

# The Influence of Price and Promotion Perceptions on The Decision to Purchase Indosat Ooredoo Data Packages With Brand Image as an Intervening Variable

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## ABSTRACT

This research aims to analyze the influence of price and promotion perceptions on purchasing decisions for Indosat Ooredoo data packages with Brand Image as an intervening variable. This study involved 100 students from the 2020-2023 Bachelor of Management Study Program at Muhammadiyah University Semarang. The research method used is quantitative with data collection techniques using questionnaires, and the analytical tool used is Structural Equation Modeling - Partial Least Squares (SEM-PLS). The research results show that price perceptions do not directly have a significant effect on purchasing decisions, while promotions have a positive and significant effect. Apart from that, price perceptions and promotions have a significant effect on Brand Image, which then mediates the influence of both on purchasing decisions. The coefficient value shows that price perception and promotion contribute to Brand Image by 0.56 and 0.64 respectively, which then influences purchasing decisions with a coefficient value of 0.48. These findings imply that companies must pay attention to price and promotion factors as well as how Brand Image is formed to improve consumer purchasing decisions.

**Keywords:** Price Perception, Promotion, Brand Image, Purchase Decision, Indosat Ooredoo.

## **INTRODUCTION**

The transformation of lifestyle, learning, communication and other aspects of social life in Indonesia has had a significant impact due to the use of mobile phones. This is due to the rapid development of technology and information in Indonesia, which is in line with the increasing need for mobile telecommunications due to very high mobility in this country. The sophistication of science and technology makes things easier for society, excessive use of technology can cause addiction and have a negative impact on society. However, on the other hand, technology is also very helpful in carrying out tasks and meeting daily needs. With these technological advances, the use of the internet makes it easy for people to access various information that we need without time limits or be proactive all the time and makes long distance communication easier.

**Picture 1. Internet Users in Indonesia**

<b>Tahun</b>	<b>Jumlah</b>	<b>Presentase %</b>
2019-2020	196,71 juta	73,7
2021-2022	210,03 juta	75,52
2022-2023	215,63 juta	78,19

From this data, internet service users have increased from 2019 to 2023. The positive trend in the number of people using the internet in Indonesia continues every year. The results of a survey conducted by APJII (Association of Indonesian Internet Providers) show that the number of internet users reached 215.63 million people this year, which shows an increase of 2.67% from the number of 210.03 million users last year. This indicates that the number of internet users in Indonesia is increasing every year.

The decision to buy an Indosat starter card in Semarang is influenced positively and significantly by factors such as price perception, product quality, brand image and word of mouth. These results are shown by previous research entitled "Analysis of the Influence of Price Perception, Product Quality, Brand Image, and Word of Mouth on the Decision to Purchase Indosat Ooredoo Starter Cards in Semarang City" (Nantyas Cahyaningrum, 2018).

Price perception has no effect on brand image, as shown in research by Muhammad Hafizh entitled "Analysis of the Influence of Price Perception and Product Quality on Purchasing Decisions through Brand Image as an Intervening Variable Study on Xiaomi Smartphone Users" (Ryananda et al., 2022a). If the perception of Xiaomi smartphone prices is low, the credibility of the Xiaomi brand will decrease. This suggests that a product can have negative value if the costs customers incur for it are greater than the benefits gained brand image, superior attractiveness, will be the main key in overcoming competition and achieving victory in the market. The aim of this research is to analyze and describe the influence of Price Perception and Promotion simultaneously on Purchasing Decisions for Indosat Ooredoo Data Packages with Brand Image as an intervening variable.

## **REVIEW REFERENCES**

### **Decision Purchase**

The purchasing decision is the stage where consumers are confident and decide to actually make a purchase, called the purchasing decision (Edvin Fairliantina, 2022). Consumers discover their problems, search for information about specific products or brands, and assess how well each alternative can solve their problems. Ultimately, this process results in a purchasing decision (Ryananda et al., 2022). The decision making process in purchasing a product, which is a problem adjustment approach, is determined by consumer behavior. According to (Kotler & Keller, 2016) There are five steps in the purchasing process : first, Problem Recognition , Consumers will know which requests must be fulfilled immediately and which can wait. The purchasing process begins with identifying problems or requirements (Jayanti et al., 2023; Kotler & Keller, 2016). Second, Information Search, Consumers' awareness of their needs influences how actively they search for information. The urgency of needs and product availability also influence consumer purchasing tendencies. Information sources used by consumers include personal, commercial, general, and experiential sources (Kotler & Keller, 2016) .Third, Evaluation of Alternatives, After searching for facts, customers use data to evaluate several brands they are considering. In this evaluation process, they consider their beliefs about the product as well as their attitudes which involve feelings, emotions, and tendencies to act favorably (Kotler & Keller, 2016). Fourth Purchase Decision, When consumers make a decision to purchase a product or service, the evaluation of this decision influences the process of selecting available brands. This process can also influence consumers' tendencies to choose the brand they like most (Kotler & Keller, 2016). The Five Behaviors Customers will experience varying degrees of satisfaction or dissatisfaction. Feeling unhappy because the product does not meet expectations. However, if consumers are happy with a product or service, they are more likely to purchase it again later (Kotler & Keller, 2016).

### **Brand Image**

Brand image is the image and belief that consumers have, reflected in the associations stored in the customer's memory, which often appear first in consumers' minds when they hear a slogan, and remain embedded in their memory. How customers view a brand, including their beliefs and preferences, falls under the brand pillars. It is important for companies to build a strong brand image in business, because product trademarks can help consumers differentiate products from competitors and support companies in carrying out effective market segmentation (Kotler & Keller, 2016; Nantyas Cahyaningrum, 2018).

### **Price Perception**

In the business world, price is a key factor that influences the marketing of products or services. Higher or lower prices are often the main priority for consumers when looking for products. Perception is an individual's process of making choices, grouping and interpreting information to form a meaningful picture.

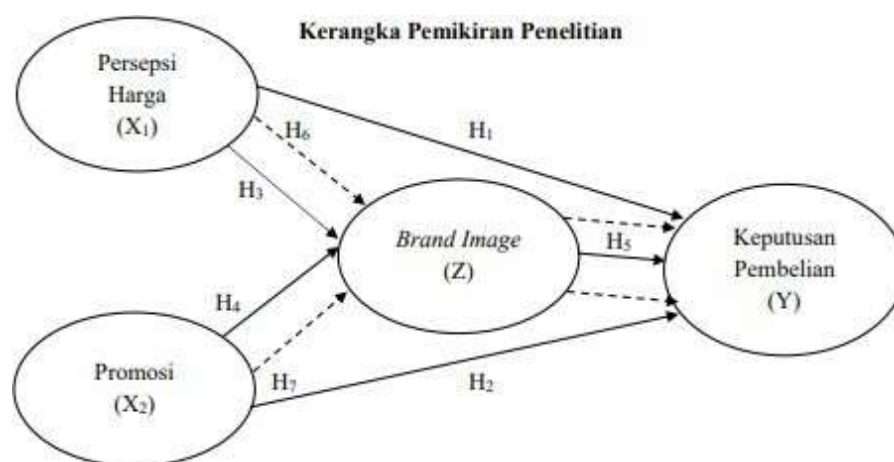
Price can be considered as a measure of the quality obtained from the services provided by customers. Historically, price is the main element in consumer selection (Kotler & Keller, 2016; Teguh Afwan & Budi Santosa, 2019) . It can be said that price is the only element that generates revenue, while other elements show costs, so companies must be smart in determining product prices, and price perceptions tend to influence purchasing decisions.

### **Promotion**

Promotion is an important part of a company's marketing strategy to sell its products. By providing information, convincing and reminding customers about brands and goods, promotional activities try to make customers want to accept, buy and be loyal to the goods being sold (Kafabih & Mukti, 2018) . In research (Usmar Wicaksono, 2017) , promotion is

a communication activity that aims to attract attention, remind and convince customers about the product. Promotion is an activity that communicates product advantages and encourages consumers to make purchases through advertising, sales promotions, and publications in the media. Apart from price, effective marketing strategies, such as the use of advertising, social media and billboards, also influence consumers in making purchases.

### Framework Thinking



**Picture 2 Framework Thinking**

### Hypothesis

#### a) Influence Perception Price to Decision Purchase

Price perception is the process by which consumers interpret the expected value of prices or attributes of goods and services, when consumers evaluate and judge product prices, largely influenced by consumer behavior itself. The relationship between price perception and purchasing decisions is also strengthened by research (Nantyas Cahyaningrum, 2018) based on the results of the F statistical test, it can be concluded that the price perception variable has a positive effect on purchasing decisions.

**H<sub>1</sub> : Price perception has a positive and significant effect on purchasing decisions**

#### b) Influence Promotion to Decision Purchase

According to (Banjarnahor et al., 2023) , promotion is a marketing activity that communicates by disseminating information and offers by the company, which influences and convinces consumers, and makes them remember the company and its products, so they want to buy and become regular customers. Research result (Usmar Wicaksono, 2017) shows that promotions have a positive and significant influence on purchasing decisions .

**H<sub>2</sub> : Promotion has a positive and significant effect on Buying decision.**

#### c) The Influence of Price Perceptions to Brand Image

Generally, price perception is the consumer's view The price set by the company (high, reasonable, low) can have a strong influence on consumer purchasing decisions (Sari et al., 2022) . Research by (Kamila & Khasanah, 2022) shows that price perception has a significant influence on brand image. The results of this research reveal that the higher the consumer's perception of price, the higher the influence on the company's brand image. Price perception is closely related to consumers' assessment of the price of a product.

**H<sub>3</sub> : Price perception has a positive and significant effect on brand image**

**d) The Effect of Promotion on Brand Image**

Promotion is one element in a marketing strategy that is intended to provide information, convince and remind consumers about the company's brand and products (Ayuningtyas & Magnadi, 2016) . The link between promotion and brand image is strengthened by research (Anisa et al., 2024) which shows that promotion has a positive effect on brand image.

**H<sub>4</sub> : Promotion has a positive and significant effect on the brand Image**

**e) The Influence of Brand Image on Purchasing Decisions**

According to (Kotler & Keller, 2016) Brand Image is how consumers see the brand of a product. This influences consumers' decisions to choose products based on brands they trust. This is confirmed by research entitled "The Influence of Price and Promotion on Purchasing Decisions with Brand Image as an Intervening Variable (Study at Coffee Shops in Malang City)," which shows that brand image influences purchasing decisions. Brand image has a direct influence on purchasing decisions (Rosnita, 2021) .

**H<sub>5</sub> : Brand Image has a positive effect on purchasing decisions**

**f) The Influence of Price Perceptions on Purchasing Decisions through Brand Image**

In the business world, price is one of the key factors that influences product marketing. Therefore, high or low prices are always the main focus of consumers when looking for products. Price is a determining factor in decision making, because consumers usually decide to buy a product if the perceived benefits are greater or match their expectations (Ryananda et al., 2022) .

**H<sub>6</sub> : Price perception has a positive and significant effect on purchasing decisions through brand image**

**g) The Effect of Promotion on Purchasing Decisions through Brand Image**

Promotion is an important element in a marketing strategy that is crucial for a company's success in marketing its products, because it can increase sales volume. According to (Kotler & Keller, 2016) , This is confirmed by research entitled "Analysis of the Influence of Promotion, Product Design, and Reference Groups on Purchasing Decisions with Brand Image as an Intervening Variable , " which shows that promotion, product design, and reference groups have an indirect effect on purchasing decisions through the brand image variable (Ayuningtyas & Magnadi, 2016) .

**H<sub>7</sub> : Promotion has a positive and significant effect on purchasing decisions through brand image**

## **METHOD STUDY**

The sampling technique in this research was carried out using the purposive sampling method. The sample used in this research was 100 respondents taken from the population of Indosat Ooredoo consumers or customers of Bachelor of Management students at the Muhammadiyah University of Semarang. Obtaining data using a questionnaire with an ordinal scale. This research uses a quantitative data analysis method using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis tool. The SEM-PLS testing steps are according to (Hair et al., 2019) .

## **RESULTS AND DISCUSSION**

### **Evaluation of the Measurement Model (Outer Model)**

Evaluation of the reflective measurement model consists of loading factor  $\geq 0.70$ , composite reliability  $\geq 0.70$  and average variance extracted (AVE  $\geq 0.50$ ) as well as evaluation of discriminant validity, namely the Fornell-Lacker criteria and HTMT (Heterotrait Monotrait Ratio) below 0.90. evaluation of the formative measurement model is seen from the significance of the outer weight and there is no multicollinearity

between measurement items seen from the outer VIF below 5 (Hair et al., 2019) .

### Convergent Validity

**Convergent Validity Table**

	Presepsi Harga	Promosi	Brand Image	Keputusan Pembelian
PH1	0.779			
PH2	0.839			
PH3	0.872			
PH4	0.831			
P1		0.747		
P2		0.705		
P3		0.706		
P4		0.779		
BI1			0.633	
BI2			0.743	
BI3			0.825	
BI4			0.834	
KP1				0.828
KP2				0.703
KP3				0.808
KP4				0.871

Source: Data processed by Smart PLS 4, 2024

Based on table 4.5, it can be seen that the loading factor value of statement items is > 0.70, and according to (Haryono, 2016) the loading factor value of question items > 0.50 is acceptable, so it is concluded that all question items are declared convergently valid.

### Discriminant Validity

**Discriminant Validity Table**

	<u>Presepsi Harga</u>	<u>Promosi</u>	Brand Image	<u>Keputusan Pembelian</u>
<u>Presepsi Harga</u>	0.831			
<u>Promosi</u>	0.525	0.730		
Brand Image	0.622	0.590	0.763	
<u>Keputusan Pembelian</u>	0.577	0.730	0.769	0.805

Source : : Data processed by Smart PLS 4, 2024

Based on table 4.4 above, it can be seen that the AVE root values for each variable > the correlation between the construct and other constructs, so it can be concluded that all variables are declared valid discriminants.

**Reliability Test**

**Reliability Test Table**

	Cronbach's alpha	Composite reliability (rho_c)
Presepsi Harga	0.851	0.899
Promosi	0.719	0.824
Brand Image	0.756	0.847
Keputusan Pembelian	0.816	0.824

Source: Results Data processed by Smart PLS 4, 2024

Based on table 4.7, the Cronbach's Alpha and Composite Reliability values for all variables are > 0.70, so all variables can be said to be reliable.

**Evaluation of the Structural Model ( Inner Model)**

**R-Square**

**R-Square Table**

	R-square	R-square adjusted
Brand Image	0.483	0.472
Keputusan Pembelian	0.710	0.701

Source: Results Data processed by Smart PLS 4, 2024

Based on the table, the adjusted R-square value for the Brand Image variable is 0.472, this indicates that the Price Perception and Promotion variables are able to explain the Brand Image variable by 47.2%. So it can be concluded that the model is considered moderate. Meanwhile, the adjusted R-square value of the Purchasing Decision variable is 0.701, this indicates that the Price Perception, Promotion and Brand Image variables are able to explain the Purchasing Decision variable by 70.1%. So it can be concluded that the model is considered strong.

**Effect Size**

**Effect Size Table**

	Brand Image	Keputusan Pembelian
Presepsi Harga	0.261	0.006
Promosi	0.184	0.357
Brand Image		0.431

Source: Results Data processed by Smart PLS 4, 2024

Demonstrates that:

- a. The influence of price perception on brand image is 0.261, so the influence of price perception on brand image is considered moderate.
- b. The influence of price perception on purchasing decisions is 0.006, so the influence of price perception on purchasing decisions is considered weak.
- c. The effect of promotion on brand image is 0.184, so the effect of promotion on brand image is considered moderate.
- d. The effect of promotion on purchasing decisions is 0.357, so the influence of promotion on purchasing decisions is considered strong.
- e. The influence of Brand Image on Purchasing Decisions is 0.431, so the influence of Promotion on Purchasing Decisions is considered strong.

### **Test Hypothesis Hypothesis Test Table**

**Tabel 4. 10  
Uji Hipotesis**

Jalur	Path Koefisien	T statistics	P Values
Presepsi Harga → Keputusan Pembelian	0.056	0.095	0.559
Promosi → Keputusan Pembelian	0.412	0.079	0.000
Presepsi Harga → Brand Image	0.432	0.088	0.000
Promosi → Brand Image	0.363	0.083	0.000
Brand Image → Keputusan Pembelian	0.491	0.093	0.000
Presepsi Harga → Brand Image → Keputusan pembelian	0.178	3.197	0.000
Promosi > Brand Image > Keputusan Pembelian	0.212	3.775	0.001

Sumber: Data diolah Smart PLS 4, 2024

Source: Data processed by Smart PLS 4.2024

Based on the results of the hypothesis testing above, it can be seen:

1. The first hypothesis (H1) is not accepted, namely there is no significant influence between Price Perception on Purchasing Decisions as shown by the p-value  $0.559 > 0.05$ .
2. The second hypothesis (H2) is accepted, namely that there is a significant influence between Promotion on Purchasing Decisions as indicated by a fairly high t-statistic value (0.079) and a significant p-value (0.000), it can be concluded that promotion plays an important role in influencing purchasing decisions.
3. The third hypothesis (H3) is accepted, namely that there is a significant influence between Price Perception on Brand Image as shown by the t-statistic value (0.088) and p-value (0.000), indicating that this influence is statistically significant and quite large in practical terms.
4. The fourth hypothesis (H4) is accepted, namely that there is a significant influence between Promotion on Brand Image as shown by the t-statistic value (0.083) and p-value (0.000), this shows that promotion significantly increases Brand Image.
5. The fifth hypothesis (H5) is accepted, namely that there is a significant influence between Brand Image on Purchasing Decisions as shown by the t-statistic value (0.093) and p-



- value (0.000) showing a statistically significant and practically very large influence.
6. The sixth hypothesis (H6) is accepted, namely that there is an influence of price perception on purchasing decisions through Brand Image which is indicated by the p-value ( $0.000 < 0.05$ ). The path coefficient is 0.178 and the t-statistics value is 3.197. A t-statistics value greater than 1.96 indicates significance at the 5% level. A p value of 0.000 also indicates strong significance. This means that price perception has a significant indirect influence on purchasing decisions through Brand Image.
  7. The seventh hypothesis (H7) is accepted, namely that there is an influence of promotion on purchasing decisions through Brand Image which is indicated by the p-value ( $0.001 < 0.05$ ). The path coefficient is 0.212 and the t-statistics value is 3.775. A t-statistics value greater than 1.96 indicates significance at the 5% level. The p value of 0.001 also indicates strong significance. This means that promotions have a significant indirect influence on purchasing decisions through Brand Image.

## **DISCUSSION**

### **1. The Influence of Price Perceptions on Purchasing Decisions**

In the research that has been carried out, it was found that price perceptions do not directly influence purchasing decisions as indicated by a p-value of  $0.559 > 0.05$  and a path coefficient of 0.056. These results are in line with research (Anisa et al., 2024) that price perceptions do not have a significant influence on purchasing decisions. Consumers make purchases after comparing prices and the suitability of the services they receive to meet their needs. The more competitive the price offered, the higher the decision to purchase the product. This finding is also consistent with research (Syaroni, Muhammad Hadini, 2020) which states that consumers consider benefits and services more than price alone when buying cellular internet packages. Consumers will compare benefits, service quality and price to get the best value (Mahanani & Alam, 2022) .

### **2. The Effect of Promotions on Purchasing Decisions**

Based on the research results, it was found that promotions have a significant effect on purchasing decisions. The research results are shown by a fairly high t-statistic value (0.079) and a significant p-value (0.000), it can be concluded that promotion plays an important role in influencing purchasing decisions. Promotion has a strong influence because it is able to convince consumers as in research (Aulia Nurjannah et al., 2023) which shows the positive influence of advertising and event sponsorship on purchase intention. Promotions provide product information and reasons for purchasing (Rahmawaty, F., Solihin, 2023) .

### **3. The Influence of Price Perception on Brand Image**

The results of data testing show that price perception has a positive and significant effect on Indosat Ooredoo's Brand Image . This indicates that if consumers have a good perception of Indosat Ooredoo data package prices, such as prices that are reasonable, affordable, and in accordance with the benefits received, then this will be able to increase Indosat Ooredoo's Brand Image in the eyes of consumers. For example, a study by (Elmi Yunita, 2020) shows that the perception of reasonable prices can increase consumer confidence in product quality, which ultimately strengthens Brand Image . Apart from that, research by (Putri & Gendalasari, 2024) revealed that price is an important indicator in consumers' assessment of product value. When consumers feel that they are getting good value from the products they buy, this will have a positive impact on the company's brand image.

**4. The Effect of Promotion on Brand Image**

The results of data testing indicate that promotions carried out by Indosat Ooredoo have a positive and significant effect on the company's Brand Image . This is consistent with several studies (Senjani, 2020; Trisnadewi, 2022) which proves the significant influence of advertising in building the Brand Image of telecommunications companies and that promotion through sponsorship is able to strengthen the brand image in the eyes of consumers.

**5. The Influence of Brand Image on Purchasing Decisions**

Data analysis shows that the Indosat Ooredoo Brand Image has a positive and significant effect on consumer purchasing decisions. Similar research was also carried out (Elmi Yunita, 2020; Putri & Gendalasari, 2024) who concluded that Brand Image plays an important role in influencing customer purchasing decisions. This means that the better Indosat Ooredoo's brand image is in the eyes of consumers, such as a trusted company reputation, good service quality, and other positive associations, the more it will increase consumer decisions to buy Indosat Ooredoo data packages. A strong brand image will be an important consideration for consumers in deciding to buy a product (Kusuma et al., 2016) .

**6. The Influence of Price Perception on Purchasing Decisions through Brand Image**

The analysis results show that the Indosat Ooredoo Brand Image is able to mediate the influence of price perceptions on consumer purchasing decisions. This means that a good perception of Indosat Ooredoo data package prices in the eyes of consumers will increase the company's Brand Image , and then this strong Brand Image will encourage consumers to decide to buy Indosat Ooredoo data packages. These findings are consistent with research (Sari et al., 2022) which proves the role of Brand Image in mediating the relationship between price and purchase interest in cellphone products. Similar research was also conducted by (Ningtiyas & Area, 2016) who concluded that Brand Image can mediate the influence of price on purchase intentions for telecommunications consumers. This is because a good Brand Image is able to eliminate consumer uncertainty regarding product prices (Kamariah, 2021) . With a positive brand image, consumers tend to be a factor in the costs incurred. Price perceptions that match consumer expectations will form a positive brand image, which will then influence their purchasing decisions. (Zhao et al., 2019) .

**7. The Effect of Promotion on Purchasing Decisions through Brand Image**

Data analysis shows that the Indosat Ooredoo Brand Image is able to mediate the influence of promotions on consumer purchasing decisions. This finding is in line with research (Pramono et al., 2023) which proves the positive mediating role of Brand Image in influencing purchase intention through promotional variables. Effective promotion can form a good brand image in the eyes of consumers, thereby influencing purchasing decisions indirectly (Simanjuntak & Ardani, 2018) . Thus, Brand Image acts as an important variable that supports promotions and influences consumer purchasing interest. This indicates that effective and attractive promotions carried out by Indosat Ooredoo will increase the company's Brand Image , and in turn this positive Brand Image will encourage consumers to decide to buy Indosat Ooredoo data packages. Good promotions will be able to build strong brand associations in the minds of consumers, which will ultimately influence their purchasing decisions (Kamariah, 2021).

**CONCLUSION**

This research has revealed several important findings regarding the influence of price and promotion perceptions on purchasing decisions for Indosat Ooredoo data packages, with Brand Image as an intervening variable. From the research results, it can be concluded:

- a. Price perception does not directly have a significant effect on purchasing decisions

- with a p-value of 0.559 which is greater than 0.05. This suggests that consumers may consider other factors besides price in making purchasing decisions.
- b. Promotion is proven to have a positive and significant influence on purchasing decisions. With a t-statistic value of 0.079 and a p-value of 0.000 which is smaller than 0.05 . Attractive and effective promotions can encourage consumers to buy products.
  - c. perception has a significant effect on Brand Image . The test results show a t-statistic value of 0.088 and a p-value of 0.000 which is smaller than 0.05. Prices that consumers consider appropriate can improve brand image.
  - d. Promotion has a significant effect on Brand Image , with a t-statistic value of 0.083 and a p-value of 0.000 which is smaller than 0.05, where an effective promotional campaign can strengthen Brand Image .
  - e. There is a significant influence between Brand Image on Purchasing Decisions , with test results showing a t-statistic value of 0.093 and a p-value of 0.000 which is smaller than 0.05. This shows the significant influence of brand image on purchasing decisions.
  - f. There is an influence of price perception on purchasing decisions through Brand Image, with a p-value of 0.000 which is smaller than 0.05, a path coefficient of 0.178, and a t-statistic value of 3.197 which is greater than 1.96. This means that price perception has a significant indirect influence on purchasing decisions through Brand Image.
  - g. There is an influence of promotion on purchasing decisions through Brand Image . The test results show a p-value of 0.001 which is smaller than 0.05, a path coefficient of 0.212, and a t-statistic value of 3.775 which is greater than 1.96 . This means that promotions have a significant indirect influence on purchasing decisions through brand image.

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