

The Influence of Personal Branding, Brand Image, and Price on Purchase Decisions on Mother of Pearl Cosmetics Brand

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ABSTRACT

This research aims to examine the influence of personal branding, brand image and price on purchasing decisions for the mother of Pearl cosmetic brand. The population in this study were all consumers who had purchased Mother of Pearl cosmetic products at the Sociolla outlet, Summarecon Mall Bekasi. The variables used in this research are Personal Branding, Brand Image, and Price as independent variables; and Purchasing Decisions as the dependent variable. The sampling technique used is the survey method and uses a questionnaire instrument. The analytical methods used are Descriptive Statistical Analysis, Data Quality Test, Classical Assumption Test, Multiple Linear Regression Analysis, and Hypothesis Testing. The results of this research show that partially the variables Personal Branding, Brand Image and Price have a significant and positive influence on purchasing decisions for Mother of Pearl cosmetic products at Sociolla Summarecon Mall Bekasi. The research results from 100 respondents also indicate that, simultaneously, the variables Personal Branding, Brand Image, and Price collectively have a significant and positive influence on Purchase Decision for Mother of Pearl cosmetic products at Sociolla Summarecon Mall Bekasi. This is evidenced by the F-test results, which show a significant value of $0.000 < 0.05$ and an F-value of $14.871 > 2.70$, meaning that H4 is accepted and H04 is rejected. The conclusion is that Price, Brand Image, and Personal Branding simultaneously influence the purchase decision of Mother of Pearl cosmetic products.

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1. Introduction

The development of technology and the advancement of the digital world have changed the pattern of consumer behavior in making product purchases. The use of the internet is not only limited to looking for data and information in the field of technology. Companies also take advantage of it by selling products online or e-commerce. According to Safitri & Ali Mauludi (2022), One of the e-commerce companies that is experiencing rapid growth in Indonesia and has many fans among women is Sociolla. Sociolla provides a wide range of beauty products from local and international brands from well-known brands, especially skincare, makeup, and other beauty products since 2015. Beauty products are one of the products that are always needed by women and are one of the primary needs. It is important for a person to have a variety of cosmetic products to support their appearance.

One of the products sold at Sociolla Summarecon Mall Bekasi is the Mother of Pearls (MOP) product. MOP Beauty is a beauty product created by Tasya Farasya, someone who has personal

branding as a beauty influencer, who often spreads information about cosmetics and beauty tips with more than 6 million followers on Instagram. The existence of strong personal branding from Tasya makes it easier for her to build and develop this brand. As a product created by a beauty influencer, Tasya Farasya, the MOP Beauty brand has a strong brand image position in the market. According to Syamsurizal & Ernawati (2020) said that a positive brand image will provide benefits for producers to be better known by consumers. In other words, consumers will make their choice to buy products that have a good image. And vice versa, if the Brand Image is negative, consumers will definitely tend to consider further when buying products.

According to Lin et al., (2007:122), Brand Image makes consumers able to recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from the differentiation of certain products. MOP Beauty also utilizes social media platforms to bring products closer to consumers through creating content on Instagram and Tiktok.

Menuru Pujiwati et al., (2023) One of the most important factors in making purchasing decisions is product price. According to Kotler (2000), price is the sum of all the value provided by customers to benefit from owning or using a product or service. According to Anggraini & Suryoko (2018), in a business that issues products must have a price value. Price according to Arifin (2007) is the meaning of price is the compensation that must be paid by consumers in order to obtain products or services.

To achieve the economies of scale needed towards low costs and low prices, companies are required to be competitive (Rini, 2019). Asution & Kristaung (2023) explained that with Personal Branding, customers will know how useful the product is to have. With Personal Branding, it will change customer attitudes and encourage customers to act or buy the product. Therefore, Personal Branding carried out by Mother of Pearl must be able to influence and attract customers to visit the Mother of Pearl website in making purchases, such as providing reviews of the use of cosmetics reviewed by famous beauty influencers who show how good the quality of Mother of Pearl is that will persuade consumers to buy Mother of Pearl and if they wear cosmetics it will be attractive like beauty influencers their favorites.

If customers believe that the price and quality of the product are equal, this can be a factor that they take into account when buying the product. It is not uncommon for items that have a higher cost in the market to sell better than products that have a lower price. Therefore, the composition used in the production of the product must achieve the best possible results to ensure that customers who have used the product have an experience that they will remember.

A number of studies have contradictory things about several variables, such as research from Bertha K. Sinambela & Saskia Novendra (2023) which shows that Personal Branding has a great influence on several variables in the study, while according to research from Khairunnisa et al. (2024) This study shows that although Personal Branding has a significant influence on purchasing decisions, partially, Personal Branding does not have a significant effect on online customer reviews. This indicates that in certain contexts, Personal Branding may not always play an important role in influencing consumer decisions.

Further from the research Nurliyanti et al., (2022) which shows that in the study the Brand image variable affects the purchase decision, while the research from Noor (2014) showed that there was an insignificant influence between the Brand Image and the variables in the study.

Then the research from Adi Satria (2017) which shows that the price has a positive or significant influence on Buying Interest, where a high Buying Interest can be formed by the price offered by the service provider or product, while research from Setyo (2017) which shows that price variables do not have a partial and significant influence on consumer satisfaction.

Based on several studies that have been explained, this can be used as a research gap that discusses the influence of Personal Branding, Brand Image, and price on purchase choices in Mother of Pearl cosmetic products. After observing the problem, the researcher was interested in conducting a study

entitled "The Influence of Personal Branding, Brand Image, and Price on Purchase Decisions on Mother of Pearl Cosmetic Brands".

2. Literature Review

Personal Branding

According to Perry, (2000) Personal Branding is a personal identity that is able to create an emotional response to others regarding the qualities and values that the person has. Further Fathussyaadah et al., (2021) Stating that personal branding is a personal identity that is able to create an emotional response to others regarding the qualities and values that the person has. Consistency is a key prerequisite for strong Personal Branding. According to Harnum Pratiwi (2021) From the definition of Personal Branding above, it can be concluded that Personal Branding is a brand or brand that is attached to a person that can be built and reflects who a person is who can be built and reflects who a person is that affects the audience's perception of the values and qualities possessed by a person.

According to Yunitasari & Japariato (2013) Personal Branding is based on your life values and has a high relevance to who you really are. Personal Branding is your personal brand in the minds of everyone you know. Personal Branding will make everyone look at you differently and uniquely. People may forget about your face, but your personal brand will always be remembered by others.

Brand Image

Megasari Manik & Siregar (2022) argues that every product sold in the market has its own image in the eyes of its consumers which is deliberately created by marketers to differentiate it from competitors. Therefore, it can be concluded that Brand Image is a view of the value of a product that the company gives to customers about the beliefs that are formed and inherent in the minds of customers towards a certain brand. According to Kotler (2000), brand image is a collection of brand beliefs developed by consumers where the position of each brand in each attribute.

According to Supriyadi et al. (2016) Brand Image itself has a meaning to the image of a product in the minds of consumers en masse. Everyone will have the same image of a brand. The competition in the industrial world that is increasingly fierce today, requires companies to be more creative and make a competitive advantage, be it in terms of packaging, products, marketing channels or their image, if the consumer's response to the offer of a competing product remains the same or ordinary, then consumers will see the brand of a product with a different response.

Price

According to Megasari Manik & Siregar, (2022) Price is the amount of money charged for a product or service. In a broad sense, price is the sum of all the value that consumers exchange for the benefits of owning or using the product or service. According to Kotler and Amstong, (2014) Price is a value for a product or service that is traded and exchanged for currency or other tools.

Price according to Mauliddiyah (2021) is a sum of money that is exchanged for a product or service. Meanwhile, according to Mahmud Machfoedz, price is the amount of money charged on products or services. The broad definition of price is the amount of value exchanged to obtain the benefit of ownership or use of a product or service. According to Bunga Pertiwi et al (2022), price can affect customer satisfaction levels, where customers will feel satisfied when the existing price is in line with expectations. Price is the only element of the marketing mix that generates revenue, the other elements reflect costs.

Purchase Decision

According to (Rezky et al., 2022), the purchase decision is a stage of the buyer's decision process, which is when the consumer actually buys the product. The decision to buy is a real buying process. According to Fauziah et al., (2023), if consumers decide to buy, consumers will encounter a series of decisions that must be taken regarding the type of product, brand, seller, quantity, purchase time and payment method. Where consumers know the problem, look for information about a particular

product or brand and evaluate how well each of these alternatives can solve the problem which then leads to a purchase decision.

According to Kotler (2005:204), to arrive at the purchase date, there are steps in the purchase process with a stage. The decision-making process includes: need recognition, information search, evaluating alternatives, purchase decisions, and post-purchase behavior. Rini (2024), argues that decision-making, also known as decision-making, is the process of choosing or weighing various competing interests in an unstable situation. According to Swastha and Irawan (2008), the purchase decision is the understanding of consumers about the wants and needs of a product by assessing from existing sources by setting purchase goals and identifying alternatives so that the decision maker to buy is accompanied by behavior after making a purchase.

Research Methods

The research applies a descriptive design with a quantitative approach, The population in this study is all consumers who have bought Mother of Pearl cosmetic products at the Sociolla outlet, Summarecon Mall Bekasi. The sample of this study was taken using the purposive sampling method. The determination of the number of samples was carried out using the formula of Hair et al. because the actual population size was unknown, then the minimum number of samples of 98 people was rounded to 100 people. This study uses primary data obtained directly from the source with a questionnaire/questionnaire as an instrument. The data analysis methods in this study include descriptive statistical analysis, data quality test, classical assumption test, multiple linear regression analysis, and hypothesis test.

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Conceptual Framework

The framework of thinking in this study will discuss how the Personal Branding and Brand Image of Mother of Pearl, and price factors affect consumers' purchasing decisions for this cosmetic product. Through this approach, it is hoped that the role of each variable in influencing consumer behavior can be further understood:

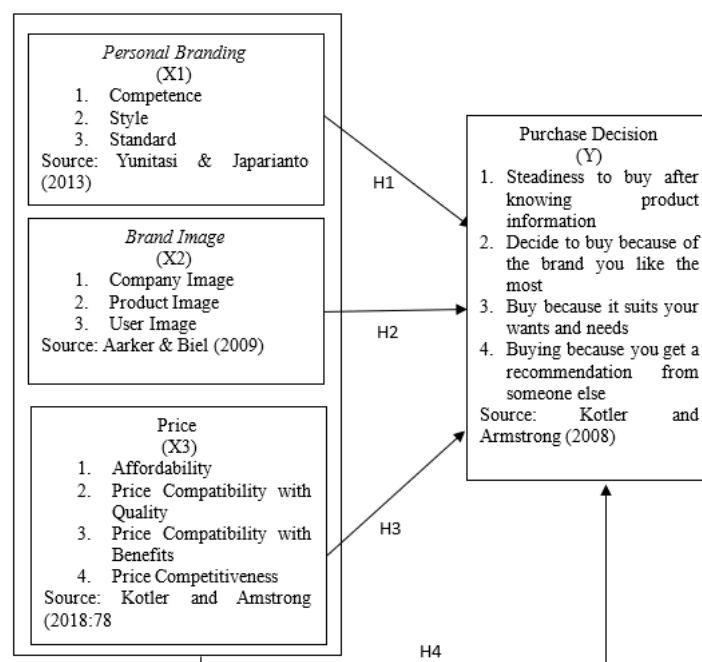


Fig.1. Conceptual Framework

4. Result and Discussions

The Influence of Personal Branding on Purchase Decisions

Personal branding has become an important factor in shaping consumer perception of a product or individual (Montoya & Vandehey, 2002). Previous research has shown that strong personal branding can increase customer purchase trust and loyalty, which ultimately contributes to purchasing decisions (Harris & Rae, 2011).

Based on the results of this study, which was tested using the t-test (partially), it was shown that the Personal Branding variable t-value was calculated at $2.725 > t_{\text{table}} (1.98498)$ with a significant level value of $0.008 < 0.05$. This means that H_0 is rejected and H_1 is accepted, which can be concluded that the Personal Branding variable has a positive and significant effect on the Purchase Decision variable.

Then the value of the positive regression coefficient here obtained a value of 0.290 can be interpreted that the better the Personal Branding received, the higher the Purchase Decision, and vice versa, the lower the Personal Branding received by the respondent, the lower the Purchase Decision. Personal Branding must be considered and improved. These results show that the more Personal Branding is built, the more it will affect the purchase decision, and vice versa, the less often Personal Branding is built, the lower the consumer's purchase decision.

Based on the results of the analysis that has been carried out in this study, which shows that Personal Branding has a positive and significant effect on the variables of Purchase Decisions. The image of the user is very closely related to the personality of the consumer. In many events, we often find it when a consumer chooses a product or brand based on their type or personality. Consumers who have a modern personality and lifestyle tend to prefer modern products to traditional or old-fashioned products, and vice versa. With the existence of Personal Branding in the Mother of Pearl cosmetics brand that is well conveyed to consumers, indirectly it will always be remembered by consumers. With this, of course, it is very possible for consumers to decide to buy from the Mother of Pearl cosmetics brand.

Therefore, this study is in accordance with the research that has been conducted by (An Nisa Nur Fatimah, 2023) which shows that the t-test of product quality variables has a positive and significant effect on buying interest with a t-value $> t_{\text{table}}$ of $3.328 > 1.981$ and a significance value of $0.000 < 0.05$ which means that H_1 is accepted and H_0 is rejected. This research is in accordance with

research that has been conducted by (Talitha Zaidah Azmi et al., 2023) which shows that there is a positive influence of Personal Branding on purchase decisions.

This study is not in accordance with the research that has been conducted by (Ida Nurul Fitriyah, 2019), The Influence of the Personal Branding Variable (X3) on the decision to purchase Mother of Pearl (Y) cosmetics. In table 4.15 above, it can be seen that the t calculation for the Personal Branding variable (X3) is 1.591, this means that $t \text{ calculates } 1.591 < t \text{ table } 1.990$ then the significant result is 0.115, which is > 0.05 , then H03 is accepted and H3 is rejected. So in conclusion, Personal Branding has no partial effect on the purchase decision (Y) of Mother of Pearl cosmetics.

The Influence of Brand Image on Purchase Decisions

Brand image has an important role in shaping consumer perception of a product or brand. A brand with a positive image tends to be more trusted by consumers, which can ultimately influence purchase decisions (Keller, 1993). Several previous studies have shown that a strong brand image can increase customer loyalty as well as encourage higher purchase intent (Aaker, 1996; Kotler & Keller, 2016).

Based on the results of this study, which was tested using the t-test (partially), it was shown that the content marketing variable had a calculated value (3,704) $>$ a t-table (1.98498) with a significant level value of $0.000 < 0.05$. This means that H0 is rejected and H1 is accepted, which can be concluded that the content marketing variable has a positive and significant effect on the Purchase Decision variable.

Then the value of the positive regression coefficient here can be interpreted that the better the Brand Image received, the higher the Purchase Decision, and vice versa, the lower the Brand Image received by the respondent, the lower the Purchase Decision. The brand image must be considered and improved. Based on the results of the analysis that has been carried out in this study which shows that Brand Image can encourage purchase decisions by consumers. If a store has good product completeness, of course, the needs of every consumer can be met with the various variations provided. This can certainly trigger consumers to decide to make a purchase.

Therefore, this research is in accordance with research that has been conducted by (Talitha Zaidah Azmi et al., 2023) which shows that there is a positive influence of Brand Image on purchase decisions. This research is in accordance with research that has been conducted by (Muhammad Nizar Hamdi, 2021), Brand Image with a purchase decision of 0.706 with a p-value of $0.005 < \alpha = 0.05$ (5%). So there is a significant influence between Brand Image and purchase decisions. A positive value on the parameter coefficient means that the better the brand image of the product, the higher the purchase decision.

This research is in accordance with research that has been conducted by (Ida Nurul Fitriyah, 2019), the influence of the Brand Image (X2) variable on the decision to purchase Mother of Pearl cosmetics (Y). In table 4.15 above, it can be seen that t calculation for the Brand Image variable (X2) is 3.075, this means t calculation is $3.075 > t \text{ table } 1.990$ then the significant result is 0.003, which is < 0.05 , then H2 is accepted and H02 is rejected. So in conclusion, Brand Image has a partial effect on the purchase decision (Y) of Mother of Pearl cosmetics.

The Effect of Price on Purchase Decisions

According to Gracia et al (2024) Price plays a strategic role in marketing. If the price is too expensive, the product in question will not be affordable to certain markets or even low customer value. On the other hand, if the price is too cheap, the company will find it difficult to make a profit or some consumers perceive the quality to be poor. So it can be concluded that the price factor is an important factor that consumers consider in making purchasing decisions in a business.

Based on the results of this study, which was tested using the t-test (partially), it was shown that the price variable t-value was calculated (5,017) $>$ t-table (1.98498) with a significant level value of $0.000 < 0.05$. This means that H0 is rejected and H3 is accepted, which can be concluded that the Price variable has a positive and significant effect on the Purchase Decision variable.

Then the value of the positive regression coefficient here can be interpreted that the better the price received, the higher the Purchase Decision, and vice versa, the lower the price received by the respondent, the lower the Purchase Decision. These prices must be considered and increased. In

market conditions there is always a tendency for manufacturers to set high prices and some others set low prices, but most consumers think that getting the right goods is the most important thing than the price. The results of research in the field show that consumers also consider the price when buying products.

Therefore, this study is in accordance with research that has been conducted by (Muhammad Nizar Hamdi, 2021) which shows that the price with a purchase decision of 0.250 with a p-value of $0.017 < \alpha = 0.05$ (5%). So there is a significant influence between price and purchase decisions. A positive value in the parameter coefficient means that the better the price determination, the more the purchase decision will also increase. This research is also in accordance with the research that has been conducted by (Ida Nurul Fitriyah, 2019), The Influence of Price Variables (X1) Partially/Individually on Consumer Purchase Decisions on Mother of Pearl (Y) Cosmetics. In table 4.15 above, it can be seen that t calculated for the price variable (X1) is 2.398, this means t calculated $2.398 > t$ table 1.990 then H_0 is rejected and H_1 is accepted. So in conclusion, the price has a partial effect on the purchase decision (Y) of Mother of Pearl cosmetics.

This study is not in accordance with the research that has been conducted by (Fatimah, 2023), the t-value is $1.638 < t$ table 1.981 and sig. $0.104 > 0.050$ so it can be concluded that the price variable has no effect on the purchase decision variable.

The Influence of Personal Branding, Brand Image, and Price on Purchase Decisions

The results of the f test in this study show that the variables Personal Branding, Brand Image, and Price together or simultaneously affect the Purchasing Decision variable with a value of sig. $0.000 < 0.05$

Therefore, this study is in accordance with the research that has been conducted by (Ida Nurul Fitriyah, 2019) which shows that from the results of simultaneous testing using SPSS 20.0 in table 4.16 above, it shows a significance value of $0.000 > 0.05$ and Fcal of $14,871 > 2.70$. It can be interpreted that H_4 is accepted and H_{04} is rejected, the conclusion is that Price, Brand Image and Personal Branding have a simultaneous effect on the purchase decision of Mother of Pearl products.

5. Conclusion

Based on the results of research and discussion on the Influence of Personal Branding, Brand Image and Price on Purchase Decisions on Mother of Pearl Cosmetics Brand (Case Study on MOP Products at Sociolla Summarecon Mall Bekasi), the author obtained several conclusions as follows: 1) Personal Branding has a significant and positive influence on Purchase Decisions on Mother of Pearl cosmetic products at Sociolla Summarecon Mall Bekasi. 2) Brand Image has a significant and positive influence on Purchase Decisions on Mother of Pearl cosmetic products at Sociolla Summarecon Mall Bekasi. 3) Price has a significant and positive influence on Purchase Decisions on Mother of Pearl cosmetic products at Sociolla Summarecon Mall Bekasi. 4) The simultaneous influence of Personal Branding, Brand Image, and Price together has a significant and positive influence on Purchase Decisions on Mother of Pearl cosmetic products at Sociolla Summarecon Mall Bekasi.

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