

Influence of Brand Image, Product Quality, and Price on Yamaha Grand Filano Purchases

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Abstract: *The highly competitive market in motorbikes series, leads to fluctuation in sales of Yamaha Grand Filano. This study examines the influence of brand image, product quality, and price on consumer purchasing decisions for the Yamaha Grand Filano motorbike in Bali, especially at Yamaha Bisma Cokro. Using a quantitative approach with 80 respondents from purposive sampling and utilize multiple linear regression analysis, the study finds that brand image, product quality, and price each have a significant positive effect on purchasing decisions. A strong brand image enhances consumer trust and loyalty, high product quality encourages repeat purchases, and competitive pricing increases consumers' preference for the Yamaha Grand Filano compared to competing products. These findings indicate that focusing on brand image development, maintenance product quality improvement, and appropriate pricing strategies can strengthen consumer confidence and help maintain market share. This study could be a recommendation for the company expansion and sales revenue generation.*

INTRODUCTION

In the era of globalization, the growth of sophisticated technology has been a driving force behind Indonesia's economic growth, particularly within the automotive industry, which is experiencing intense competition. The automotive sector has been expanding rapidly, with the introduction of diverse modes of transportation that enhance citizens' mobility. The demand for personal transportation is rising as individuals are willing to use vehicles that are practical, efficient, and capable of supporting their daily activities. Nowadays, motorcycles are one of the most commonly used vehicles due to their ease of use. The advantages of motorcycles are cost-effectiveness and the ease of navigating traffic jams compared to other vehicles. The increasing mobility of people, which requires quick and efficient travel, has made motorcycles a top choice for daily transportation needs in Indonesia.

Based on Figure 1, Yamaha motorcycles ranked second after Honda in Indonesia, with 28 percent, indicating that Yamaha is still below Honda in terms of consumer interest. Therefore, Yamaha is required to continue raising the standard of its marketing strategy to attract greater

consumer interest in Indonesia. Yamaha Bisma Cokro is one of the authorized Yamaha motorcycle dealers located in Denpasar. This company markets various superior Yamaha products, such as Nmax, Xmax, Lexi, Grand Filano, Fazzio, and XSR. Based on 2024 sales data, the Yamaha Grand Filano is the most popular and best-selling product in Bali with total sales of 957 units.

Based on the 2024 sales chart in Yamaha Bisma Cokro, the Yamaha Grand Filano had the highest sales in August, with 136 units, and then saw a decline in December. Despite fluctuating trends of Yamaha Grand Filano, it remained the top-selling product throughout 2024, with a total of 957 units sold. The monthly sales fluctuations show that this product stays highly competitive in the market. The Yamaha Grand Filano is an automatic motorbikes that features a stylish, elegant design, backed by responsive engine performance and fuel efficiency. Because it has gained a positive image and increased consumer trust in the product, the company is obliged to implement the right strategy, especially in strengthening the brand image, since a good perception of a brand plays a crucial role in shaping consumer buying choices and maintaining a competitive advantage in the market.

Brand image plays a crucial role in every Yamaha motorcycle purchase decision, as it reflects consumer perception of the product, which can boost trust and loyalty. A strong brand image will aid consumer choice and encourage buying. Therefore, Yamaha Bisma needs to maintain and strengthen the Yamaha Grand Filano brand image to compete with rivals like the Honda Stylo. Besides brand image, product quality is another crucial factor to consider. High-quality products can increase customer satisfaction after-sales, encourage repeat purchases, and potentially be generator to the words of mouth, while low-quality products can potentially drive consumers to competitors. Therefore, the company must continuously maintain and improve the quality of the Yamaha Grand Filano to maintain its market leadership (Setiawan & Surjaatmadja, 2021). The perception of a brand and the quality of its products are important, but the price also plays a significant role in buyers' decisions, as it reflects the value consumers must pay to enjoy the product's benefits. When people see the price and product value, it generates their perception. Purchase decision of a product was determined by the customers' price perception (Maharani & Wiyadi, 2024). A price that matches quality and is competitive in the market can boost consumer interest. From customers opinion, Yamaha Grand Filano offered affordable price than its competitors, and it is strengthen in attracting customers.

Based on the previous research and current conditions, this research aims to examine factors that can drive consumer purchasing decisions for motorbikes. Specifically, the study seeks to evaluate the individual influences of brand image, product quality, and price on the likelihood of a vehicle being acquired. Furthermore, it aims to analyse the simultaneous impact of these three variables combined, providing a comprehensive understanding of how brand perception, quality assessment, and pricing strategies collectively influence consumer buying behaviour.

LITERATURE REVIEW

Consumer purchasing decisions are influenced by various marketing factors that shape perceptions and preferences regarding a product. In a competitive market, variables such as brand image, product quality, and price play a crucial role in determining consumer behaviour. Collectively, these variables form the basis of perceived value, which ultimately drives purchasing decisions.

Marketing

Marketing is essential for companies aiming to maintain their business stability and

remain competitive in increasingly crowded markets. It involves identifying consumer needs and generating value through products or services to address those needs. As a social and managerial activity, marketing helps individuals and organizations achieve their goals through value creation and exchange (Nurngaeni, 2021). Moreover, marketing strategies are vital for reaching company objectives and gaining a competitive advantage (Nurngaeni, 2021). A marketing strategy is seen as a critical tool for gaining an edge in target markets by developing advantages. Effective marketing depends on understanding consumer behaviour, market trends, and product positioning. It is closely connected to the marketing mix, which comprises product, price, promotion, and place. (Yusuf, 2021) Product strategies are particularly important for aligning offerings with consumer needs and preferences. A robust marketing strategy can boost brand image, improve perceptions of product quality, and establish suitable pricing, all of which influence consumer decisions. Ultimately, marketing underpins the development of strategies that shape consumer perceptions and behaviours, especially during decision-making.

Purchase Decision

The purchase decision process involves consumers assessing various options and selecting the product that best meets their needs. It includes several stages: problem recognition, information search, comparison of alternatives, and the final purchase decision. As Firmansyah notes in (Astuti et al., 2021), it is a problem-solving process where individuals choose the most suitable behaviour from available options. Kotler and Keller, cited in (Bernarto et al., 2020), describe this stage as the point at which consumers develop preferences among different brands and form intentions to buy their top choice. This illustrates that both cognitive factors, such as brand perception and product quality, and emotional factors, like price, influence decision-making, which is a mental process in which individuals evaluate multiple options and ultimately select one product from many.

The Effect of Brand Image on Purchase Decision

Brand image is a crucial factor influencing how consumers decide to buy. A positive perception of a brand fostered in consumers' minds boosts trust and confidence in the product. According to Kotler and Keller, as cited in (Bernarto et al., 2020), brand image pertains to consumer perceptions formed from associations in their memory about a brand. Empirical research confirms that brand image significantly impacts purchase decisions. A positive and meaningful effect of brand image on buying choices, suggesting that a stronger brand image increases the likelihood of purchase (Arianty & Andira, 2021). Huda (2020) also noted that a good brand image builds consumer trust, especially in the automotive industry. Additionally, a robust brand image influences Generation Z's purchase behavior (Gunawan et al., 2021), as it reflects product quality and lifestyle. This is supported by (Sahari & Putri, 2025) those who observed that brand image positively affects smartphone buying decisions. Similarly, Simbolon et al., (2022) reported that brand image significantly impacts motorcycle purchases. Kusuma et al., (2022) identified brand image as a dominant factor in fashion industry purchase decisions. Overall, a strong brand image fosters consumer trust and preference for products.

The Effect of Product Quality on Purchase Decision

Product quality reflects a product's capacity to fulfil consumer needs and expectations. Superior quality products offer satisfaction, which in turn influences purchasing choices. According to Kotler and Keller in (Bernarto et al., 2020), product quality is defined as a product's ability to deliver performance that meets or surpasses customer expectations. (Astuti et al., 2021) indicates that product quality positively impacts purchase decisions, with consumers favoring higher-quality products over alternatives. This is supported by (Hutasuhut et al., 2022), who

found that product quality significantly affects consumer satisfaction, ultimately shaping purchase decisions.

Furthermore, S. R. P. Sari & Yaton, (2025) noted that good product quality boosts customer satisfaction and promotes repeat purchases. Rachmawansyah & Rohman (2023) revealed that product quality strongly influences smartphone purchase decisions, with factors such as durability, features, and performance playing key roles. Additionally, Kusuma et al., (2022) demonstrated that product quality positively impacts purchase decisions, especially within the fashion industry. Overall, product quality is a crucial factor for consumers when choosing products.

The Effect of Price on Purchase Decision

Price is a vital element of the marketing mix that directly impacts consumer purchase choices. It reflects the amount consumers pay to gain the benefits of a product. Consumers often assess whether the price is appropriate relative to product quality before deciding to buy. Price has a positive, significant effect on purchase decisions, with affordable and suitable pricing boosting consumer intent (Fera & Pramuditha, 2021). This is supported by (Marcelina et al., 2023), who noted that competitive pricing improves purchase decisions. Simbolon et al., (2022) observed that price markedly influences motorcycle purchases. Rachmawansyah & Rohman (2023) also emphasized that price matters when buying smartphones, as consumers weigh affordability against perceived value. Additionally, (P. P. Sari & Alie, 2024) highlighted that how consumers perceive price impacts their purchase intent, which affects actual purchase decisions. Therefore, pricing strategies aligned with consumer perceptions can increase the chances of purchase.

Effect of Brand Image, Product Quality, and Price on Purchase Decision

Brand image, product quality, and price are interconnected factors that influence consumer purchasing choices. These are the key considerations consumers evaluate before buying a product. Research by (Saputri & Utomo, 2021) and (Lia Eka, 2021) shows that these three factors significantly impact purchase decisions. This is further confirmed by (Kusuma et al., 2022), who found that collectively, they positively affect purchasing behaviour. (Simbolon et al., 2022) indicated that the combined effect of brand image, quality, and price plays a critical role in motorcycle purchases. These variables together boost consumer buying decisions (Marcelina et al., 2023). In summary, a stronger brand image, better product quality, and appropriate pricing all increase the likelihood that consumers will buy.

METHOD

The population of the respondent was unknown, this research used sample to variable ratio from Suhr cited in (Mumtaz et al., 2020) that suggest minimum 5 times each questions or indicators. The study has 3 variables including 16 indicators in accumulation. The questionnaire was used purposive sampling with requirement that customers been complete the purchases and / or customers was a repeater of Yamaha Bisma Cokro. The subjects of this research are customers of the Yamaha Grand Filano, then based on calculation the study includes 80 participants from customers of Yamaha Grand Filano motorbikes at Yamaha Bisma Cokro. The techniques applied in this research encompass validity, reliability, classical assumptions, multiple linear regression analysis, and partial hypothesis testing using the t-test and the F-test simultaneously. Validity aims to ensure that the instrument can accurately measure the intended variables. Meanwhile, reliability assesses the consistency of the instrument, indicating that if the instrument is used repeatedly on the same subjects, the data obtained will be consistent (Revicki, 2023).

Classical assumption examinations include assessing normality, multicollinearity, and heteroscedasticity. The purpose of the normality examination is to assess if the error or residual variables present in a regression model conform to a normal distribution. The multicollinearity test is performed to ensure that the independent variables in the regression are not highly correlated with each other (Nasutiah et al., 2025) . Meanwhile, the heteroscedasticity test determines whether the distribution of residuals varies across observations in the regression model (Nasutiah et al., 2025). To fix these problems, we use multiple linear regression analysis.

Additionally, the R-squared test, also known as the measure of decision, is used to assess how well the model explains changes in the dependent variable. The coefficient of determination can range from 0 to 1. Hypothesis testing is conducted simultaneously using the F-test to check whether social media, location, and service quality together affect the purchase objective, and to determine whether this effect is real or merely due to chance. On the other hand, the t-test is used to assess whether each regression coefficient is statistically significant, helping determine whether the effects of social media, location, and service quality on purchase intention are important on their own.

Based on the conceptual framework of thought, the research hypothesis obtained is:

H1: Brand Image, Product Quality, and Price have a significant impact on motorbikes purchases

H2: Brand Image has a positive impact on purchases

H3: The quality of a product positively affects its purchase

H4: The price of motorbikes has a favourable impact on purchases

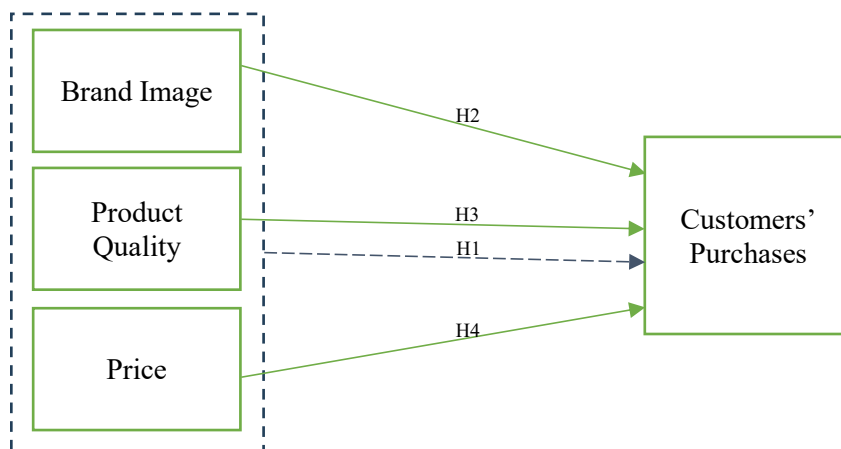


Figure 1. Hypothesis of The Research

RESULT AND DISCUSSION

Purchases (Y)

Based on the calculation results for the consumer purchasing variables, respondents demonstrated varying levels of commitment after purchasing a Yamaha Grand Filano. The statement with the lowest average score was the repurchase statement, which received a fair score of 3.36. This suggests that while respondents might consider buying another Yamaha motorbikes in the future, their intention to do so is not yet strong or certain. Conversely, the highest-rated statement was the willingness to recommend, which achieved a score of 3.86 and falls into the good category, indicating a strong general readiness among respondents to recommend the vehicle to relatives and friends. Overall, the consumer purchasing decision variable averaged 3.60 which is a solid good rating demonstrates that consumers' overall purchasing decisions regarding

the Yamaha Grand Filano are generally positive.

Brand Image (X1)

According to the calculation results for the brand image variable, respondents evaluated all indicators favorably, with average scores consistently falling within the good category. The statement that received the lowest average score was the perception of being suitable for all segments at 3.53. Despite being the lowest relative score, it still reflects a positive consensus that Yamaha Grand Filano users represent a diverse demographic of both younger and older individuals. Conversely, the perception that the Grand Filano is a trend earned the highest average score of 3.59, indicating that respondents strongly view it as a currently trending motorcycle in Bali. Ultimately, the brand image variable achieved an overall average score of 3.58, confirming that the Yamaha Grand Filano maintains a solid and positive brand image among respondents.

Product Quality (X2)

When looking at how respondents view the product quality of the Yamaha Grand Filano, the results paint a very positive picture overall, earning a solid average score of 3.50, or good. What really stood out to riders were the modern features and technology such as the ability to connect the motorbikes to a smartphone. This tech-forward appeal earned the highest score of 3.61, showing that users highly value these up-to-date additions. On the flip side, the fuel economy received the lowest relative score at 3.35. However, this still falls into the sufficient category, meaning that riders generally feel the motorcycle performs dependably and offers decent gas mileage, even if it isn't the standout feature. Ultimately, the feedback shows that consumers are quite happy with the overall quality and modern touches the Grand Filano brings to the table.

Price (X3)

When evaluating the pricing of the Yamaha Grand Filano, respondents generally felt they were getting great value, resulting in an overall good average score of 3.51. The standout aspect for consumers was the motorbike's competitive pricing, which earned the highest score of 3.58. This indicates a strong consensus that the Grand Filano is priced very reasonably when compared to similar models on the market. However, it is worth noting that pure affordability was a slight sticking point for some. Earning the lowest relative score of 3.36 (categorized as sufficient), it suggests that while buyers recognize the scooter's relative value against competitors, the actual price tag still stretches the budget for a portion of consumers. Despite this minor hurdle in purchasing power, the overall sentiment remains positive, with most respondents viewing the Yamaha Grand Filano as a genuinely good deal.

Multiple Linear Regression Analysis

A multiple linear regression analysis was done to look at how brand image, product quality, and price affect consumer purchasing decisions. The impact value helps decide if the hypothesis is accepted or rejected. The results from the regression analysis, which were run using SPSS version 26.0, are shown in Table 1 below.

Tabel. 1 Multiple Linear Regression

Variable	Coefficient		t	Sig
	B	Std.Error		
Brand Image	0.525	0.118	4.437	0.000
Product Quality	0.218	0.066	3.309	0.001
Price	0.256	0.080	3.189	0.002
Constant	1.355			

This multiple linear regression analysis shows that each independent variable has a significant effect on the dependent variable. The explanation of the regression equation is as follows:

1. $a \text{ (constant)} = 1.355$

The number 1.355 stays the same, which means if we think about the brand image, product quality, and price all having no value, then the value for the consumer's decision to buy is 1.355.

2. $\text{Coefficient } X_1 = 0.525$

The brand image coefficient value of 0.525 shows that the brand has a positive effect on what customers decide to buy. This means that when a brand has a good image, people are more likely to make buying decisions based on that.

3. $\text{Coefficient } X_2 = 0.218$

The product quality coefficient is 0.218, which shows that product quality has a good influence on what customers choose to buy. This means that when a product is of higher quality, consumers are more likely to make a purchase decision.

4. $\text{Coefficient } X_3 = 0.254$

The price coefficient value of 0.254 indicates that price has a positive influence on consumer purchasing decisions. In other words, if the price offered is more competitive and in line with the product's value, then consumer purchasing decisions will be higher.

Analysis of the Coefficient of Determination

The analysis of the coefficient of determination looks at how much brand image (X_1), product quality (X_2), and price (X_3) affect purchases (Y) the Yamaha Grand Filano. The results from the coefficient of determination test are shown in Table 2 below.

Tabel. 2 Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.814	0.662	0.649	2.225

Looking at Table 2, the adjusted R squared value is 0.649. This number shows that when people decide to buy the Yamaha Grand Filano, they think about how well-known the brand is, how good the product is, and how much it costs, and these factors together explain 64.9% of their decision. The remaining 35.1% is affected by other factors that weren't part of this study.

The Influence of Brand Image (X_1) on Consumer Purchasing Decisions (Y)

Looking at the table above, the t-value we calculated is 4.437, which is higher than the t-value from the table, which is 1.991. So, the null hypothesis is not correct, and the alternative

hypothesis is true. This means that when people buy a Yamaha Grand Filano, their decisions are affected by factors related to the brand's image.

The Influence of Product Quality (X2) on Consumer Purchasing Decisions (Y)

Looking at the table above, the t-value we calculated is 3.309, which is higher than the t-value from the table, 1.991. The significance level is 0.001, which is less than 0.05. So, the null hypothesis is not true, and the alternative hypothesis is correct. This means that when people buy a Yamaha Grand Filano, their decisions are affected by the quality of the product.

The Influence of Price (X3) on Consumer Purchasing Decisions (Y)

When we look at the table above, the t-value we calculated is 3.189, which is larger than the t-value listed in the table, which is 1.991. The significance level is 0.002, which is less than 0.05. So, the null hypothesis isn't true, and the alternative hypothesis is the right one. This shows that the price of the motorcycle is important in how customers choose to buy a Yamaha Grand Filano. Based on the research done with 80 participants, it is clear that Brand Image (X1), Product Quality (X2), and Price (X3) all have a strong influence on how interested consumers are in buying Yamaha Grand Filano motorbikes.

The Influence of Brand Image, Product Quality and Price on Consumer Purchasing Decisions on Yamaha Grand Filano

The F-test analysis showed an F-count value of 49.720, which is higher than the F-table value of 2.72. So, the null hypothesis was rejected, and the alternative hypothesis was accepted. This means that the factors like brand image (X1), product quality (X2), and price (X3) all together have a positive and important effect on how consumers decide to buy the Yamaha Grand Filano. If the brand image gets better, the product quality gets better, and the price is more competitive, then more consumers will decide to buy the Yamaha Grand Filano. The R^2 value of 0.649 shows that 64.9% of the changes in how consumers decide to buy products are because of brand image, product quality, and price. Meanwhile, the remaining 35.1% is affected by other things that weren't studied here, like promotions, where the store is located, and people talking about it to others.

The Influence of Brand Image on Consumer Purchasing Decisions on Yamaha Grand Filano

Based on the research results, the t-count value was obtained at $4.437 >$ than the t-table of 1.991. Thus, the null hypothesis is rejected and the alternative hypothesis is accepted, which indicates that consumer purchasing decisions are influenced by the brand image variable on the Yamaha Grand Filano. The regression coefficient b_1 for the brand image variable of 0.525 indicates that the stronger brand image, consumer purchasing decisions for the Yamaha Grand Filano will increase. This condition is likely caused by the Yamaha Grand Filano's positioning which is more focused on certain segments, especially consumers who prioritize style, elegant design, and driving comfort. Meanwhile, the highest score indicates that respondents assess Yamaha Bisma Cokro has provided positive service to consumers. This is reflected in the friendly, polite, and responsive attitude of employees in meeting needs and answering consumer questions, starting from the stage of delivering product information to the purchasing process.

The Influence of Product Quality on Consumer Purchasing Decisions on Yamaha Grand Filano

According to the research findings, the t-count value was calculated as 3.309, which is higher than the t-table value of 1.991. So, the null hypothesis was rejected, and the alternative hypothesis was accepted, showing that people's choices when buying products are affected by how good the product is. variable on the Yamaha Grand Filano, consumer purchasing decisions

for the Yamaha Grand Filano will increase. This is supported by the responses of respondents with the lowest scores, where most considered that the Yamaha Grand Filano has not fully offered optimal performance and the desired fuel efficiency. This condition indicates that this product requires increased engine capability and efficiency to support daily driving activities more optimally. Conversely, at the highest score, respondents considered that the Yamaha Grand Filano has been equipped with modern features, such as the ability to connect with the driver's mobile phone. This illustrates that the Yamaha Grand Filano is able to provide added value through the use of digital technology that is in line with current consumer lifestyles.

The Influence of Price on Consumer Purchasing Decisions on Yamaha Grand Filano

From the research results, the t-count value = 3.189 was obtained which was $>$ t-table of 1.991. Thus, The null hypothesis was rejected, and the alternative hypothesis was accepted, showing that the price factor had an effect on how consumers made buying decisions for the Yamaha Grand Filano. The b_3 regression coefficient for the price variable of 0.254 indicated that the more competitive the price offered, the more consumers' purchasing decisions for the Yamaha Grand Filano would increase. This was supported by the responses of respondents with the lowest scores, where most considered that the price of the Yamaha Grand Filano was still less affordable and not fully in accordance with consumers' financial capabilities. This condition indicated that the set price was considered relatively high for certain market segments, so it became a consideration factor in the purchasing decision-making process. Conversely, at the highest score, respondents considered that the price of the Yamaha Grand Filano was quite competitive compared to competing products in the market. This illustrates that the Yamaha Grand Filano was able to offer a balance between price and value obtained by consumers, both in terms of quality, features, and design.

CONCLUSION

The results of statistical analysis and discussion show that consumer purchasing decisions for Yamaha Grand Filano are influenced significantly by brand image, product quality, and price. High consumer trust and interest can be influenced by a strong brand image, superior product quality can encourage satisfaction and confidence in making purchases, while competitive prices are an important element in making decisions. With a stronger brand image developed, the higher the quality of the products provided, and the more appropriate and competitive the prices determined, the consumer purchasing decisions for Yamaha Grand Filano Motorcycles at Yamaha Bisma Cokro will increase.

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