



The Influence of Product Quality, Product Innovation, and Brand Image on Purchase Decisions



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Article Info	Abstract
<p>Article History Submission: 2026-04-27 Accepted: 2026-06-17 Published: 2026-06-29</p> <p>Keywords: Product quality; Product innovation; Brand image; Purchase decisions; Fashion industry.</p>	<p>Consumer purchase decisions are influenced by various factors, including product quality, product innovation, and brand image. In the increasingly competitive fashion industry, understanding the determinants of purchase decisions is essential for maintaining business performance and achieving sustainable growth. This study aims to examine the effects of product quality, product innovation, and brand image on consumers' purchase decisions toward Jims Honey Jenira products. A quantitative approach was employed using a survey method. Data were collected from 100 consumers of Jims Honey Jenira through structured questionnaires using purposive sampling. The data were analyzed using multiple linear regression with the assistance of SPSS. Prior to hypothesis testing, validity, normality, multicollinearity, and heteroscedasticity tests were conducted to ensure the suitability of the regression model. The results indicate that product quality, product innovation, and brand image each have a positive and significant effect on purchase decisions. Simultaneously, the three variables significantly influence purchase decisions, as demonstrated by the F-test results. Among the independent variables, product innovation exhibits the strongest contribution to purchase decisions, indicating that consumers place considerable importance on novelty and product development in the fashion sector. Furthermore, the coefficient of determination (R^2) of 0.854 indicates that 85.4% of the variation in purchase decisions can be explained by product quality, product innovation, and brand image. The findings suggest that fashion businesses should focus on improving product quality, continuously introducing innovations, and strengthening brand image to enhance consumer purchase decisions and sustain competitive advantage.</p>

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I. INTRODUCTION

The fashion industry has become one of the most dynamic and competitive sectors in the modern business environment. Rapid changes in consumer preferences, evolving fashion trends, and the growing number of competing brands require businesses to continuously adapt their marketing strategies in order to maintain market share and customer loyalty. In such a competitive environment, understanding the factors that influence consumers' purchase decisions is essential for achieving sustainable business growth. Purchase decisions represent the final stage of the consumer decision-making process, in which consumers evaluate available alternatives and select products that best satisfy their needs and preferences. Consequently, identifying the determinants of purchase decisions has become an important issue in marketing research and practice.

Among the factors frequently associated with consumer purchase decisions, product quality remains one of the most influential. Product quality reflects a product's ability to perform its intended functions and satisfy consumer expectations. Consumers generally prefer products that offer superior durability, reliability, functionality, and overall performance. High-quality products not only enhance customer satisfaction but also increase the likelihood of repeat purchases and positive word-of-mouth recommendations. Previous studies have demonstrated that product quality

positively contributes to consumer purchase decisions because it reduces perceived risk and increases consumer confidence in the product (Diah Ernawati, 2019; Laoli et al., 2025).

In addition to product quality, product innovation plays a critical role in attracting consumers and maintaining competitiveness. Product innovation refers to the introduction of new features, designs, technologies, or product variations that create additional value for consumers. In the fashion industry, where trends change rapidly, innovation is particularly important because consumers are often attracted to products that offer novelty and uniqueness. Innovative products enable firms to differentiate themselves from competitors and respond more effectively to changing market demands. Consequently, product innovation is widely recognized as a strategic tool for influencing consumer purchasing behavior (Santoso et al., 2020; Jati & Nuvriasari, 2024).

Another important determinant of purchase decisions is brand image. Brand image represents the set of perceptions, beliefs, and associations that consumers hold regarding a particular brand. A positive brand image can strengthen consumer trust, reduce uncertainty, and enhance perceived value, thereby increasing the likelihood of purchase. Conversely, a weak or unfavorable brand image may discourage consumers from selecting a product, even when the product offers competitive features and

quality. Therefore, developing and maintaining a strong brand image has become a key objective for firms operating in highly competitive markets (Dairina & Sanjaya, 2022).

The relevance of these factors can be observed in the case of Jims Honey Jenira, a local fashion brand offering various products, including handbags, wallets, watches, and women's accessories. The brand targets consumers ranging from teenagers to adults and positions its products as fashionable items that follow current trends. Despite its market presence, sales performance throughout 2024 exhibited noticeable fluctuations, indicating instability in consumer purchasing behavior. Such fluctuations suggest that consumers' purchase decisions may be influenced by various factors related to product attributes and brand perceptions. Understanding these factors is therefore crucial for improving the company's marketing performance and strengthening its competitive position.

Although the relationships among product quality, product innovation, brand image, and purchase decisions have been widely examined, previous studies have produced inconsistent findings. Several studies reported that product quality significantly influences purchase decisions (Diah Ernawati, 2019; Laoli et al., 2025), whereas others found insignificant effects under certain product categories and consumer characteristics (Firmadona et al., 2025). Similar inconsistencies have been reported regarding product innovation. While numerous studies concluded that innovation positively affects purchase decisions by providing additional value and uniqueness (Santoso et al., 2020; Jati & Nuvriasari, 2024), Abdjul et al. (2018) found that innovation does not necessarily lead to increased purchase decisions when it fails to meet market needs. Likewise, although most studies support the positive influence of brand image on purchase decisions (Dairina & Sanjaya, 2022; Fitridiani et al., 2025), other studies have reported insignificant relationships (Yunita & Indriyatni, 2022).

These inconsistencies reveal an important research gap. First, previous studies have not reached a consensus regarding the effects of product quality, product innovation, and brand image on purchase decisions. Second, most studies have examined these variables separately or in limited combinations, making it difficult to understand their relative contributions within a single analytical framework. Third, empirical evidence from local fashion brands remains limited, particularly in the context of Jims Honey Jenira, despite the unique characteristics of fashion consumers who are highly responsive to trends, product innovation, and brand perceptions. Consequently, further investigation is needed to provide a more comprehensive understanding of the factors influencing purchase decisions in this context.

Based on these considerations, this study aims to examine the effects of product quality, product innovation, and brand image on consumers' purchase decisions toward Jims Honey Jenira products. By analyzing these variables simultaneously, the study seeks to identify the most influential determinant of purchase decisions and provide a more comprehensive explanation of consumer purchasing behavior in the local fashion industry. The findings are

expected to contribute to the development of consumer behavior and marketing literature while providing practical recommendations for fashion businesses in designing strategies related to product quality improvement, innovation development, and brand image enhancement.

II. METHOD

This study employed a quantitative explanatory approach to examine the effects of product quality, product innovation, and brand image on consumers' purchase decisions toward Jims Honey Jenira products. A quantitative approach was selected because it enables the measurement of relationships among variables through numerical data and statistical analysis, allowing hypotheses to be tested objectively and systematically.

The study was conducted from September to November 2025 and targeted consumers who had previously purchased Jims Honey Jenira products, including handbags, wallets, watches, and women's accessories. The population consisted of all consumers of Jims Honey Jenira; however, the exact population size was unknown due to the absence of comprehensive customer records. Therefore, the sample size was determined using the Lemeshow formula for an unknown population. The calculation indicated a minimum sample requirement of 96 respondents, which was rounded up to 100 respondents to improve the representativeness of the data.

A non-probability sampling technique with a purposive sampling method was employed. Respondents were selected based on specific criteria, namely: (1) having purchased Jims Honey Jenira products, (2) being at least 17 years old, and (3) being willing to complete the questionnaire. These criteria ensured that the respondents possessed sufficient experience and knowledge regarding the products being evaluated.

Primary data were collected using a structured questionnaire designed with a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The questionnaire measured four research variables: product quality, product innovation, brand image, and purchase decisions. Product quality refers to consumers' perceptions of product performance, durability, reliability, and overall quality. Product innovation reflects consumers' perceptions of product novelty, design development, and product variation. Brand image represents consumers' perceptions and associations regarding the brand, while purchase decision refers to consumers' decisions to purchase Jims Honey Jenira products.

Before hypothesis testing, the quality of the research instrument was evaluated through validity testing to ensure that all questionnaire items accurately measured their intended constructs. Subsequently, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to verify the suitability of the data for multiple linear regression analysis. The data were analyzed using multiple linear regression with the assistance of SPSS software. The regression model employed in this study can be expressed as follows:

$$PD = \alpha + \beta_1PQ + \beta_2PI + \beta_3BI + \varepsilon$$

where *PD* represents purchase decisions, *PQ* denotes product quality, *PI* represents product innovation, *BI* refers to brand image, α is the constant, β_1 - β_3 are the regression coefficients, and ε is the error term.

Hypothesis testing was conducted using the t-test to examine the partial effects of each independent variable on purchase decisions and the F-test to assess their simultaneous effect. In addition, the coefficient of determination (R^2) was used to evaluate the proportion of variance in purchase decisions explained by product quality, product innovation, and brand image. Through these analyses, the study sought to identify the relative contribution of each variable in influencing consumers' purchase decisions toward Jims Honey Jenira products.

III. RESULTS AND DISCUSSION

A. Results

This study was conducted by distributing questionnaires to 100 consumers of Jims Honey Jenira. All distributed questionnaires were successfully returned and deemed suitable for analysis, resulting in a response rate of 100%. This response rate indicates that the collected data were adequate to support subsequent statistical analyses and hypothesis testing.

1. Descriptive Statistics

Respondent characteristics were analyzed to provide an overview of the demographic profile of consumers participating in this study. Understanding respondent characteristics is important because purchasing behavior may vary across consumer groups.

Table 1. Questionnaire Distribution and Response Rate

Description	Frequency	Percentage
Distributed questionnaires	100	100%
Unreturned questionnaires	0	0%
Processed questionnaires	100	100%

The results indicate that all distributed questionnaires were successfully collected and processed. Furthermore, the majority of respondents were aged between 21 and 25 years, accounting for 53.9% of the sample. This finding suggests that Jims Honey Jenira products are predominantly preferred by young consumers who tend to pay considerable attention to product design, fashion trends, visual appearance, and brand reputation. Considering that Jims Honey Jenira offers handbags, wallets, watches, and women's accessories, these demographic characteristics are highly relevant to the study context and support the importance of examining product quality, product innovation, and brand image as determinants of purchase decisions.

2. Instrument Quality and Classical Assumption Tests

Prior to hypothesis testing, the quality of the research instrument and the assumptions underlying multiple regression analysis were evaluated. The validity test showed that all indicators of product quality, product innovation, brand image, and purchase decision had correlation coefficients exceeding the critical value of 0.195. Therefore, all

questionnaire items were considered valid and appropriate for measuring their respective constructs.

The normality test was conducted using the Kolmogorov-Smirnov method. The results yielded a significance value of 0.186, which exceeded the threshold of 0.05, indicating that the data were normally distributed. In addition, the multicollinearity test revealed tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10 for all independent variables. These findings confirm the absence of multicollinearity and indicate that each predictor contributes unique information to the model.

The heteroscedasticity test was performed using the Glejser method. The results showed significance values greater than 0.05 for all independent variables, indicating that heteroscedasticity was not present in the regression model. Overall, the validity and classical assumption tests demonstrate that the data satisfy the statistical requirements necessary for multiple linear regression analysis.

3. Regression Analysis and Hypothesis Testing

Multiple linear regression analysis was employed to examine the effects of product quality, product innovation, and brand image on purchase decisions.

Table 2. Multiple Linear Regression Results

Variable	Coefficient (B)	Significance
Constant	-1.118	0.197
Product Quality	0.348	0.000
Product Innovation	0.388	0.000
Brand Image	0.302	0.000

Based on the regression results, the following regression equation was obtained:

$$\text{Purchase Decision} = -1.118 + 0.348(\text{Product Quality}) + 0.388(\text{Product Innovation}) + 0.302(\text{Brand Image})$$

The regression equation indicates that all independent variables positively influence purchase decisions. An increase in product quality, product innovation, or brand image is associated with a corresponding increase in consumers' purchase decisions toward Jims Honey Jenira products.

The partial hypothesis testing results reveal that product quality, product innovation, and brand image each have a positive and statistically significant effect on purchase decisions. All variables produced significance values below 0.001, indicating strong empirical support for the proposed hypotheses. These findings suggest that consumers are more likely to purchase Jims Honey Jenira products when they perceive the products as high quality, innovative, and supported by a favorable brand image.

The simultaneous hypothesis test further demonstrates that product quality, product innovation, and brand image collectively influence purchase decisions. The model produced an F value of 186.861 with a significance level below 0.001, confirming that the three independent

variables jointly explain variations in consumer purchasing behavior. This finding indicates that purchase decisions are shaped by the combined influence of product-related attributes and brand perceptions rather than by a single factor alone.

The coefficient of determination analysis yielded an R^2 value of 0.854, indicating that 85.4% of the variation in purchase decisions can be explained by product quality, product innovation, and brand image. The remaining 14.6% is attributable to other factors outside the scope of this study, such as price, promotion, service quality, consumer experience, and social influences. Furthermore, the estimated Adjusted R^2 value of 0.849 suggests that the model retains substantial explanatory power after accounting for the number of predictors included in the analysis. These results indicate that the proposed model possesses strong predictive capability in explaining consumers' purchase decisions toward Jims Honey Jenira products.

B. Discussion

1. Effect of Product Quality on Purchase Decisions

The findings indicate that product quality has a positive and significant effect on purchase decisions. This result suggests that consumers of Jims Honey Jenira consider product quality as an important factor when deciding whether to purchase a product. In the fashion industry, product quality is not limited to functional aspects such as durability and reliability but also includes design quality, finishing, comfort, and overall appearance. Products that meet consumer expectations are more likely to generate trust and encourage purchasing behavior.

This finding supports the view that product quality reflects a product's ability to satisfy consumer needs and expectations (Budiyanto, 2016). According to consumer behavior theory, consumers tend to minimize perceived risk when making purchasing decisions. High-quality products reduce uncertainty regarding product performance and increase confidence in the purchase decision. Therefore, consumers are more willing to purchase products that are perceived as reliable and capable of delivering expected benefits.

The results are consistent with previous studies reporting a significant positive relationship between product quality and purchase decisions (Ajeng Farah Setyowati et al., 2025; Diah Ernawati, 2019). However, several studies have reported different findings (Firmadona et al., 2025), indicating that the influence of product quality may vary depending on product characteristics, market conditions, and consumer preferences. In the context of Jims Honey Jenira, product quality appears to be a crucial determinant because consumers seek products that not only support their appearance but also provide long-term usability.

2. Effect of Product Innovation on Purchase Decisions

The results demonstrate that product innovation has a positive and significant effect on purchase decisions. Furthermore, based on the regression coefficients obtained in this study, product

innovation contributes more strongly to purchase decisions than the other independent variables. This finding suggests that consumers are highly responsive to novelty and product updates, particularly in the fashion industry where trends evolve rapidly.

Product innovation creates additional value by introducing new designs, features, styles, or product variations that align with changing consumer preferences. Fashion consumers often seek products that reflect current trends and enable them to express their personal identity. Consequently, innovative products are more likely to attract attention and stimulate purchasing intentions. For Jims Honey Jenira consumers, innovation appears to function as a key differentiating factor that enhances product attractiveness in an increasingly competitive market.

These findings support Kotler's (2007) argument that innovation is a strategic mechanism for creating value and sustaining competitive advantage. They are also consistent with previous studies showing that product innovation positively influences purchase decisions (Jati & Nuvriasari, 2024; Santoso et al., 2020). Nevertheless, innovation does not automatically guarantee positive consumer responses. As noted by Abdjul et al. (2018), innovation may fail to generate favorable outcomes when it does not correspond to market needs or consumer expectations. Therefore, innovation should be market-oriented and aligned with consumer preferences to maximize its effectiveness.

3. Effect of Brand Image on Purchase Decisions

Brand image was also found to have a positive and significant effect on purchase decisions. This finding indicates that consumers' perceptions of a brand play an important role in shaping confidence and reducing uncertainty during the purchasing process. A positive brand image enables consumers to perceive products as more trustworthy, reliable, and valuable, thereby increasing their willingness to make a purchase.

In the case of Jims Honey Jenira, brand image is formed through multiple sources, including product experience, social media exposure, customer reviews, and word-of-mouth communication. Positive experiences and favorable associations strengthen consumers' trust in the brand and simplify the decision-making process. As a result, consumers are more likely to choose products from a familiar and reputable brand than from competitors with weaker brand recognition.

The findings support the notion that brand image represents a collection of perceptions and associations stored in consumers' memories that influence purchasing behavior (Dairina & Sanjaya, 2022). The results are also consistent with previous studies demonstrating that brand image significantly influences purchase decisions (Fitridiani et al., 2025; Difa Nasywa Nurnajmi, 2024). However, inconsistent findings reported by Yunita and Indriyatni (2022) suggest that the impact of brand

image may differ depending on market context and consumer characteristics.

4. Simultaneous Effect of Product Quality, Product Innovation, and Brand Image on Purchase Decisions

The simultaneous analysis confirms that product quality, product innovation, and brand image collectively exert a significant influence on purchase decisions. This finding implies that consumers do not evaluate products based on a single attribute but instead consider multiple factors simultaneously before making purchasing decisions. Products that combine high quality, continuous innovation, and a strong brand image are more likely to gain consumer acceptance and achieve competitive advantage.

The coefficient of determination ($R^2 = 0.854$) indicates that 85.4% of the variation in purchase decisions can be explained by the three variables included in the model. This substantial explanatory power highlights the importance of integrating product-related and brand-related strategies to influence consumer behavior effectively. The remaining 14.6% may be attributed to other factors not examined in this study, such as price, promotion, service quality, consumer experience, social influence, and lifestyle considerations.

From a managerial perspective, the findings suggest that fashion businesses should not focus exclusively on one dimension of marketing performance. Product innovation may attract consumers initially, but sustained purchasing decisions require support from superior product quality and a favorable brand image. Consequently, firms should adopt an integrated marketing strategy that simultaneously enhances product performance, introduces meaningful innovation, and strengthens brand positioning in consumers' minds.

5. Research Limitations

Several limitations should be considered when interpreting the findings of this study. First, the sample consisted of only 100 respondents, which may limit the generalizability of the results. Second, the purposive sampling technique does not provide equal selection opportunities for all members of the population, thereby restricting the representativeness of the sample. Third, data were collected through self-reported questionnaires, which may be subject to response bias, social desirability bias, and perceptual inaccuracies. Finally, this study examined only three determinants of purchase decisions, whereas consumer purchasing behavior may also be influenced by other factors such as price, promotion, service quality, customer reviews, and shopping experiences. Future studies are encouraged to incorporate additional variables and broader samples to provide a more comprehensive understanding of consumer purchase decisions in the fashion industry.

IV. CONCLUSION

This study concludes that product quality, product innovation, and brand image significantly influence consumers' purchase decisions toward Jims Honey Jenira products, both partially and simultaneously. Among the three variables examined, product innovation exhibited the strongest influence, indicating that consumers in the fashion sector place considerable importance on novelty, design updates, and product variations that align with current trends. Product quality also plays a critical role by enhancing consumer confidence and reducing perceived purchasing risk, while a positive brand image strengthens trust and facilitates the decision-making process. Furthermore, the coefficient of determination demonstrates that the three variables collectively explain a substantial proportion of the variation in purchase decisions, highlighting their strategic importance in shaping consumer behavior. These findings imply that fashion businesses should adopt an integrated marketing strategy that simultaneously emphasizes product quality improvement, continuous innovation, and brand image enhancement to strengthen consumer purchase decisions and maintain competitiveness in an increasingly dynamic market.

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