

The Moderating Role of Customer Experience on the Influence of Brand Image and Price Perception Toward Purchase Decision of Hamlin Products

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Article Info	ABSTRACT
<p>Keywords: Brand Image, Price Perception, Customer Experience, Purchase Decision</p>	<p>This study aims to analyze the effect of brand image and price perception on purchase decisions of Hamlin products, with customer experience as a moderating variable. The research was conducted online by distributing questionnaires to consumers of Hamlin products in Bali, one of the rapidly growing markets in fashion trends and social media usage. Although Hamlin's distribution center is located in Jakarta, Bali was chosen as the research focus due to its consumers' unique characteristics, including high sensitivity to brand image and price perception, responsiveness to social media trends, and adaptability to the fusion of tradition and modernity in fashion. This research uses a quantitative approach with the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) through the SmartPLS 4.0 application. The sample consisted of 160 respondents selected using purposive sampling individuals who had purchased Hamlin products. Data were collected through online questionnaires. The results show that brand image has a positive and significant effect on purchase decisions, and price perception also has a positive and significant effect on purchase decisions. However, customer experience does not moderate the effect of brand image and price perception on purchase decisions. This indicates that consumers' previous experiences with Hamlin products have not strengthened the relationship between brand image or price perception and their purchasing decisions. The findings support the Theory of Planned Behavior (TPB), where attitude formation based on positive brand image and fair price perception strongly influences consumer decision-making. The absence of a moderating effect suggests that Hamlin's consumers base their purchase decisions primarily on current perceptions rather than past experiences. The results provide managerial implications for Hamlin to enhance brand image and maintain perceived price fairness while improving customer experience to foster greater purchase confidence and loyalty.</p>
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INTRODUCTION

The industrial sector is one of the key pillars of Indonesia's national economy because it drives job creation and contributes significantly to state revenue through taxes and the development

of micro, small, and medium enterprises (MSMEs). According to the Central Statistics Agency (Badan Pusat Statistik, 2022), this sector has played a crucial role in creating employment and supporting national income growth. The expansion of this industry has been supported by increasing public awareness of the importance of appearance and lifestyle (Kadir, 2023). In recent years, Indonesia's fashion industry has experienced rapid growth, making it one of the most dynamic sectors in the national economy. Consumers—particularly younger generations—are paying greater attention to their appearance and use fashion as a means of self-expression (Maahirah, 2023). The rise of social media platforms and digital influencers has further shaped fashion trends and consumer choices. Digital platforms such as Instagram, TikTok, and online marketplaces have made it easier for consumers to access fashion products while enabling local brands to reach wider audiences without relying on traditional distribution channels (Erwin et al., 2023).

Local fashion brands in Indonesia have successfully penetrated the domestic market and are beginning to gain international recognition, indicating the global competitiveness of Indonesian fashion products. However, this rapid growth also presents significant challenges (Saputra & Fasa, 2024). The intensifying competition among local and international brands demands more effective and innovative marketing strategies (Yusepa et al., 2024). Building a positive image in the eyes of consumers has become a crucial factor, as consumers are more likely to choose brands that possess strong identity and perceived value (Maleha, 2025). For new fashion brands in particular, attracting consumer purchase decisions requires offering high-quality products, competitive prices, and enjoyable shopping experiences. To address these challenges, many local fashion brands—such as Erigo, Rucas, and This Is April—have focused on developing unique brand identities that differentiate them from competitors (Faizah et al., 2024). Additionally, these brands are increasingly emphasizing sustainability and ethical production, which are becoming central concerns for modern consumers.

Consumer purchase decisions have become a critical factor supporting the growth of Indonesia's fashion industry (Sabrina & Engriani, 2025). Such decisions are influenced by several aspects, including consumer perceptions of the brand (brand image), product quality, and the price offered (Purnawati et al., 2020). Modern consumers seek not only products that meet functional needs but also those that reflect their lifestyle and identity (Ramadhany, 2025). The abundance of brand choices in the market has made consumers more selective and critical when deciding what to purchase. Consequently, fashion businesses must understand consumer behavior comprehensively and design marketing strategies that enhance interest and loyalty. One of the main factors influencing purchase decisions is brand image (Suvia & Yuwono, 2022). Brand image is not limited to logos or slogans but encompasses consumers' perceptions and beliefs about a brand (Farida, 2025). These perceptions are formed through personal experiences, company marketing communication, and the brand's reputation in society. Research by Dewi and Setiawan (2019) showed that a positive brand image has a significant influence on consumers' purchase decisions. Similarly, Nurjaya (2021) found that brand image has a positive and significant effect on purchase decisions among Lazada e-commerce consumers. However, Sari et al. (2023) found a

negative and significant influence of brand image on purchase decisions for certain skincare products, suggesting that in some contexts, brand image alone is not sufficient to drive consumer purchases.

The importance of brand image was also questioned in a study by Wahyuni and Latifa (2024), which revealed that brand image had a negative and significant impact on purchase decisions due to the stronger role of other factors such as price and product quality. These mixed findings indicate that the influence of brand image on purchase decisions may vary across industries and product categories. Therefore, it is essential to re-examine this relationship in the context of local fashion brands like Hamlin, which face intense competition and evolving consumer expectations. (8) Price perception also plays a vital role in shaping purchase decisions. It refers to how consumers evaluate and interpret the price of a product relative to the value or benefits they receive (Soliha & Fatmawati, 2024). This evaluation involves not only the price figure itself but also the perceived quality, brand reputation, and expected satisfaction. Studies by Pratiwi and Rahardjo (2023) and Fitriani et al. (2022) consistently found that price perception has a positive and significant effect on consumer purchase decisions. However, other studies such as Rizki and Siti (2024) and Amalia and Putra (2023) reported a negative and significant influence of price perception on purchase decisions, suggesting that when consumers perceive prices as unfair or not aligned with quality, it can reduce their willingness to buy. Another factor that may moderate these relationships is customer experience. Customer experience encompasses all interactions and perceptions that consumers have during the purchasing and usage process, including comfort, satisfaction, and trust built through these experiences (Sasmita & Suki, 2025). Prior studies indicate that positive purchasing experiences can strengthen the influence of brand image and price perception on purchase decisions (Ridho Putra Pratama, 2023). Conversely, negative experiences can weaken consumer confidence and reduce purchase intention (Bhattacharya et al., 2019). Therefore, this study considers customer experience as a moderating variable, as it is expected to reinforce the impact of brand image and price perception on consumer purchase decisions for Hamlin products.

The core issue observed in this research lies in the inconsistency between Hamlin's brand image, price perception, and customer experience. There is a gap between consumers' perception of Hamlin's high prices, its weakened brand image due to controversies over rebranded imported products sold at higher prices, and customer dissatisfaction arising from unmet expectations. These conditions may collectively affect consumers' purchase decisions. Hence, this study aims to examine the influence of brand image and price perception on purchase decisions for Hamlin products, with customer experience as a moderating variable. The findings are expected to contribute both theoretically—to the study of consumer behavior—and practically, by providing recommendations for Hamlin's marketing strategies to enhance competitiveness and consumer trust.

METHOD

This research employs a quantitative approach with a correlational research design using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The research was conducted online by distributing questionnaires to consumers of Hamlin products in Bali, a region considered a rapidly growing market in terms of fashion trends and social media engagement. Although Hamlin’s distribution center is located in Jakarta, Bali was selected as the research site because consumers in this region possess unique characteristics such as high sensitivity to brand image and price perception, responsiveness to fashion trends influenced by social media, and active participation in digital interactions. The research population consists of consumers of Hamlin products residing in Bali. Since the exact population size is unknown—encompassing all individuals who have purchased or shown interest in Hamlin products—the sample size was determined using the formula proposed by Hair et al. (2021), which recommends a minimum of 5–10 times the number of indicators used in the study. With 16 indicators, the required minimum sample size was 160 respondents. The sampling technique employed was purposive sampling, based on specific criteria, namely respondents who had previously purchased Hamlin products. Assuming an average questionnaire response rate of 75%—a typical rate for fashion-related studies (Delasandra, 2017)—a total of approximately 214 questionnaires were distributed to obtain 160 valid responses. Data collection was conducted through online and offline surveys, allowing efficient access to active consumers interested in fashion products. The type of data used in this research is quantitative data, which consists of measurable numerical values obtained from respondents’ answers to questionnaire items.

According to Sugiyono (2019), the quantitative method is grounded in the positivist philosophy and is used to study specific populations or samples through data collection using structured instruments. The analysis is statistical in nature and aims to test predetermined hypotheses. The data source in this study is primary data, which, according to Sugiyono (2019), refers to data collected directly from respondents. Primary data were obtained through the distribution of questionnaires to Hamlin consumers who met the sampling criteria. The data collection technique employed in this research is the questionnaire method. A questionnaire is a data collection instrument that presents a set of written questions or statements to be answered by respondents. As explained by Sugiyono (2019), the questionnaire technique is considered efficient when researchers clearly understand the variables to be measured and what information to expect from respondents. This technique is particularly suitable for research involving a large number of respondents spread across different locations, as in this study. The research instrument used is a structured questionnaire (survey form) consisting of closed-ended statements developed based on the study variables. The measurement scale used is the Likert Scale, which is commonly applied to measure attitudes, opinions, and perceptions. In this study, the Likert scale ranged from 1 (Strongly Disagree) to 5 (Strongly Agree) (Sugiyono, 2019). Data obtained from the questionnaires were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software. This analytical method was chosen because it is

capable of testing complex relationships among latent variables—both direct and indirect—while being suitable for relatively small sample sizes and non-normally distributed data (Aurelia & Perdana, 2020).

RESULTS AND DISCUSSION

Demographic Characteristics of Respondents

This research was conducted in the Province of Bali, focusing on consumers of Hamlin products, who come from various demographic backgrounds. A total of 160 respondents participated in this study, collected through online questionnaires distributed via Google Forms. Respondents were drawn from nine regencies and cities in Bali, namely Denpasar City, Badung, Gianyar, Tabanan, Buleleng, Jembrana, Bangli, Klungkung, and Karangasem. This wide geographical distribution demonstrates the diversity of Hamlin's consumers in Bali, which makes the data representative for analyzing consumer behavior in the fashion industry. Based on gender, the respondents in this study consisted of 92 females (57.5%) and 68 males (42.5%). This shows that Hamlin's consumers are dominated by women, which aligns with the characteristics of typical fashion and lifestyle product users. Female consumers tend to be more attentive to product image, quality, and design when making purchasing decisions, indicating that Hamlin's market appeal is stronger among women who are more expressive about their personal style and brand preference. In terms of age distribution, the majority of respondents were within the 24–27 years category, comprising 55 respondents (34.4%). This was followed by 36 respondents (22.5%) aged 21–23 years, 30 respondents (18.8%) aged 28–30 years, 24 respondents (15%) aged 18–20 years, and 15 respondents (9.3%) aged above 30 years. This indicates that most Hamlin consumers are young adults who are active, productive, and highly responsive to new trends. The dominance of this age group suggests that Hamlin's product positioning aligns well with the lifestyle and preferences of Generation Z and Millennials, who are highly engaged with fashion and social media. From the perspective of occupation, the largest group of respondents were students, accounting for 54 people (33.8%), followed by private employees with 47 people (29.4%), entrepreneurs with 31 people (19.4%), civil servants with 18 people (11.3%), and others with 10 people (6.3%). These findings highlight that Hamlin's main consumer base consists of young individuals and active professionals who value appearance, comfort, and style. The significant proportion of students and private employees indicates that Hamlin products are popular among individuals who are economically active and socially engaged, reflecting their aspirations for fashionable yet functional products. In terms of education level, most respondents held a bachelor's degree (S1), totaling 74 respondents (46.3%), followed by senior high school graduates (26.3%), diploma holders (17.5%), and postgraduates (10%).

This data shows that Hamlin consumers are generally well-educated, with middle-to-upper educational backgrounds. Individuals with higher education levels are often more selective in evaluating product quality, price fairness, and brand reputation, indicating that Hamlin's target audience consists of consumers with higher expectations regarding product standards and brand credibility. Based on the duration of product usage, the majority of

respondents, namely 56 people (35%), had been using Hamlin products for 1–3 years. This was followed by 44 respondents (27.5%) who had used them for 6 months to 1 year, 32 respondents (20%) who had used them for more than 3 years, and 28 respondents (17.5%) who had used them for less than 6 months. These results indicate that a large portion of Hamlin consumers are loyal users with substantial product experience. The consistency of usage over the years reflects consumer trust and satisfaction, as well as the company's ability to retain its market segment in the long term. Regarding domicile, respondents were distributed across nine regencies and cities in Bali. The majority resided in Denpasar City (13.8%), followed by Badung Regency (12.5%), while Gianyar, Tabanan, and Buleleng each contributed 11.3% of the total respondents. Meanwhile, Jembrana, Bangli, Klungkung, and Karangasem each accounted for 10% of respondents. This fairly even distribution across Bali indicates that Hamlin's consumers are not concentrated in one area but are widespread, particularly in urban regions such as Denpasar and Badung, which are the centers of modern lifestyle and creative economic activity. The data shows that Hamlin's products have successfully penetrated various market segments, both urban and semi-urban, demonstrating the brand's appeal and accessibility throughout the island. Overall, the demographic characteristics of respondents reveal that Hamlin's consumers in Bali are predominantly young, educated, and socially active individuals, especially women. These consumers tend to make purchasing decisions influenced by brand image, product quality, price perception, and their prior experiences with the brand. The findings provide a solid foundation for analyzing how these factors interact to shape consumer purchase decisions in subsequent model testing.

Measurement Model Evaluation (Outer Model)

The evaluation of the outer model aims to assess whether each indicator used in the study accurately reflects its corresponding latent construct, both in terms of validity and reliability. Based on the results of the PLS algorithm, all indicators across the four constructs—Brand Image, Price Perception, Customer Experience, and Purchase Decision—showed loading factor values above 0.70. This meets the rule of thumb suggested by Ghazali (2021), which states that indicators with loading factors ≥ 0.70 demonstrate strong representation of their latent variables. This finding indicates that all indicators are statistically valid and none require removal from the measurement model. Furthermore, the results of the Average Variance Extracted (AVE) analysis reveal that each construct exceeds the minimum threshold of 0.50. Specifically, the AVE values obtained were 0.672 for Brand Image, 0.661 for Customer Experience, 0.708 for Price Perception, and 0.583 for Purchase Decision. These values confirm that each construct meets the requirements for convergent validity, as more than 50% of the variance in the indicators is explained by the underlying latent variable. Thus, the constructs are reliably measured and demonstrate strong internal consistency. The assessment of discriminant validity through the Fornell-Larcker criterion also supports the adequacy of the measurement model. For each construct, the square root of the AVE value was higher than its correlations with other constructs. This indicates that each variable is empirically distinct and that there is no conceptual overlap between constructs (Fornell &

Larcker, 1981). In other words, the indicators not only measure what they are intended to measure but also differentiate clearly between constructs. Overall, the results of the outer model evaluation demonstrate that the measurement instruments used in this study are valid and reliable across all criteria, including convergent validity, discriminant validity, and indicator reliability. Therefore, the measurement model can be considered robust and suitable for proceeding to the next stage of analysis—the evaluation of the structural model (inner model) to examine the relationships among the constructs..

Structural Model Evaluation (Inner Model)

The inner model evaluation aims to assess the relationships among latent variables and test the proposed hypotheses. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS 4.0 software. The model's predictive power was evaluated using the R-Square (R²) value, while the strength of each relationship was examined through path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure. The R-Square results indicated that the dependent variable, Purchase Decision, had a moderate predictive level, meaning that the combination of Brand Image, Price Perception, and Customer Experience explained a significant proportion of the variance in consumer purchase decisions. The direct effect test results show that Brand Image and Price Perception have a positive and significant effect on Purchase Decision, indicating that stronger brand perception and fairer price evaluation increase the likelihood of purchase. In contrast, Customer Experience was found to moderate the relationship between both independent variables and purchase decision, strengthening the influence when consumers have positive past experiences. Based on the t-statistics (>1.96) and p-values (<0.05) criteria (Hair et al., 2021), all significant paths met the hypothesis acceptance requirement. Thus, it can be concluded that the structural model in this study has good explanatory power and the proposed hypotheses are statistically supported.

Hypothesis Testing Results

The hypothesis testing was conducted using the bootstrapping method in SmartPLS 4.0 to determine the significance of the relationships between variables in the model. The results include the direct effects of Brand Image and Price Perception on Purchase Decision, as well as the moderating effects of Customer Experience. The hypothesis is considered accepted when the t-statistic value > 1.972 and p-value < 0.05 (Hair et al., 2021).

Table 1. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	t-Statistic	p-Value	Result
H1	Brand Image → Purchase Decision	0.214	2.473	0.013	Supported
H2	Price Perception → Purchase Decision	0.384	3.275	0.001	Supported
H3	Brand Image × Customer Experience → Purchase Decision	0.080	1.097	0.273	Not Supported

Hypothesis	Relationship	Path Coefficient	t-Statistic	p-Value	Result
H4	Price Perception Customer Experience Purchase Decision	× -0.031 →	0.408	0.683	Not Supported

Source: Primary data processed by the researcher (2025)

The results of the first hypothesis (H1) show that Brand Image has a positive and significant effect on Purchase Decision, with a path coefficient of 0.214, t-statistic of 2.473, and p-value of 0.013. Since $t > 1.972$ and $p < 0.05$, the hypothesis is accepted. This indicates that the more positive the brand image perceived by consumers, the higher the likelihood of making a purchase. A strong brand image builds trust, enhances perceived product quality, and encourages consumers to choose the brand. Hence, H1 is supported.

The second hypothesis (H2) reveals that Price Perception also has a positive and significant effect on Purchase Decision, with a path coefficient of 0.384, t-statistic of 3.275, and p-value of 0.001. This result indicates that when consumers perceive product prices as fair and consistent with the value and quality offered, their purchase intention increases. Positive price perception strengthens consumer confidence in their purchasing decision, confirming that H2 is supported.

For the third hypothesis (H3), the analysis shows that Customer Experience does not moderate the relationship between Brand Image and Purchase Decision, with a path coefficient of 0.080, t-statistic of 1.097, and p-value of 0.273. These results do not meet the significance criteria ($t < 1.972$; $p > 0.05$), meaning H3 is not supported. This suggests that consumers' previous experiences with Hamlin products have not significantly enhanced the influence of brand image on their purchasing decisions. Although a strong brand image can build consumer trust, prior experience has not yet acted as a reinforcing factor in the decision-making process.

The fourth hypothesis (H4) also indicates that Customer Experience does not moderate the effect of Price Perception on Purchase Decision, with a path coefficient of -0.031, t-statistic of 0.408, and p-value of 0.683. Since the results do not meet the significance threshold, H4 is not supported. This means that while consumers may perceive the price as fair, their previous experiences do not necessarily strengthen the relationship between perceived price and purchasing decisions. Consumers' prior experiences do not significantly alter how they evaluate price fairness in relation to their final purchase decision.

In conclusion, the direct effects (H1 and H2) are supported, showing that Brand Image and Price Perception both have significant positive impacts on Purchase Decision. Meanwhile, the moderating effects (H3 and H4) are not supported, indicating that Customer Experience has not yet acted as a significant reinforcing factor in this model.

CONCLUSION

The results of this research indicate that Brand Image and Price Perception both have a positive and significant effect on Purchase Decision among Hamlin consumers in Bali. A

strong brand image enhances consumer trust and confidence, encouraging them to make purchasing decisions, while a positive perception of price fairness and value strengthens consumers' willingness to buy. These findings highlight that consumers are more likely to purchase when they perceive the brand as reputable and the price as reasonable compared to the quality offered. Meanwhile, Customer Experience does not significantly moderate the relationship between either Brand Image or Price Perception and Purchase Decision. This suggests that previous experiences with Hamlin products have not yet played a major role in strengthening the effects of brand image or price perception. Therefore, Hamlin should continue to focus on maintaining a strong brand identity and fair pricing strategy while improving overall customer experience to build long-term satisfaction and loyalty.

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