



Influence of Price Perception, Product Quality, and E-Wom: Improving Brand Image and Purchase Decision

Putri Chalia Pratiwi*, Parlagutan Silitonga

Asa Indonesia University

*Correspondence: Putri Chalia Pratiwi
Email: putrichalia25@gmail.com

Received: 18 Jan 2024
Accepted: 15 Mar 2024
Published: 31 Mar 2024



Copyright: © 2023 by the authors.
Submitted for open access publication
under the terms and conditions of the
Creative Commons Attribution (CC BY)
license
(<http://creativecommons.org/licenses/by/4.0/>).

Purchase Decision

Abstract: The purpose of this study is to determine the impact of price perception, product quality, and electronic word-of-mouth (E-Wom) on brand image and purchase decisions at The Originote skin care products. By using a quantitative approach, the population used in this research to the tune of 285 respondents. It consisted of the number of users or potential users using the convenience sampling method. Taking respondents who are available or who happen to be somewhere is a prerequisite for accidental sampling. Structural Equation Modeling (SEM) with the help of SmartPLS software was used in analyzing data. The results show that price perception has no impact on brand image, but purchase decisions are positively impacted by price perception. In addition, the quality of the product has a positive and significant influence on the brand image and the purchase decision. E-wom also has a significant impact on Brand Image and Purchase decisions. Furthermore, Brand Image significantly influences Purchase Decisions at The Originote skincare.

Keywords: Price Perception, Product Quality, E-Wom, Brand Image,

Introduction

One industry that has experienced rapid growth in recent years in the era of globalization and advances in information technology is skin care. As the public becomes more aware of the importance of taking care of their skin and appearance, the demand for skin care products continues to grow. For companies in the skin care industry, this creates promising business opportunities. Nowadays, many companies are competitive in the production of skin care products, and The Originote is one of the brands that produce skin care products. The Originote offers a wide range of skin care products in different variations from cleanser, toning, moisturizing to face cream. In the face of increasingly fierce competition, companies must understand various aspects that can make consumers interested in the purchase of their products. Price perception, product quality and e-wom are some of the aspects that can make consumers interested in buying their products. This can be considered by brand image as a possible mediator that can strengthen consumers' desire to take choice in buying a product.

The brand of image is the response that the consumer has to a particular brand. Tjiptono (2015) explains that brand image is a picture of associations and consumer

confidence in a particular brand, which enables a company to distinguish its goods from those of the competition in order to represent the company's name and the goods it sells. The importance of trade image lies in its ability to influence the preferences of consumers, and at the time costumers perceive the brand image in a positive way, they tend to have the confidence to make the decision to purchase these products.

Purchasing choice is the way in which consumers choose a product from among the plentiful selections that are available. According to Sangadji & Sopiah (2013), purchasing decisions are consumer behaviors that strongly influence the products they want to buy. Purchasing decisions can vary according to consumer desires and purchasing situations. Some purchases may be quick and impulsive decisions, while others may involve in-depth research and consideration.

Price perception is the consumer's evaluation of the value or benefit of a product or service in relation to its price. According to Schiffman & Kanuk (2004) Price Perception is the effort of a consumer to see the high or low price that is set, this has a great influence on the consumer in the purchase decision process. Consumers will evaluate whether the price charged is comparable to the value or benefits they expect from the product, thus price perception is able to influence the terms of consideration for the consumer. A study conducted by Wijayanti & Nainggolan (2023) found that perceived price can affect brand image. This is consistent with the study conducted by Wulandari & Saragih (2022), which states that price perceptions influence purchase decisions.

Product quality is the superiority or suitability of a product to meet and exceed the expectations of consumers, such as the needs and expectations of them for a brand. According to Wijaya (2011), Product Quality is a whole combination of the traits of a brand or service derived from the technology used to sell and produce it. Product quality includes several aspects such as reliability, durability, design, performance, and comfort that can influence consumers to purchase. The importance of product quality is in the superiority of the product because if a product has good quality, it has a positive influence on the consumer's purchase decision. In research conducted Ryananda et al., (2022) stated on brand image contains an impact of product quality, Paludi & Juwita (2021) stated that product quality can influence purchase decisions.

Electronic Word of Mouth (E-Wom) is a consumer's effort to share information, review, or recommend a product using an online platform. Henning-Thurau et al., (2004) explain E-Wom as good or bad expressions from consumers, be it potential consumers or previous consumers, about a product and the information can be accessed by individuals or groups through Internet media. E-wom can have an influence on the consumer's decision to purchase a product, because it includes how previous consumer preferences about the product are being discussed online. It is revealed that E-Wom owns a direct or indirect impact on brand image according to a study conducted by Saraswati & Giantari (2022). Then, there is a positive & firm impact of E-Wom on purchasing acts supported by research held by (Rahmawati et al., 2022). The aim of this analysis is observing the impact of perceived price, product grade & e-wom on brand image and purchasing acts.

Research Method

The method applied in this research conducted is a quantitative method through conducting surveys on respondents to find out the answers to questions in the questionnaire. Respondents taken amount 285 people. This study held on The Originote skin care brand in 2023 where the writer collect respondents in primary data collection model where the data taken from the customers population as enjoyer or potential users of The Originote skin care brand by google form. The sampling method was done through accidental sampling. The coincidental sampling technique is done by taking a sample of respondents based on opportunity and available somewhere. In the research conducted, there are three variables, namely the independent variable and the dependent variable. The independent variables in this study are X1 (Price Perception), X2 (Product Quality) and X3 (E-Wom), this is because the definition of an independent variable is a variable which affects the dependent variable as a cause. Meanwhile, there are two dependent variables in this analysis, namely Y1 (Brand Image) acts a mediator, then Y2 (Purchase Decision), this is due to the definition of the dependent variable, namely the variable that can be affected and the cause of the independent variable.

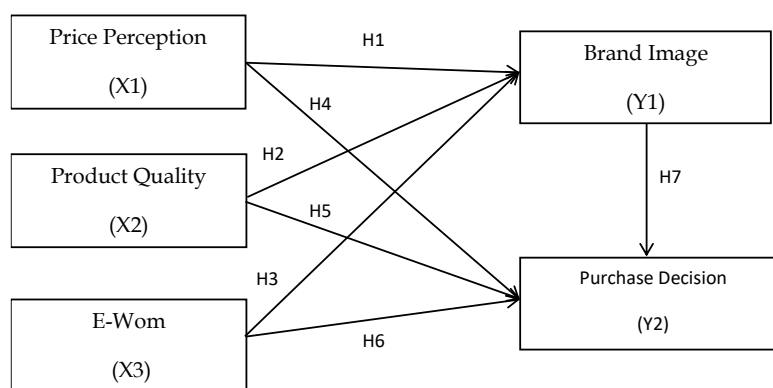


Figure 1 Thinking Framework

Result and Discussion

The demographic table of the 285 respondents shows that 89.5% of them are female and 10.5% are male. The age group of 17-25 years is the most dominant, with the highest percentage of 66.3%. Regarding the frequency of visits to websites or online sales platforms, the majority of respondents who dominate have a D4 / S1 education level, reaching 64.6%. The dominating professions are students and private employees, both with the same percentage of 35.8%.

Table 1 Demographic Profile of Respondents

No.	Profile	Category	Frequency	(N=285) Percentage (%)
1	Sex	Male	30	10,5
		Female	255	89,5
2	Age	17 – 25 Years	189	66,3
		26 – 35 Years	92	32,3
		36 – 45 Years	4	1,4
3	Education	SMA / SMK	49	17,2
		D3	44	15,4
		D4 / S1	184	64,6
		>S2	8	2,8
4	Profession	Civil Servants (PNS)	67	23,5
		Private Employees	102	35,8
		Students	102	35,8
		Housewife	9	3,2
		Others	5	1,7

Assessment of measurement model

The data entered into the SmartPLS construct model are computed to assess validity and reliability, and this process can be repeated until all indicators have factor values above the validity requirement of 0.70 (Hair et al., 2017). Indicators with factor values below 0.70 must be removed in order to improve the validity and reliability of the model. The results of SmartPLS calculations that meet these requirements are then presented in the Figure 1.

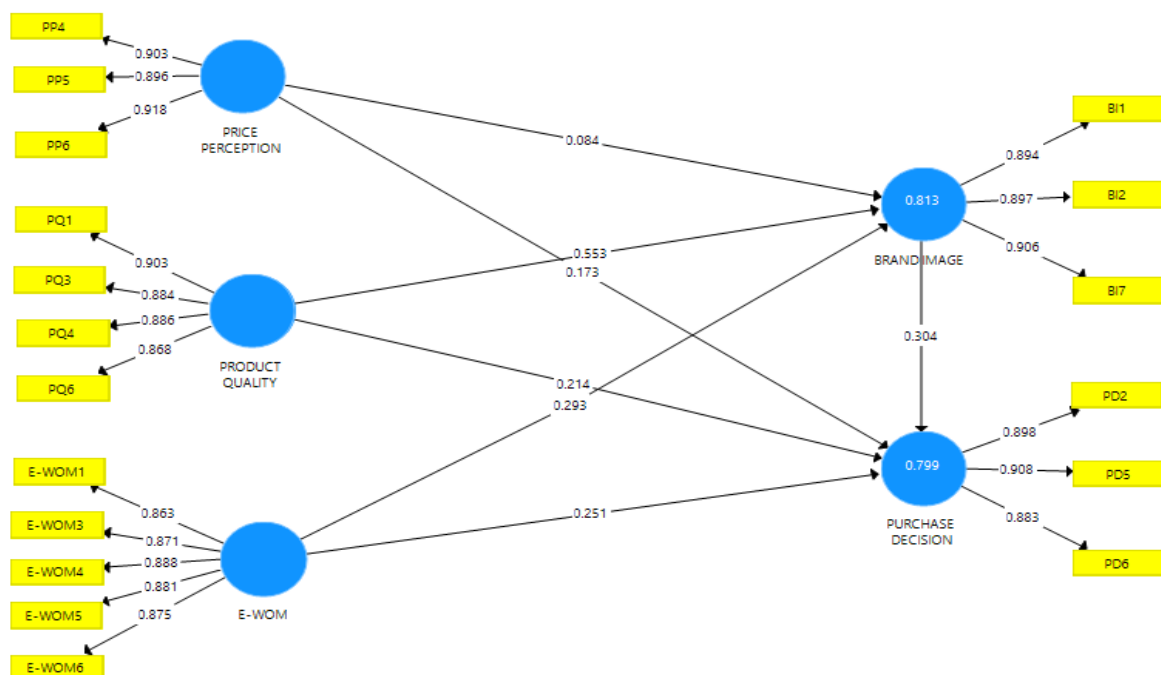


Figure 2 Structural Model

Table 2 Convergent Measurement Items, Reliability and Validity

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Price Perception (X1)	1. Affordable Price	PP4	0.903	0.932	0.820
	2. Competitive Price	PP5	0.896		
	3. Price Based on Quality	PP6	0.918		
	4. Price Based on Product Benefits (Kotler et al., 2018)				
Product Quality (X2)	1. Performance	PQ1	0.903	0.936	0.784
	2. Features	PQ3	0.884		
	3. Conformance	PQ4	0.886		
	4. Durability	PQ6	0.868		
	5. Serviceability				
	6. Reliability				
	7. Aesthetics				
	8. Perceived (A. Garvin, 1984)				
E-Wom (X3)	1. Electronic Word of Mouth Quality	E-Wom1	0.863	0.943	0.767
		E-Wom3	0.871		
	2. Electronic Word of Mouth Quantity	E-Wom4	0.888		
		E-Wom5	0.881		
	3. Sender's Expertise (Lin et al., 2013)	E-Wom6	0.875		
Brand Image (Y1)	1. Friendly/Unfriendly	BI1	0.894	0.927	0.808
	2. Modern/Outdated	BI2	0.897		
	3. Useful/Not	BI7	0.906		
	4. Popular/Unpopular				
	5. Gentle/Harsh				
	6. Artificial/Natural (Low & Lamb, 2000)				
Purchase Decision (Y2)	1. Steadiness to purchase after recognizing brand information	PD2	0.898	0.925	0.804
		PD5	0.908		
		PD6	0.883		
	2. Choose to purchase due to it is the most popular brand				
	3. Purchasing because it fulfill your needs and desires				
	4. Purchasing because you get references from other persons (Kotler & Armstrong, 2008)				

Build upon the data processing with SmartPLS in the picture above, the results show that all gauges for each variable in this research have a loading factor rate greater than 0.70. Therefore, it can be considered that all indicators are legitimate and this study meets the criteria of convergent validity. Discriminant validation is held by looking at the cross-loading level of the construct metering. The cross-loading value reflects how much each building correlates with its own indicators and with indicators of other constructs.

Table 3 Discriminant Validity Test

Variable	Brand Image	E-Wom	Price Perception	Product Quality	Purchase Decision
Brand Image	0.899				
E-Wom	0.861	0.876			
Price Perception	0.817	0.865	0.906		
Product Quality	0.889	0.895	0.866	0.885	
Purchase Decision	0.851	0.854	0.824	0.858	0.897

The test of discriminant validity is evaluated by cross loading, by showing that the value of the indicators of each construct is higher than the indicators of the other construct (Sekaran & Bougie, 2019). Based on the table above, the highest value is in the variable price perception (0.906), brand image (0.899), purchase decision (0.897), product quality (0.885), and finally e-wom (0.876). This means that each of the question indicators has a higher value of cross-loading of the corresponding latent construct on the other latent constructs. Therefore, can be concluded that the discriminant validity test is very concrete or valid.

Table 4 F Square

Variable	f ²	Information
Brand Image (BI) -> Purchase Decision (PD)	0,086	Big
E-Wom -> Brand Image (BI)	0,077	Big
E-Wom -> Purchase Decision (PD)	0,048	Big
Price Perception (PP) -> Brand Image (BI)	0,008	No Effect
Price Perception (PP) -> Purchase Decision (PD)	0,031	Medium
Product Quality (PQ) -> Brand Image (BI)	0,271	Big
Product Quality (PQ) -> Purchase Decision (PD)	0,030	Medium

Researchers need to utilize effect size or f-squared to rate the magnitude of the effect among variables, in addition to assess whether there is a firm relationship among variables (Kwong & Wong, 2013). The f² grade are 0.02 small, 0.15 standard, and 0.35 big. Rate ≤ 0.02 can be rejected and mentioned not to be affected (Sarstedt et al., 2017). In Table 4, the impact of e-wom variables on product image and purchase acts shows a value of 0.077 and 0.048,

respectively, which can be interpreted as a significant effect at a large level. Brand image variable on purchase decision is 0.086, indicating giant influence, and product grade variable on buying decision and brand image F-square is 0.030 and 0.271, indicating medium and large significant influence. Furthermore, the variable price perception on purchase decisions has a moderate significant effect of 0.031. While seems there are variables that do not have an effect, namely the cost perception on the brand image of 0.008. From these f-squared values, it can be concluded that the effect of the product quality variable on the brand image is the largest influence observed in this analysis.

Table 5 Path Coefficient

Influence Between Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Brand Image -> Purchase Decision	0,304	0,302	0,064	4,770	0,000	Significant
E-Wom -> Brand Image	0,293	0,294	0,059	4,994	0,000	Significant
E-Wom -> Purchase Decision	0,251	0,256	0,0744	3,400	0,001	Significant
Price Perception -> Brand Image	0,084	0,082	0,057	1,485	0,138	No Significant
Price Perception -> Purchase Decision	0,173	0,169	0,066	2,614	0,009	Significant
Product Quality-> Brand Image	0,553	0,555	0,060	9,148	0,000	Significant
Product Quality -> Purchase Decision	0,214	0,214	0,078	2,744	0,006	Significant

Discussion

The results of hypothesis testing are based on the results of testing the inner model parameter coefficients (structural model) and t-statistics. In indicating whether a hypothesis or assumption can be welcomed or ignored by concern to the firm rate among constructs, t-statistics and p-value. Hypothesis check in this study held using SmartPLS (Partial Least Square) 3.0 software. These values are shown in the bootstrapping results. The rule of thumb utilized in this study is t-statistic > 1.96 with a firm rate p-value of 0.05 (5%) & a positive beta coefficient. The rate of checking the hypothesis of this study can be known by taking the note in Table 5.

First hypothesis tests whether or not brand image bring a good impact on purchase act. The results of the test prove that the beta coefficient rate of brand image in purchase decisions is 0.304, and the t-statistic is 4.770 or >1.96 , the P-value is 0.000 or <0.05 , so the first hypothesis is accepted. This proves that Brand Image is proven to have a positive influence on the decision to buy.

The second hypothesis is to test whether or not E-wom bring a good impact on brand image. Conclusions of the test prove that the beta coefficient rate of E-wom on brand image is 0.293 and the t-statistic is 4.994 and the P-value is 0.000. Based on the conclusions, it can be seen that t-statistic is firm due to it is > 1.96 with a p-value <0.05 , so the second hypothesis is admitted. It means the second hypothesis is admitted, which attest that E-Wom is proven to effect the Brand Image in a positive way.

Third hypothesis is to test whether E-wom bring a good impact on the purchasing decision. The results of the test prove that the beta coefficient rate of E-Wom in purchase decisions is 0.251 and t-statistic is 3.400 and the P-value is 0.001. Based on the results, it can be seen that the t-statistic is firm due to it is > 1.96 with a p-value <0.05 , so the third assumption is admitted. This mentions that there is evidence that eWom has a positive influence on purchase decisions.

The fourth hypotesis tests whether price perception bring a good impact on brand image. The conclusions of the test prove that the beta coefficient rate of price perception on brand image is 0.084 and the t-statistic is 1.485 and the P-value is 0.138. Based on its results, it can be seen that t-statistic is not firm. Because > 1.96 with a p-value > 0.05 , so the fourth hypotesis cannot be admitted. This is backed up by the previously study which cites that perceived price does not affect brand image (Widyasari et al., 2019). Consumers may be more likely to prioritize other factors, such as product quality, other customer experiences, or other factors not used in this study, before forming an opinion about a brand, thus demonstrating that price perception does not influence brand image.

The fifth hypothesis tests whether the perceived price bring a good impact the purchase decision. The results of the test prove that the beta coefficient rate of service quality on the decision to stay is 0.173 and t-statistic is 2.614 and the P-value is 0.009. Based on its results, can be seen that the t-statistic is firm. due to it is > 1.96 with a p-value <0.05 so the fifth hypothesis is admitted. This mentions that there is evidence that the perception of price brings a goof effect on the decision to buy.

The sixth assumption tests whether product quality bring a a good impact on brand image. The conclusions of the test prove that the beta coefficient rate of product quality on brand image is 0.553 and t-statistic is 9.148 and the P-value is 0.000. Based on its results, it can be seen that t-statistic is firm. due to it is > 1.96 with a p-value <0.05 , so the fifth assumption is admitted. This means that Product Quality is proven to influence Brand Image in a positive way.

The seventh hypothesis tests whether product quality bring a a good impact on purchase decisions. The conclusions of the test prove that the beta coefficient rate of product quality in purchase decisions is 0.214 and t-statistic is 2.744 and the P-value is 0.006. Based on its results, it can be seen that the t-statistic is significant. due to it is > 1.96 with a p-value

<0.05 , so the fifth hypothesis is admitted. This means that there is evidence that the quality of the product has a positive effect on the decision to purchase.

Conclusion

Based on the findings of this research, several important aspects can influence brand image and purchase decisions and their impact on the company or brand itself. The first result shows that price perception may not be an important factor in creating a strong brand image of a product or company, since price perception does not affect brand image. However, the results are different with the relationship between cost perception and buying decisions because in this relationship it proves that cost perception brings a positive relationship with purchase decisions, indicating that price perception has an important role in consumer purchase decisions. Furthermore, product quality is shown to have a good and firm influence on brand image and buying decisions, indicating that good product quality creates a positive image of a brand or company, so that consumers will think about the product and decide to buy it. E-wom is also proven to have a significant influence on brand image and purchase decisions, which shows that good online reviews can have a positive impact on the image of the brand being discussed, so that it can provide a strong image and attract other consumers to make purchase decisions. It can be concluded that these results provide new insights for companies or future authors and it is recommended to investigate more aspects that are important related to brand image and purchase decisions to make consumers curious about the products they sell or research.

References

- A. Garvin, D. (1984). Product Quality: An Important Strategic Weapon. *Business Horizons*, April, 1–4.
- Aaker, D. A. (1991). *Managing Brand Equity*.
- Alma, B. (2018). Citra Merek Pengertian.Pdf. In *Manajemen Pemasaran&Pemasaran Jasa* (Vol. 6, Issue 3). ALFABETA.
- Andrianto, N., & Fianto, A. Y. A. (2019). The Effect Of Perceived Price, Service Quality, And Word Of Mouth On Purchasing Decisions Mediated By Brand Image In Surabaya. *Jurnal Studi Komunikasi*, 4(2).
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Dharmmesta, B. S., & Handoko, H. (2016). *Keputusan Pembelian Dharmmesta dan Handoko.pdf* (1st ed.). BPFE YOGYAKARTA.
- Havidz, H. B. H., & Mahaputra, M. R. (2020). Green Human Resource Management, Customer Environmental Collaboration and the Enablers of Green Employee Empowerment: Enhancing an Environmental Performance. 1(2), 358–372.

<https://doi.org/10.38035/DIJEFA>

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Kala, D., & Chaubey, D. S. (2018). Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India. *Pacific Business Review International*, 10(9), 135–144. www.pbr.co.in
- Khoiroh, N. Z., & Purwanti, L. (2022). Peran Rebranding dan Product Quality Terhadap Brand Image Produk Fair and Lovely Menjadi Glow and Lovely. *Jurnal Penelitian Mahasiswa*, 1(4), 189–191.
- Kotler, & Amstong. (2012). *Principles of Marketing*.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran* (A. Maulana, D. Barnadi, & W. Hardani (eds.); edisi 12 j). Penerbit Erlangga.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (A. Maulana & Y. S. Hayati (eds.); Edisi 13 J). Penerbit Erlangga.
- Kotler, P., & Keller, K. L. (2012). Sales promotion: From a company resource to a customer resource. In *Marketing Management: A Cultural Perspective*. <https://doi.org/10.4324/9780203357262>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing*. edisi 17.
- Kwong, K., & Wong, K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin*, 24(1), 1–32.
- Lahap, J., Ramli, N. S., Said, N. M., Radzi, S. M., & Zain, R. A. (2016). A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. *Procedia - Social and Behavioral Sciences*, 224(August 2015), 149–157. <https://doi.org/10.1016/j.sbspro.2016.05.430>
- Lin, C., Wu, Y.-S., & Chen, J.-C. V. (2013). Electronic Word-of-Mouth: The Moderating Roles of Product Involvement and Brand Image. *Proceedings of 2013 International Conference on Technology Innovation and Industrial Management*, 29–47.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9(6), 350–370. <https://doi.org/10.1108/10610420010356966>
- Martadina, F. A., & Anwar, H. (2023). The impact of brand image on purchase decision. Online) KINERJA: Jurnal Ekonomi Dan Manajemen, 20(1), 21–30. www.topbrand-award.com,
- Paludi, S., & Juwita, R. (2021). Pengaruh Persepsi Harga, Lokasi Dan Kualitas Produk Terhadap Keputusan Pembelian. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, 18(01), 41–53. <https://doi.org/10.25134/equi.v18i1.3498>
- Peter, J. P., & Olson, J. C. (2014). *Peter & Olson, 2014.pdf* (9th ed.). salemba empat.
- Rahmawati, R., Jatmiko, R. D., & Sa'diyah, C. (2022). The Effect of Brand Ambassador, Website Quality, and E-WOM on Purchase Decision in Shopee E-commerce. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, 12(1), 218.

<https://doi.org/10.30588/jmp.v12i1.1023>

- Ryananda, M. H., Udayana, I. B. N., & Maharani, B. D. (2022). Analisis pengaruh persepsi harga dan kualitas produk terhadap keputusan pembelian melalui citra merek sebagai variabel intervening. *Jurnal Manajemen*, 14(2), 461–469. <https://doi.org/10.30872/jmmn.v14i2.11099>
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen* (Nikoemus WK (ed.)). Penerbit ANDI.
- Saraswati, A. R., & Giantari, I. G. A. K. (2022). Brand image mediation of product quality and electronic word of mouth on purchase decision. *International Research Journal of Management, IT and Social Sciences*, 9(1), 97–109. <https://doi.org/10.21744/irjmis.v9n1.2012>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, September. <https://doi.org/10.1007/978-3-319-05542-8>
- Schiffman, L. G., & Kanuk, L. L. (2004). *Consume Behaviour* (7th ed.). PT INDEKS.
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business*. In John Wiley & Sons, Inc. The (Vol. 49, Issue 4). <https://doi.org/10.1108/et.2007.49.4.336.2>
- Setiadi, I. G. N. B. H. I. M., & Ekawati, N. W. (2019). BRAND IMAGE MEMEDIASI KUALITAS PRODUK SMARTPHONE OPPO DI KOTA DENPASAR Fakultas Ekonomi dan Bisnis Universitas Udayana, Bali, Indonesia Pengguna teknologi smartphone pada negara Indonesia bertumbuh dengan pesat. *Lembaga riset digitalmarketing memperkir*. *E-Jurnal Manajemen*, 8(1), 7102–7131.
- Solomon, M. R. (2015). *Consumer Behavior*. Pearson Education.
- Tjiptono, F. (2015). *Strategi Pemasaran* (Tjiptono Fandy (ed.); 4th ed.). CV. ANDI OFFSET.
- Wardana, W. (2018). *Keputusan pembelian wardana 2008.pdf*. DEEPUBLISH.
- Wibowo, H. ari, & Fausi, M. (2017). *Definisi Keputusan Pembelian Wibowo dan Fausi* (2017).
- Widyasari, S., Maskur, A., Setiawan, M. B., & Sugiarto, T. (2019). The Effect of Motive, Product Quality, Price Perception and Brand Image toward Buying Decision Process. 86(Icobame 2018), 91–95. <https://doi.org/10.2991/icobame-18.2019.20>
- Wijaya, T. (2011). *Manajemen Kualitas Jasa* (S. E. Bambang Sartoiiji (ed.)). PT INDEKS.
- Wijayanti, A., & Nainggolan, B. M. (2023). Improving Purchasing Decisions Through Price Perception and Product Quality: the Mediating Role of Brand Image in Botanica Apartment. *Journal of Management and Leadership*, 6(1), 15–29. <https://doi.org/10.47970/jml.v6i1.415>
- Wulandari, L., & Saragih, D. R. U. (2022). Pengaruh Kualitas Produk , Persepsi Harga , dan Suasana Toko terhadap Keputusan Pembelian Kosmetik Wardah di Watsons dan Guardian Mall Cipinang Indah. *Jurnal Pendidikan Tambusai*, 6(2), 16330–16339.
- Zeithaml, V. A. (1988). of Consumer Perceptions A Means-End Value: Quality, and and Model Synthesis of Evidence. 52(July), 2–22.