

# **Analysis of the Influence of Brand Image, Product Quality, and Price on Consumer Purchase Interest**

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## **ABSTRACT**

*Competition in the business world is increasingly fierce, making companies try to find fast and appropriate strategies in marketing their products. The aim of this research is to analyze the influence of brand image, product quality and price on purchasing interest among Matahari department store Surakarta consumers. This type of research uses quantitative methods. The data used in this research is primary data. Data collection in this research was carried out by distributing questionnaires. This research uses a purposive sampling technique. The sampling method in this research used 200 respondents. Data analysis methods in processing data and drawing conclusions, researchers use computer assistance through the SPSS program. The results of this research are that brand image has a significant effect on consumer buying interest. The large influence of brand image shows that consumers, apart from looking at the brand, also see other factors such as price, product quality and other factors that influence buyer interest. Product quality has a positive and significant effect on consumer buying interest. This shows that the better the product quality, the more consumer buying interest will increase. Price has a positive and significant effect on consumer buying interest. In this case, the need for competitive product prices will increase interest in purchasing the product itself.*

**Keywords:** Brand Image, Price, Product Quality, Purchase Interest

## **ABSTRAK**

*Persaingan dalam dunia bisnis yang semakin ketat membuat perusahaan berusaha mencari strategi yang cepat dan tepat dalam memasarkan produknya. Tujuan dari penelitian ini untuk menganalisis pengaruh citra merek, kualitas produk dan harga terhadap minat beli pada konsumen matahari department store Surakarta. Jenis penelitian ini menggunakan metode kuantitatif. Data yang digunakan dalam penelitian ini adalah data primer. Pengumpulan data dalam penelitian ini dilakukan dengan menyebarkan kuesioner. Penelitian ini menggunakan teknik purposive sampling. Metode pengambilan sampel dalam penelitian ini menggunakan 200 responden. Metode analisis data dalam mengolah data dan menarik kesimpulan, peneliti menggunakan bantuan komputer melalui program SPSS. Hasil dari penelitian ini adalah citra merek berpengaruh signifikan terhadap minat beli konsumen. Besarnya pengaruh citra merek menunjukkan bahwa konsumen selain melihat dari segi merek, juga faktor lain seperti harga, kualitas produk dan faktor lain yang mempengaruhi minat pembeli. Kualitas produk berpengaruh positif dan signifikan terhadap minat beli konsumen. Hal ini menunjukkan bahwa semakin baik kualitas produk maka minat beli konsumen akan semakin meningkat. Harga berpengaruh positif dan signifikan terhadap minat beli konsumen. Dalam hal ini, kebutuhan akan harga produk yang kompetitif akan meningkatkan minat beli suatu produk itu sendiri.*

**Kata kunci:** Citra Merek, Harga, Kualitas Produk, Minat Beli

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## **INTRODUCTION**

Competition in the business world is getting tighter, making companies try to find a fast and precise strategy in marketing their products. In the era of globalization, companies must be able to behave and act quickly and precisely in facing competition in a business environment that is very dynamic and full of uncertainty (Rachmawati et al., 2019; Eriyanti & Ardhiyansyah, 2023). Therefore, every company is required to compete competitively in terms of business strategies to achieve company goals and understand what is happening in the market and what consumers want. Every company is established with certain goals so that it can stay alive and develop. According to Sinambela dan Lestari (2021) the company is to increase the level of profit or profit of the company. The level of profit can be maintained if the company can maintain and increase its sales, one of which is through efforts to find and foster subscriptions. Marketing activities are a very important and influential factor for the company, therefore the marketing department must have a solid strategy in seeing existing opportunities or opportunities, so that the company's position in the market can be maintained and at the same time can be improved (Mamonto et al., 2021; Noor et al., 2022).

A consumer-oriented marketing strategy is the best way a company can do this. Matahari Department Store is a chain of department stores that sells clothes and other clothing. This company is a subsidiary of PT Matahari Putra Prima Tbk. There are 79 store chains spread throughout Indonesia. Some of Matahari's chain stores have Mitra Adhiperkasa retail stores because the prices are cheaper than Sogo or Debenhams. In addition to selling apparel, Matahari department store also sells various products including cosmetics, perfumes, shoes and sandals, glasses, bags, and so on. The fashion business has no death, this is probably what makes this business survive and become a favorite business choice for large and small scale business people. This fashion business is no longer considered a primary need but has become a secondary need even by some certain circles of fashion including tertiary needs such as socialites and celebrities. Fashion trends that continue to develop and adjust to the times also affect this fashion business.

PT Matahari Department Store recorded H1 2018 gross profit of Rp 10,370 billion, up 3.5% from Rp 10,017 billion in H1 2017, while net revenue increased by 3.1% to Rp 5,915 billion and net income of Rp 1,345 billion, 0.5% higher than H1 2017. Same Store Sales Growth (SSSG) of 4.6% was mainly driven by strong sales results in the Lebaran period following more focused promotions and the expansion of merchandise offered. In addition, price, product quality and brand image are also considerations for consumers to decide to shop at Matahari Department Store. According to Jefryansyah dan Muhajirin (2020; Irawan, 2018), purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. Purchase intention is part of the behavioral component in the attitude to consume. Consumer buying interest is the stage where consumers form their choices among several brands that are included in the choice set, then finally make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations (Fitryani & Aditya, 2022).

Apart from using promotional strategies, one of the consumer buying interests is brand image or brand trust. Brand image or brand image is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind (Putri, 2020; Madani et al., 2023). Brand image is an association that appears in the minds of consumers when remembering a particular brand. At this time, one of the most important factors that influence consumers to buy a product or service is brand image. For example, if consumers want to buy a product with a certain brand, consumers must have known the brand image of the product in various ways. One way to know that the brand is good or bad can be by looking at reviews written on the internet by several consumers who have given the product. Therefore, apart from a promotion, there is also a brand image that affects consumer buying interest (Hidayah & Apriliani, 2019; Andini & Soliha, 2023).

With the increasing population growth rate, the people's need for goods also increase. This has an influence on their behavior in choosing the goods they buy or those that they consider most suitable and can really meet their needs and desires. Meanwhile, the brand image of the product also affects their behavior in choosing products. Image has a considerable influence on a product or service, a positive image formed on a product or service lead to the assumption that the product or service is of good quality (Kuswati et al., 2021). Quality products at competitive prices are the main key in winning the competition, which in turn be able to provide higher satisfaction value to consumers. Consumers now have much greater and varied demands for value because they are faced with various choices in the form of products and services that they can buy. In this case, smart companies try to fully understand the consumer decision-making process, all their experiences in learning, choosing, and even using products. Between the alternative and decision-making processes there is consumer buying interest (G. purnama Putri et al., 2021).

According to Puspitosarie et al. (2021) the next factor, namely product quality, is the quality of the products produced and the ability to exceed consumer expectations, where good product quality increase consumer buying interest. Meanwhile, the third factor, namely the price of a product, is a measure of the size of the value of a person's satisfaction with the product he bought. Someone dare to pay a product at a high price if the product exceeds his expectations. Conversely, if someone assesses that his satisfaction with a product is low, then he not be willing to pay or buy the product at a high price. Meanwhile, historically the price is determined by the buyer and seller through the bargaining process, so that a certain price agreement is reached. In general, consumer buying interest is influenced by many factors, including the quality of a product, brand image, price perception, location, promotion, trust and service quality. To save time, energy and costs, researchers only take several factors, namely brand image, product quality and price that influence consumer buying interest (Prathama & Sahetapy, 2019). The purpose of this study is to analyze the effect of price, product quality, and brand image on purchasing decisions of Matahari Department Store consumers in Magelang.

## **METHODS**

This type of research uses quantitative methods. The data used in this research is primary data by distributing questionnaires to consumers or buyers of Matahari Department Store Surakarta. This type of research data is primary data. Primary data is a data source that is obtained directly from the original source. Data collection in this study was carried out by distributing questionnaires that had been prepared by the researcher to consumer respondents of Matahari Department Store Surakarta. This study uses purposive sampling technique, namely the sample used when trying to obtain data on problems that have special criteria based on certain assessments, namely consumers who are in the Solo Raya area, and consumers who have made purchases at Matahari Department Store Surakarta (Sugiyono, 2015). The sampling method in this study used 200 respondents. respondents were asked to fill out the list of questions by marking (X) on the questionnaire answer sheet. The data analysis method in processing data and drawing conclusions, the researcher uses computer assistance through the SPSS program. Consists of validity test, reliability test, classical assumption test, normality test, multicollinearity test, and multiple regression test.

## **RESULTS**

The Validity test is used to test the extent to which the accuracy of the measuring instrument can use the concept of symptoms and events being measured. In the validity test, it is calculated by comparing the value of  $r$  table, if  $r$  count  $>$   $r$  table, the indicators of the research variables can be said to be valid. The  $r$  table value for  $n = 200$  is 0.218. Table 1, the results of the validity test using the SPSS application.

**Table 1.** Validity Test Results

| Variable          | Statement | r-count | r-table | Description |
|-------------------|-----------|---------|---------|-------------|
| Brand Image       | 1         | 0,584   | 0.1818  | Valid       |
|                   | 2         | 0,641   | 0.1818  | Valid       |
|                   | 3         | 0,594   | 0.1818  | Valid       |
|                   | 4         | 0,642   | 0.1818  | Valid       |
|                   | 5         | 0,611   | 0.1818  | Valid       |
| Product Quality   | 1         | 0,652   | 0.1818  | Valid       |
|                   | 2         | 0,709   | 0.1818  | Valid       |
|                   | 3         | 0,666   | 0.1818  | Valid       |
|                   | 4         | 0,677   | 0.1818  | Valid       |
|                   | 5         | 0,703   | 0.1818  | Valid       |
| Price             | 1         | 0,724   | 0.1818  | Valid       |
|                   | 2         | 0,651   | 0.1818  | Valid       |
|                   | 3         | 0,666   | 0.1818  | Valid       |
|                   | 4         | 0,613   | 0.1818  | Valid       |
|                   | 5         | 0,698   | 0.1818  | Valid       |
| Purchase Interest | 1         | 0,447   | 0.1818  | Valid       |
|                   | 2         | 0,371   | 0.1818  | Valid       |
|                   | 3         | 0,359   | 0.1818  | Valid       |
|                   | 4         | 0,354   | 0.1818  | Valid       |
|                   | 5         | 0,36    | 0.1818  | Valid       |

Source: Primary Data Processed, 2023

From Table 1, all research variables including brand image, product quality, price and purchase intention are proven valid with the r-count value of all variables > from the r-table. Reliability test is used to determine whether a research variable is reliable or not by looking at the Cronbach Alpha number. The results of the Reliabilities test can be seen in table 2 as follows:

**Table 2.** Reliability Test Results

| Brand Image  | Product Quality | Price | Purchase Intention | Description |
|--------------|-----------------|-------|--------------------|-------------|
| <b>0,672</b> | 0,741           | 0,778 | 0,713              | Reliable    |

Source: Primary Data Processed, 2023

Based on table 2, it can be stated that each variable is reliable where all variables have a Cronbach Alpha value > 0.6. Thus, the items in this study can be applied for further research. This is to indicate that all items have met the eligibility standards for further application to all respondents and there are no questionnaire improvements. Classical assumption testing aims to provide certainty where the regression equation obtained has fixity and consistency. The classical assumption test is carried out before Multiple Linear Regression testing, using normality test, multicollinearity test, and heteroscedasticity test. This study only uses three tests on classical assumptions, because the data used is not time series data.

The normality test is carried out with the aim of knowing whether in a regression model, the independent variable and the dependent variable have a normal or abnormal distribution. If a variable is not normally distributed, the statistical test results decrease. A good regression model is a regression model that has a normal distribution or is also close to normal, so that later it be feasible to do statistical testing. Data normality testing can use Kolmogorov-Smirnov in the SPSS program, with the following conditions: If the significance value > 5% (0.05), then the data has a normal distribution and if the significance value < 5% (0.05), then the data does not have a normal distribution.

**Table 3.** Normality Test Results One-Sample Kolmogorov-Smirnov Test

|                                  | Unstandardized Residual |            |
|----------------------------------|-------------------------|------------|
| Normal Parameters <sup>a,b</sup> | Mean                    | .0000000   |
|                                  | Std. Deviation          | 1.16099465 |
| Most Extreme Differences         | Absolute                | .052       |
|                                  | Positive                | .042       |
|                                  | Negative                | -.052      |
| Test Statistic                   |                         | .052       |

|  |                     |
|--|---------------------|
| Asymp. Sig. (2-tailed)                             | .200 <sup>c,d</sup> |
| a. Test distribution is Normal.                    |                     |
| b. Calculated from data.                           |                     |
| c. Lilliefors Significance Correction.             |                     |
| d. This is a lower bound of the true significance. |                     |

Source: Primary Data Processed, 2023

In Table 3, it can be concluded that the value of Asymp. Sig. (2- tailed) of 0.200,  $> \alpha = 0.05$ , meaning that in accordance with decision making using the Kolmogorov-Smirnov test the data has a normal distribution and has met the normality requirements in the regression model. The multicollinearity test is used to see if the regression model finds a correlation between the independent or dependent variables. The results of this multicollinearity test result in high variable values in the sample, which means the standard error is large, as a result when the coefficient value is tested, the t-count be smaller than the t-table. A good regression model is without correlation or free from multicollinear symptoms. Variance inflation factor (VIF) and tolerance, used to determine the presence or absence of multicollinearity in the regression model, with the following conditions. If the VIF value  $> 10$  or tolerance  $< 0.10$ , it can be stated that multicollinearity symptoms occur and if the VIF value  $< 10$  or tolerance  $> 0.10$ , it can be stated that there are no symptoms of multicollinearity.

Table 4. Multicollinearity Test Results

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| (Constant) | -1.813                      | .878       |                           | -2.065 | .040 |                         |       |
| X1.TOTAL   | .319                        | .053       | .301                      | 5.984  | .000 | .517                    | 1.935 |
| X3.TOTAL   | .389                        | .059       | .383                      | 6.608  | .000 | .387                    | 2.581 |
| X2.TOTAL   | .281                        | .059       | .284                      | 4.729  | .000 | .361                    | 2.767 |

Source: Primary Data Processed, 2023

From Table 4, all variables have a tolerance value 0.1 and a VIF value below 10, so it can be concluded that the regression model in this study does not occur multicollinearity. The heteroscedasticity test is used to test whether in a regression model there is an inequality of variance from one study to another. The Glejser test is used to determine the presence or absence of heteroscedasticity, with the following conditions. If the significance value  $> \alpha = 0.05$ , it can be concluded that there is no heteroscedasticity and if the significance value  $< \alpha = 0.05$ , it can be concluded that there is heteroscedasticity. The following are the results and discussion of the heteroscedasticity test.

Table 5. Heteroscedasticity Test Results

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | Sig.   | Collinearity Statistics |      |
|------------|-----------------------------|------------|---------------------------|--------|-------------------------|------|
|            | B                           | Std. Error | Beta                      |        | Tolerance               | VIF  |
| (Constant) | 1.026                       | .534       |                           | 1.921  | .056                    |      |
| X1.TOTAL   | .002                        | .032       | .005                      | .053   | .958                    | .517 |
| X3.TOTAL   | -.051                       | .036       | -.161                     | -1.412 | .160                    | .387 |
| X2.TOTAL   | .043                        | .036       | .141                      | 1.190  | .235                    | .361 |

Source: Primary Data Processed, 2023

From Table 4, it can be seen that all variables have a value  $> \alpha = 0.05$ . So, it can be concluded that there is no heteroscedasticity. Multiple linear regression analysis was conducted to assess the extent to which brand image, product quality, and price influence consumer buying interest at Matahari Department Store Surakarta. This research uses SPSS version 23 software for Windows. The purpose of multiple regression analysis is to predict how the dependent variable change when associated with the independent variable. This study aims to test and analyze simultaneously and partially the effect of brand image, product quality, and price on consumer buying interest at Matahari Department Store Surakarta. Furthermore, the research objective is to determine whether

the independent variable has a positive and significant influence on the dependent variable.

**Table 6.** Multiple Regression Analysis Test Results

| Model      | Unstandardized Coefficients |            | Standardized Coefficients |        | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      | T      |      | Tolerance               | VIF   |
| (Constant) | -1.813                      | .878       |                           | -2.065 | .040 |                         |       |
| X1.TOTAL   | .319                        | .053       | .301                      | 5.984  | .000 | .517                    | 1.935 |
| X3.TOTAL   | .389                        | .059       | .383                      | 6.608  | .000 | .387                    | 2.581 |
| X2.TOTAL   | .281                        | .059       | .284                      | 4.729  | .000 | .361                    | 2.767 |

Source: Primary Data Processed, 2023

Based on Table 6, a regression equation model can be developed.  $Y = -1,813 + 0,319$  The b1 coefficient has a positive value of 0.319, explaining that if the brand image variable increases by one unit, consumer buying interest increases by 0.319. The b2 coefficient has a positive value of 0.389, explaining that if the product quality variable increases by one unit, consumer buying interest increases by 0.389. The b3 coefficient has a positive value of 0.281, explaining that if the price variable increases by one unit, consumer buying interest increase by 0.281.

The Coefficient of Determination ( $R^2$ ) shows the magnitude of the contribution of the independent variable to the dependent variable. The greater the coefficient of determination, the better the ability of the independent variable to influence the dependent variable, where  $0 < R^2 < 1$ . If the determination ( $R^2$ ) is getting bigger (close to one), it can be said that the influence of the independent variable is large on the dependent variable.

**Table 7.** Test Results of the Coefficient of Determination ( $R^2$ )

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .863 <sup>a</sup> | .745     | .741              | 1.170                      |

Source: Primary Data Processed, 2023

$R = 0.863$  means that the relationship between brand image, product quality, and price on consumer buying interest in buying Surakarta department store sun products is quite close. R square of 0.745 brand image, product quality, and price affect consumer buying interest in buying Surakarta department store sun products while the rest is influenced by other factors not examined. The t test is used to prove the existence of a significant influence between brand image on buying interest, product quality on buying interest, and price on buying interest in consumers of Matahari department store Surakarta. The independent variable partially has a significant effect on the dependent variable, where if the t-count value is greater than the t-table, the regression test is said to be significant, or by looking at the significance number. If the sig value is smaller than 0.05, then partially or individually the independent variable has a significant effect on the dependent variable. With the following conditions:

Ho: This means that there is no significant effect of the independent variable on the dependent variable.

Ha: This means that there is a significant influence of the independent variable on the dependent variable.

**Table 8.** T-test Results

| Model      | Unstandardized Coefficients |            | Standardized Coefficients |        | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      | T      |      | Tolerance               | VIF   |
| (Constant) |                             | -1.813.878 |                           | -2.065 | .040 |                         |       |
| X1.TOTAL   | .319                        | .053       | .301                      | 5.984  | .000 | .517                    | 1.935 |
| X3.TOTAL   | .389                        | .059       | .383                      | 6.608  | .000 | .387                    | 2.581 |
| X2.TOTAL   | .281                        | .059       | .284                      | 4.729  | .000 | .361                    | 2.767 |

Source: Primary Data Processed, 2023

Based on Table 8, it can be concluded as follows. The brand image variable has a positive ( $b_1 = 0.319$ ) and significant effect on consumer buying interest in the Surakarta department store sun, this can be seen from the t-count ( $5.984 > t$ -table value ( $1.972$ )) with a significance value of  $0.00$ . The product quality variable has a positive effect ( $b_2 = 0.389$ ) and is significant on consumer buying interest in the Surakarta department store sun, this can be seen from the t-count ( $6.608 > t$ -table value ( $1.972$ )) with a significance value of  $0.00$ . The price variable has a positive effect ( $b_3 = 0.281$ ) and is significant on consumer buying interest in the Surakarta department store sun, this can be seen from the t-count ( $4.729 > t$ -table value ( $1.972$ )).

The F test was conducted to test whether the brand image variables (X1), product quality (X2), and price (X3) together or simultaneously have a significant effect on buying interest in Surakarta department store sun consumers. Then in determining the value of F, it is necessary to have a numerator free degree and a denominator free degree, with the formula below.

**Table 9.** F Test Results

| Model      | Sum of Squares | df  | Mean Square | F       | Sig.              |
|------------|----------------|-----|-------------|---------|-------------------|
| Regression | 781.766        | 3   | 260.589     | 190.414 | .000 <sup>b</sup> |
| Residual   | 268.234        | 196 | 1.369       |         |                   |
| Total      | 1050.000       | 199 |             |         |                   |

*Source: Primary Data Processed, 2023*

Based on Table 9, it can be seen that the F-count value is  $190.414$  so that the F-count  $>$  F-table ( $60.498 > 2.65$ ). So, it is concluded that the variables of brand image, product quality, and price together have an effect on consumer buying interest in the Surakarta department store sun.

## DISCUSSION

The results showed that brand image has a positive and significant effect on consumer buying interest. That way the first hypothesis which states that brand image has a positive and significant effect on consumer buying interest in Surakarta department store sun consumers. Brand image is an important thing for customers where a good brand image provides a good perception and is always remembered in the minds of consumers. this is in line with the results of research by Jacob et al., (2018; Ikawati et al., 2021), Fandiyanto and Endriyasari, (2019) and G. purnama Putri et al., (2021) concluded that there is a positive and significant influence between brand image and purchase intention. The results showed that product quality has a positive and significant effect on consumer buying interest. That way the statement stating that product quality has a positive and significant effect on consumer buying interest can be accepted.

High product quality identifies consumer buying interest in the Surakarta department store sun. Product quality is an important thing for producers including the Surakarta department store sun brand. If a product has good product quality, consumers feel satisfied and buy the product. This is in line with the research of Hidayah and Apriliani, (2019), Prakarsa, (2021), and Ramadhina and Mugiono, (2022) which resulted in the conclusion that there is a positive and significant influence between product quality and purchase intention. The results showed that price has a positive and significant effect on consumer buying interest. That way the first hypothesis which states that price has a positive and significant effect on consumer buying interest in consumers of the Surakarta department store sun. High prices identify consumer buying interest in the Surakarta department store sun. Price is an important thing for consumer customers of the Surakarta department store sun, even though a product has a fairly expensive price value, if the product quality is good, consumers still be interested. This is in line with research Prakarsa, (2021), and (Marwanto et al., 2022; Akbar, 2024) where price is the amount of money (plus some products if possible) that is paid to get a number of combinations of products and services.

## CONCLUSION

Based on the results of this research, it can be concluded that brand image has a significant impact on consumer buying interest. The findings indicate that consumers not only consider the brand as a primary factor but also take into account other aspects such as price, product quality, and other factors influencing purchasing interest. Therefore, marketing strategies that build and maintain a positive brand image can be key to enhancing consumer buying interest. Furthermore, product quality also plays a crucial role in influencing consumer buying interest. Research findings show that the better the product quality, the higher the consumer buying interest. Therefore, companies need to focus on developing and maintaining product quality standards to meet consumer expectations. Additionally, competitive pricing has also proven to have a positive impact on consumer buying interest. By keeping product prices competitive in the market, companies can enhance the attractiveness of their products and stimulate consumer buying interest. This conclusion provides a comprehensive view for companies in managing brand image, product quality, and pricing strategies to achieve success in attracting consumer buying interest.

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*Brand Image,  
Product Quality, and  
Price*

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