the bridge between meeting consumer needs and profitability through purchasing decisions. According to [8] the concept of decision making is the process of drawing conclusions from problem identification, starting from the background of the problem, and from recommendations that are used as basic guidelines in the decision-making process. [12] in [6] says a purchase decision is a stage in the decision-making process where consumers actually buy with four indicators: a) problem recognition, b) information search, c) buying decision, and e) post-purchase behavior.

Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive / good image of a brand, will be more likely to make a purchase. Brand image refers to the memory scheme of a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and

characteristics of marketers and / or characteristics of the makers of these products / brands. The definition of image according to [17] that Image is a set of beliefs, ideas, and impressions, which a person has of an object.

Brand image is what consumers think and feel when they hear or see a brand name. A positive consumer image of a brand is more likely to allow consumers to make purchases. A better brand is also the basis for building a positive company image. The indicators of brand image according to Ratri (2007) in [20] are as follows:

- Product attributes, are things related to the brand itself, such as packaging, taste, price, and others
- Consumer benefits, is the usefulness that the product provides from the brand
- Brand personality, is an association regarding the personality of a brand.

Basically, someone makes a purchase to meet their needs by not only looking at the outside, but the benefits obtained from the item. Therefore, companies are required to produce a good quality product. There are nine dimensions of product quality according to [10]: 1) Form, including the size, shape, color or physical structure of the product; 2) Featur), product characteristics that complement the basic functions of the product; 3) Customization, products have various variants / certain types according to consumer needs; 4) Performance quality, is the level at which the main characteristics of the product operate; 5) Conformance quality, Buyers expect high conformance quality; 6) Durability, simply said to be a measure in the expected operating life of the product under ordinary or stressful conditions; 7) Reability, is a measure of the probability that the product will not malfunction or fail within a specified time; 8) Repairability, is a measure of the ease of repairing the product when it malfunctions or fails; 9) Style, describes the appearance and feel of the product to the buyer.

Promotion is an effort to present and convey a product to customers or prospective buyers. According to [10] promotion is one of the marketing mix activities, which is a necessary action where each company directly or indirectly tries to promote all of its products and services. Promotion has a

significant positive effect on consumer purchasing decisions. In view of [21], promotion has a deeper role, namely to expand information to target markets, influence, persuade, and remind them about the products or services offered. With effective promotion, agents or companies can create a market that is likely to accept, buy, and retain the products they offer through a well-designed marketing strategy. Thus, promotion is not just an additional step, but a key element in achieving success in the world of marketing whose ultimate goal is for consumers to be willing to accept the offer and make a purchase.

The development of effective promotional perceptions depends largely on how well the company performs the early stages of the marketing management process. Especially those related to understanding buyer behavior, market segmentation, competitive analysis, target market determination, and product positioning. According to [11] the indicators of promotion include: a) Advertising, is a measure of how well promotional messages are carried out and delivered to the market; b) Sales Promotion, is the media used by companies in carrying out promotions; c) Public Relations, is the length of promotion carried out by the company; d) Personal Selling, is the number of sales promotions carried out at a time through sales promotion media.

III. METHODOLOGY

This research uses a quantitative association approach. Associative research is research that looks for the relationship or influence of the independent variable (X) on the dependent variable (Y). This study looks for a cause-and-effect relationship or influence, between the independent variables (X1) Brand Image (X2) Product Quality, (X3) Promotion, on the dependent variable (Y) Purchase Decision.

This research was conducted on consumers of Kimia Farma Pharmacy No. 134 Pejanggik Mataram within 3 months starting from May 1, 2024. The sample was selected through a non-probability sampling technique of 90 respondents through the Slovin calculation.

While the detailed research indicators are described as follows:

Table 2. Research Variable and Indicator

No	Variable	Indicator
1	Purchase Decision (Y)	a. Need recognition b. Information search c. Evaluation of alternatives d. Purchase decision e. Post-purchase behavior
2	Brand Image (X1)	a. Product attribute b. Consumer benefits c. Brand personality
3	Product Quality (X2)	a. Performance b. Feature c. Conformance to Specifications d. Durability e. Reliability f. Serviceability g. Aesthetics

4	Promotion (X3)	a. Promotion Message b. Promotion Media c. Promotion Time d. Promotion Frequency
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Source: Various articles, processed (2024)

- Based on this framework, the hypotheses in this study are:
- H1: Brand Image partially has a significant effect on Consumer Purchasing Decisions
 - H2: Product quality partially has a significant effect on consumer purchasing decisions.
 - H3: Promotion partially has a significant effect on Consumer Purchasing Decisions
 - H4: Brand Image, Product Quality and Product Promotion together have a positive and significant effect on Consumer Purchasing Decisions.

IV. RESULTS AND DISCUSSION

❖ Results

A. Respondent Description

The description of respondents in this study consists of gender, age, occupation, income, nominal purchases, and frequency of purchase. The results are as follows:

Table 3. Respondent Description

Gender		
Description	Frequency	Percentage
Male	23	25,6%
Female	67	74,4%
Total	90	100%
Age		
17-21 years old	2	2,2%
22-26 years old	25	27,8%
27-31 years old	27	30,0%
32-36 years old	13	14,4%
>37 years old	23	25,6%
Total	90	100%
Occupation		
Student	3	3,3%
Self-employed	13	14,4%
Civil Servants / State-Owned Enterprises	35	38,9%
Private Employee	17	18,9%
Other	22	24,4%
Total	90	100%
Income		
1.5 - 3 Million Rupiah	48	53,3%
3 - 6 Million Rupiah	35	38,9%
6 - 10 Million Rupiah	6	6,7%
above 10 million Rupiah	1	1,1%
Total	90	100%
Purchase Amount		
<Rp100,000	28	31,1%
Rp. 100,001 – Rp. 300,000	39	43,3%
Rp. 300,001 - Rp. 500,000	16	17,8%
>Rp 500,000	7	7,8%
Total	90	100%
Purchase Frequency		
Once a month	53	58,9%
Once in 2 months	23	25,6%
Once in 3 months	6	6,7%
Once in 4 months	8	8,9%
Total	90	100%

Source: Primary data, processed (2024)

B. Validity and Reliability Testing

Based on the results of the analysis, it is found that all statement items in each indicator of this study are valid where the rCount value is greater than rTable 0.207 significant at 0.00 <0.05. Therefore, all questionnaire statement items from the validity test results can be declared valid. This study also tested the reliability of questionnaire items as measured by the Cronbach's Alpha value. The results of the analysis show that all independent variables; brand image (0.901), product quality (0.945), promotion (0.854), and the dependent variable purchasing decision (0.939) have a Cronbach's Alpha value >

0.6 so that all variables used in the following research are declared reliable.

C. Hypothesis Testing

Multiple linear regression analysis aims to determine together two or more independent variables on a dependent variable. The independent variables in this study include brand image (X1), product quality (X2), promotion (X3), and purchasing decisions (Y). The results of the multiple linear regression test analysis of this study with the help of computerization (SPSS) are presented in the table below:

Table 4. Results of SPSS Analysis of Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.471	2.824		.167	.868
Brand Image	.179	.251	.100	2.712	.048
Product Quality	.866	.214	.614	4.048	.000
Promotion	.441	.200	.182	2.200	.031

a. Dependent Variable: Purchasing decision

Source: Primary data, processed (2024)

Table 4 shows that the t test results for the variables in this study are as follows: 1) Brand image has a significance value of 0.048 <0.05 with a t-count value of 2.712. These results indicate that the first hypothesis is accepted and brand image has an effect on purchasing decisions for Wellness products by consumers; 2) Product quality has a significance value of 0.000 <0.05 with a t-count value of 4.048. This data indicates that the second hypothesis is accepted and it is true that product quality

has an effect on purchasing decisions for Wellness products by consumers; 3) Promotion has a significance value of 0.031 <0.05 with a t-count value of 2.200. The results of this analysis indicate that the third hypothesis is accepted and it is true that promotion has an effect on consumer purchasing decisions for Wellness products. In short, it can be concluded that the three hypotheses are statistically proven.

Table 5. F test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2366.444	3	788.815	73.309	.000 ^b
Residual	925.378	86	10.760		
Total	3291.822	89			

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

Source: Primary data, processed (2024)

Furthermore, to test the 4th hypothesis, the F test is used. The test results through Table 5 show that this study has an FHitung value of 73.309 > FTabel 2.709 significant at point 0.000 <0.05. This value can draw the conclusion that the independent variable (X1,2,3) simultaneously affects the dependent variable (Y).

❖ *Discussion*

A. The Effect of Brand Image on Purchasing Decisions for OTC Products (Wellness Products) at Kimia Farma Pharmacy No. 134 Pejanggalik Mataram

The results of data processing carried out in this research are in line with previous theories which state that consumer purchasing decisions are influenced by brand image. Quoting

from Table 4, it is known that the significance value for the effect of the brand image variable (X1) on purchasing decisions (Y) is $0.048 < 0.05$ with a t value of $2.712 > t$ Table 1.991. So it can be concluded that partially brand image (X1) has an effect on purchasing decisions (Y) for OTC products (Wellness products) at Kimia Farma Pharmacy No. 134 Pejanggal Mataram.

Brand image is the perception and belief held by consumers formed from how consumers perceive a brand as a whole, not only from the quality of the product or service, but also everything related to the brand. A strong brand image can have a significant effect on consumer purchasing decisions. Consumers tend to choose brands that have a credible and trusted image. Brands that are perceived positively will be considered more reliable. In addition, a strong brand image can create product differentiation compared to competitors. A positive brand image will lead to consumer preference and loyalty.

It is in line with the theory [17], A positive consumer image of a brand is more likely to allow consumers to make purchases. A better brand is also the basis for building a positive company image. Likewise, research conducted by [19]; [7]; [6]; [15]; [5]; and [16] states that brand image has a positive and significant influence on purchasing decisions by consumers.

B. The Effect of Product Quality on Purchasing Decisions for OTC Products (Wellness Products) at Kimia Farma Pharmacy No. 134 Pejanggal Mataram

The results of data processing carried out in this research are in line with previous theories which state that consumer purchasing decisions are influenced by the quality of the products offered. Quoting from Table 5.16, it is known that the significance value for the effect of the product quality variable (X2) on purchasing decisions (Y) is $0.00 < 0.05$ with a t value of $4.048 > t$ Table 1.991. This indicates that partially product quality (X2) has an effect on purchasing decisions (Y) for OTC products (Wellness products) at Kimia Farma Pharmacy No. 134 Pejanggal Mataram.

The frequency distribution results show that the highest indicator with a mean value of 4.33 states that the average respondent agrees to the statement (X2.2) that the content of natural ingredients in Wellness products is considered according to consumer needs in maintaining their health. Furthermore, with a mean value of 4.28, the majority of respondents agreed that Wellness products have an attractive aesthetic value for consumers (X2.7). More than 55% of respondents also agreed that the Wellness products they consumed for a certain period of time proved to be able to provide benefits to their health in accordance with the expectations and claims promised.

Product quality refers to the ability of a product to carry out its functions, including durability, reliability, accuracy, and ease of use so that it is perceived to be able to meet consumer needs and expectations. Product quality reflects the reliability and satisfaction that will be obtained from using the product. Consumers will feel more confident and trust to buy products

that have a good quality reputation. Consumers will feel that high quality products provide benefits that are commensurate with the price paid. Personal experience, information obtained, and promised product claims become an attraction and representation of product quality. Thus, good product quality plays an important role in influencing consumer purchasing decisions.

It is in line with the theory that the quality of the product has a very important role for consumers in determining their choice. Supporting previous theories is also in research by [23]; [3]; [14]; [2]; [15]; and [16]. These studies state that the product quality variable has a positive and significant influence on consumer purchasing decisions. However, these results contradict research by [6] on the effect of brand image, product quality, promotion and price on indomie purchasing decisions for Maximart Thamrin Plaza Medan consumers which proves that partially product quality has no effect on product purchasing decisions.

C. The Effect of Promotion on Purchasing Decisions for OTC Products (Wellness Products) at Kimia Farma Pharmacy No. 134 Pejanggal Mataram

The results of data processing carried out in this research are in line with previous theories which state that consumer purchasing decisions are influenced by the quality of the products offered. Quoting from Table 5.16, it is known that the significance value for the effect of the promotion variable (X3) on purchasing decisions (Y) is $0.031 < 0.05$ with a t value of $2.200 > t$ Table 1.991. This indicates that partially promotion (X3) has an effect on purchasing decisions (Y) for OTC products (Wellness products) at Kimia Farma Pharmacy No. 134 Pejanggal Mataram.

The frequency distribution results show that the highest indicator with a mean value of 4.20 states that the average respondent agrees with the statement (X3.1) that the promotional message for Wellness products is suitable and appropriate. Furthermore, with a mean value of 4.20, the majority of respondents agreed that the promotional message for Wellness products was good enough and not excessive (X3.4). More than 50% of respondents also agreed that Wellness product promotions are carried out at the right time with their shopping habits and in media that are affordable to the audience.

Promotion is an important component in the marketing mix that can influence consumer purchasing decisions. Promotion refers to all forms of marketing communication carried out by companies to inform, persuade, and remind consumers about the products or brands offered through the media with short and concise, yet attractive packaging. Effective promotion can provide various benefits for consumers, such as increasing knowledge about products, providing interesting information, and creating positive perceptions of brands. Thus, integrated and well-designed promotions can be a strong driver for consumers to make purchases.

It is in line with [23], stating that promotion is not only a tool for disseminating information but also a powerful means of influencing consumer preferences and keeping products or services in their memories. Previous research conducted by [23]; [19]; [14]; [15]; [5]; and [16], the results of these studies state that promotion has a positive and significant effect on purchasing decisions. Conversely, the results of this study contradict previous research by [6] and [2] which state that purchasing decisions by consumers are not influenced by promotions.

D. The Effect of Brand Image, Product Quality, and Promotion on Purchasing Decisions for OTC Products (Wellness Products) at Kimia Farma Pharmacy No. 134 Pejanggik Mataram

In addition to testing the effect partially, this study was also conducted to determine the simultaneous influence between the independent variable and the dependent variable. Quoting from Table 5.17, it is known that the value of F Count is 73.309 with a significance value of 0.00. The F Count value of 73.309 is greater than the F Table of 2.709 and the significance of 0.00 < 0.05 so it can be concluded that together (simultaneously) the three independent variables (brand image, product quality, and promotion) have an effect on (dependent variable) purchasing decisions for OTC products (Wellness products) at Kimia Farma Pharmacy No. 134 Pejanggik Mataram.

V. CONCLUSION

Based on the discussion and examination of the statistical test results presented above, the following conclusions can be drawn: 1) Brand image partially influences the purchasing decision of OTC (Wellness) products, so Hypothesis 1 is proven and accepted, 2) Product quality partially influences the purchasing decision of OTC (Wellness) products by consumers, so Hypothesis 2 is proven and accepted, 3) Promotion partially influences the purchasing decision of OTC (Wellness) products by consumers, so Hypothesis 3 is proven and accepted, 4) Brand image, product quality, and promotion simultaneously influence the purchasing decision of OTC (Wellness) products at the Kimia Farma Pharmacy No. 134 Pejanggik Mataram. This indicates that the fourth hypothesis is accepted. In short, all four hypotheses proposed in this study are accepted.

Sustained efforts are required to maintain a product's brand image through consistent marketing campaigns, maintained product quality, and positive consumer experiences when interacting with the brand, which can contribute to creating a positive brand image. Companies need to identify and strengthen differentiating attributes that can help consumers distinguish and recall the brand during the purchasing decision-making process. These findings also emphasize the importance of innovation, strict quality control (such as halal certification), and ensuring consistency in meeting or even exceeding customer expectations. Companies need to conduct in-depth analyses related to the appeal, frequency, and most effective timing in delivering promotional activities, considering budget allocation. This can help strengthen the brand's positioning in the minds of consumers

and enhance the credibility of the promotional efforts. For future studies, it is recommended to consider adding other variables, such as customer satisfaction, brand loyalty, or external factors, as moderating variables that may influence the relationships between the independent and dependent variables. Future research should also consider a mixed-method approach, combining quantitative and qualitative methodologies.

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