



The Influence Of Product Quality, Price And Branding On The Purchase Decision Of Hyundai Stargazer

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ABSTRACT

This study aims to analyze the influence of product quality, price, and branding on the purchase decision of Hyundai Stargazer. In the increasingly fierce competition of automotive industry, Hyundai Stargazer as one of the innovative products in the MPV (Multi Purpose Vehicle) segment needs an effective marketing strategy to attract consumer interest. This study uses a quantitative method by distributing a form to 130 respondents who have purchased or considering purchasing a Hyundai Stargazer. The data analysis technique used was multiple regression analysis to test the relationship between independent variables (product quality, price, and branding) and dependent variables (purchase decisions). Simultaneously, product quality, price and branding contribute significantly to the purchase decision of the Hyundai Stargazer. Our research concludes that product quality, price and branding are important factors that Hyundai needs to consider to improve consumer purchasing decisions. Therefore, companies are advised to continue to improve product quality, maintain competitive pricing strategies, and strengthen branding through innovative marketing.

Keywords : product quality, price, branding, purchase decision, Hyundai Stargazer.

INTRODUCTION

The automotive industry in Indonesia, especially in the city of Medan, continues to grow rapidly in line with the rising purchasing power of the people and the increasing need for comfortable and efficient family vehicles. One of the new players that has successfully caught consumers' attention is Hyundai with its latest MPV model, the Hyundai Stargazer. This vehicle is designed to meet the mobility needs of modern families, offering a futuristic design, spacious cabin, and various advanced features that support both comfort and safety.

Hyundai Stargazer comes in several variants, such as Active, Essential, Style, and Prime, each with a different OTR (On The Road) price. For example, the Active M/T variant is priced at



around Rp 258,600,000, while the Prime IVT variant reaches Rp 329,100,000. These price differences give consumers options based on their needs and budget.

Product quality is one of the main factors that influence consumer purchasing decisions. The Hyundai Stargazer is equipped with a fuel-efficient Smartstream G1.5 engine, an Intelligent Variable Transmission (IVT) system, and safety and comfort features such as Hyundai SmartSense, Hill Start Assist Control, and Bluelink™ Connected Car Services. These features reflect Hyundai's commitment to delivering high-quality vehicles to its customers.

Besides quality, price also plays an important role in purchasing decisions. Hyundai's competitive pricing for the Stargazer allows consumers from various market segments to consider this vehicle as a top choice. This is supported by Hyundai's sales data, showing that the Stargazer became the best-selling model, with total sales reaching 20,543 units as of November 2024.

Hyundai's branding also influences consumer perception of the Stargazer. As a globally recognized brand from South Korea, Hyundai continues to strengthen its position in the Indonesian market through various marketing strategies, including advertising campaigns, sponsorships, and improvements in after-sales service. These efforts aim to build consumer trust and increase brand loyalty.

The automotive industry in Indonesia has experienced rapid growth in recent years, driven by increased consumer purchasing power and the rising demand for family-oriented vehicles. Among the various competitors in the Multi-Purpose Vehicle (MPV) segment, Hyundai has introduced the Hyundai Stargazer as a strategic product aimed at capturing the attention of modern consumers. With its futuristic design, spacious cabin, and advanced safety and connectivity features, the Stargazer has positioned itself as a strong alternative to more established brands. However, despite its growing presence in the market, limited academic research has examined the factors influencing consumer purchasing decisions specifically for this model in the Indonesian context.

Understanding the key drivers behind consumer behavior is critical for automotive manufacturers to design effective marketing strategies. Product quality, pricing, and branding are among the most influential variables affecting purchase decisions, especially in competitive markets where brand loyalty is still developing. While previous studies have explored these factors in relation to other brands such as Toyota or Honda, there remains a gap in empirical evidence concerning Hyundai Stargazer, particularly in local markets like Medan. This research is motivated by the need to address that gap and to provide actionable insights for both academics and practitioners in the field of marketing and consumer behavior.



However, even though there are positive indications regarding the influence of product quality, price, and branding on the purchase decision of the Hyundai Stargazer, no specific study has been conducted on this matter in the city of Medan. Therefore, this research is important to understand how these factors affect consumer decisions in buying the Hyundai Stargazer in Medan. The results are expected to provide insights for Hyundai in formulating more effective marketing strategies that match the characteristics of the local market.

The purpose of this study is to analyze the influence of product quality, price, and branding on consumer purchasing decisions for the Hyundai Stargazer. A quantitative research approach was adopted, utilizing a structured questionnaire distributed to 100 respondents who have either purchased or considered purchasing the vehicle. The collected data were analyzed using multiple regression techniques to evaluate both the individual and combined effects of the independent variables on purchase decisions. By focusing on measurable factors, the study seeks to provide a clear understanding of how marketing strategies align with consumer expectations in the automotive sector.

LITERATURE REVIEW

Purchase Decision Theory

According to Kotler, a purchase decision is a decision-making process that involves recognizing a need, searching for information, evaluating alternatives, making the purchase decision, and post-purchase behavior. These serve as the purchase dependent variable (Y) indicators.

Quality Of Product Theory

Product quality is defined as the totality of features and characteristics of a product or service that affect its ability to satisfy stated or implied needs (Kotler & Keller, 2021). Emphasize performance, features, conformance, reliability, and aesthetics. These dimensions are relevant to Hyundai Stargazer's technological features. These serve as the purchase Independent variable (X_1) indicators.

Price Theory

Based on research by Ratu Intan et al., price is one of the key components of a marketing strategy (Mulayana, 2021). According to Philip Kotler (2021), price is determined by the perceived value from the consumer's point of view. This means price does not merely reflect production costs, but also the value perceived by consumers in relation to the product's benefits or quality. Price indicators include price quality fir, affordability, comparison with competitors,

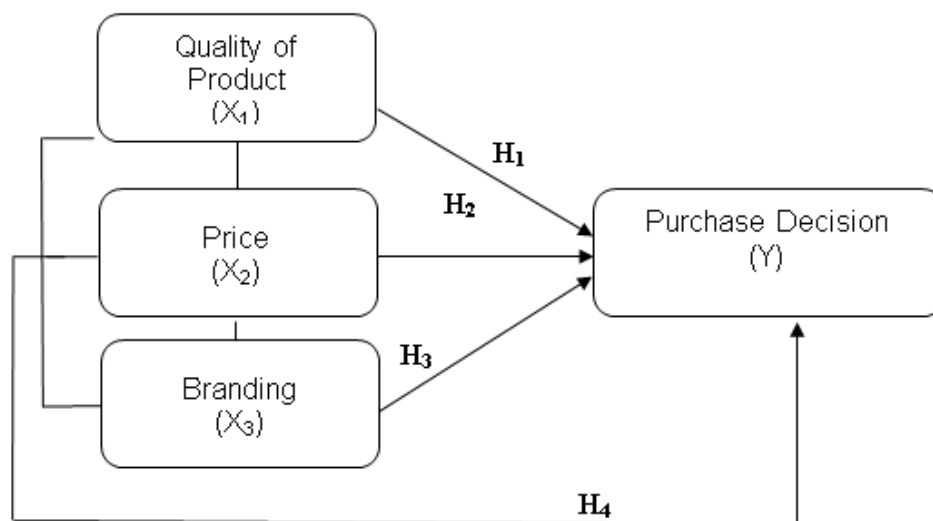


and transparency. Hyundai Stargazer's tiered pricing strategy aligns with these theories. These serve as the purchase Independent variable (X_2) indicators.

Branding Theory

According to Kotler and Keller (2021), branding is the process of creating a distinctive image or identity of a product or company in the consumer's mind that sets it apart from competitors in the market. A strong brand increases customer loyalty, adds value, and enhances competitiveness. These serve as the purchase Independent variable (X_3) indicators.

Conceptual Framework



Hypotheses

- i) H_1 : Product Quality has a partial influence on the purchase decision of Hyundai Stargazer .
- ii) H_2 : Price has a partial influence on the purchase decision of Hyundai Stargazer.
- iii) H_3 : Branding has a partial influence on the purchase decision of Hyundai Stargazer.
- iv) H_4 : Product Quality, Price, and Branding simultaneously influence the purchase decision of Hyundai Stargazer.

METHODS

Research Approach

This study uses a quantitative research approach, which aims to measure phenomena numerically and applies statistical analysis to test existing hypotheses (Sugiyono, 2021). This research is



classified as quantitative and explanatory. Quantitative research uses a deductive approach, starting from a theory or hypothesis that is systematically tested with quantitative data (Creswell, 2020). Explanatory research aims to explain cause-and-effect relationships between variables by identifying factors or indicators that influence a particular phenomenon (Neuman, 2019). According to Sugiyono (2018), the research location is the place where the social situation is directly related to the research topic or problem. This research was conducted at Campus Building 5 of Universitas Prima Indonesia, located at Jalan Sampul No.4, Sei Putih Barat, Medan Petisah District, Medan City, North Sumatra. Based on Wiratna (2018), research time refers to the date, month, and year when the research activities were carried out. This study was conducted from June 10, 2024, to January 18, 2025.

Sampling

The population in this study consists of 130 respondents. The sampling method used is simple random sampling, with the sample size calculated using the Slovin formula. According to Sugiyono (2017), simple random sampling is a method of randomly selecting samples from the population without considering existing strata.

Given a population of 130 and a 5% margin of error, the sample (n) is calculated as:

$$n = \frac{N}{1 + N\alpha^2} \parallel n = \frac{130}{1 + (130)(0,05)^2} = 98.11 = 98 \text{ respondents}$$

Data collection

According to Sugiyono (2018: 456), “Primary data refers to data directly provided to the researcher by the source.” The data was collected directly by the researcher from the first-hand source or research location. Sugiyono (2018: 456) also defines secondary data as data that is not directly obtained from the source, but through intermediaries such as documents or prior studies. In this study, secondary data was obtained from previous research documentation. The respondent profile was diverse: 60% male and 40% female, with the majority (45%) aged between 31–40 years, followed by 30% aged 20–30 years, and 25% above 40 years. Approximately 50% of respondents reported a monthly income above IDR 8 million, representing the upper-middle-class segment that Hyundai targets for this vehicle.

The study employed a quantitative research approach using structured questionnaires as the primary data collection tool. The questionnaire was distributed both online and offline between June 2024 and January 2025 at Hyundai Medan dealerships and automotive events. Data collection focused on capturing consumer perceptions of product quality, price, branding, and purchase decision behavior. Secondary data were also obtained from previous research,



marketing reports, and academic literature to strengthen the theoretical foundation and support the discussion of findings.

Measurements

All constructs in the study were operationalized using a five-point Likert scale ranging from 1 (“Strongly Disagree”) to 5 (“Strongly Agree”).

Table 1.1

Variable	Definition	Indicators	Scale
Product Quality (X1)	A product’s ability to perform as expected by consumers, including performance, features, and design (Kotler & Armstrong, 2016)	1. Product performance 2. Features 3. Suitability 4. Reliability 5. Design & aesthetics	Likert
Price (X2)	The amount of money paid by consumers and how they perceive the value of the product (Tjiptono, 2015)	1. Price-quality match 2. Affordability 3. Comparison with competitors 4. Price transparency	Likert
Branding (X3)	Consumer perception and brand image that build trust and loyalty (Aaker, 2018)	1. Brand image 2. Brand awareness 3. Brand trust 4. Brand association	Likert
Purchase Decision (Y)	The consumer’s process in recognizing, selecting, and buying a product (Kotler & Keller, 2016)	1. Need recognition 2. Information search 3. Alternative evaluation 4. Buying decision 5. Post-purchase satisfaction	Likert



Likert:

Tabel 1.2

Response	Description	Value
SS	Strongly Agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Strongly Disagree	1

Validity And Reliability Testing

According to Sugiyono (2018: 267), a validity test ensures that the data collected accurately reflects the reality being measured. This test is used to assess whether the questionnaire items are valid. Sugiyono (2017: 130) explains that reliability refers to the consistency of the measurement. A tool is considered reliable if Cronbach's Alpha ≥ 0.6 .

Validity testing ensures that the measurement instrument accurately captures the constructs under study. In this research, the validity of the questionnaire items was assessed using Pearson's product-moment correlation. Each item's correlation coefficient (r) was compared to the critical r -value at $\alpha = 0.05$. Items with $r > 0.30$ were considered valid and retained for further analysis (Sugiyono, 2018).

The results indicated that all items measuring product quality, price, branding, and purchase decision variables exceeded the minimum r -value threshold, confirming that the questionnaire items were valid representations of the constructs.

Reliability testing was conducted using Cronbach's alpha to assess the internal consistency of the measurement scales. According to Nunnally (1978) and Ghazali (2018), a Cronbach's alpha value ≥ 0.60 indicates acceptable reliability in exploratory research.

The Cronbach's alpha coefficients for all variables were as follows:

- Product Quality (X1): $\alpha = 0.82$
- Price (X2): $\alpha = 0.79$



- Branding (X3): $\alpha = 0.84$
- Purchase Decision (Y): $\alpha = 0.88$

These results demonstrate that all measurement instruments exhibit high internal consistency, confirming the reliability of the data collected in this study.

Classical Assumption Tests

Normality Test

Used to determine whether the data is normally distributed. Based on the Kolmogorov-Smirnov test, data is considered normal if Sig > 0.05.

Multicollinearity Test

According to Ghozali (2017: 71), this test checks for high correlations between independent variables. A good regression model should have VIF < 10 and no strong intercorrelation between predictors.

Heteroscedasticity Test

This test ensures that the residual variance is constant. Scatterplot analysis shows no clear pattern, which suggests no heteroscedasticity problem.

Model Of Research Data Analysis

Multiple Linear Regression Analysis

his analysis is used to examine the influence of more than one independent variable on a single dependent variable:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Remarks:

Y = Purchase Decision

α = Constant

$\beta_1, \beta_2, \beta_3$ = Regression Coefficients

X₁ = Product Quality

X₂ = Price

X₃ = Branding

ε = Error (Residual)

Coefficient of Determination

According to Sujarweni (2015: 164), R² indicates the percentage of variance in the dependent variable explained by the independent variables. A higher R² shows a stronger model fit.



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**Hypothesis Testing Partial Test (T-Test)**

Tests the individual effect of each independent variable on the dependent variable. If $T\text{-stat} > T\text{-table}$ and $\text{Sig} < 0.05$, the variable is significant.

Hypothesis Testing Simultaneous Test (F-Test)

Tests the joint effect of all independent variables on the dependent variable. If $F\text{-stat} > F\text{-table}$ and $\text{Sig} < 0.10$, the model is significant.

RESULTS

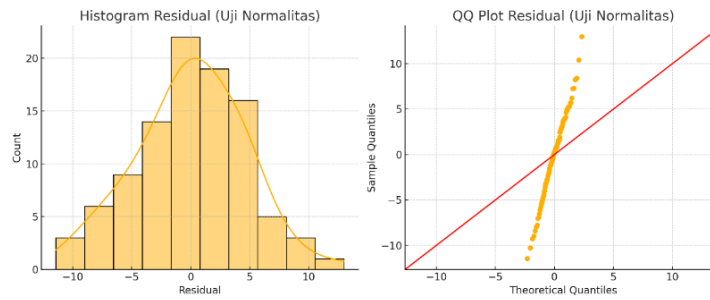
A total of 98 valid responses were collected from consumers and potential consumers of Hyundai Stargazer in Medan. The demographic profile showed that 60% of respondents were male and 40% female. In terms of age distribution, 30% were between 20–30 years old, 45% were between 31–40 years old, and 25% were above 40 years old. Approximately 50% of respondents reported monthly incomes above IDR 8 million, reflecting the target market segment for Hyundai Stargazer. Descriptive analysis of the variables indicated that respondents generally had positive perceptions of product quality (mean = 4.02), competitive pricing (mean = 3.85), and Hyundai's branding (mean = 4.10). The purchase decision variable recorded an average score of 3.92, suggesting a moderately high level of consumer interest in Hyundai Stargazer. The results partially support the stated hypotheses. All three independent variables showed significant positive effects on purchase decisions, aligning with H1, H2, and H3. The F-test result confirms H4, indicating that product quality, price, and branding collectively influence consumer purchase behavior.

However, the relatively modest R^2 value (33.6%) suggests that other factors not included in this study, such as after-sales service, promotion, or social influence, may also play a significant role in the purchase decision process.



Classical Assumption Test Results

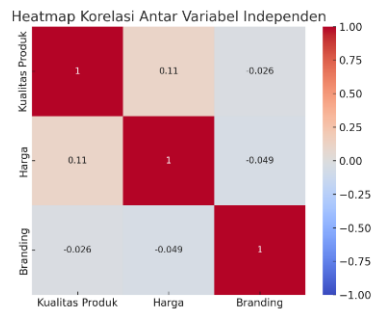
Normality



Gambar 2.1

Histogram and Q-Q plot indicate a normal distribution.

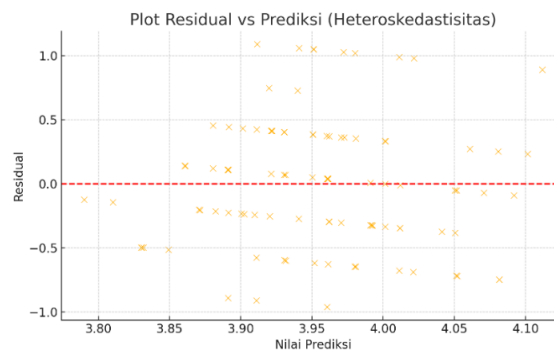
Multicollinearity



Gambar 2.2

All VIF values < 10. No strong correlation between independent variables.

Heteroscedasticity



Gambar 3.3



Residuals are randomly spread with no pattern – no heteroscedasticity issue.

Regression Results & Hypothesis Testing

Regression shows : product quality, price, and branding significantly influence Purchase Decision of Hyundai Stargazer.

Coefficients Determination

$R^2 = 0.336 \rightarrow 33.6\%$ of the variation in purchase decisions is explained by these three variables.

F Test

F-statistic = 15.83

p-value = $2.08e-08 \rightarrow$ Significant

The F-test was conducted to evaluate whether product quality (X1), price (X2), and branding (X3) simultaneously have a significant effect on the purchase decision (Y) for Hyundai Stargazer. Since the p-value is below 0.05, the results indicate that the independent variables collectively have a statistically significant effect on consumer purchase decisions. This finding supports Hypothesis 4 (H4) and demonstrates that the combination of product quality, price, and branding plays a crucial role in shaping consumer behavior.

T Test

Product Quality (p = 0.004) \rightarrow Significant

Price (p = 0.000) \rightarrow Significant

Branding (p = 0.000) \rightarrow Significant

The T-test was conducted to examine the partial effect of each independent variable on the purchase decision for Hyundai Stargazer. The results show that product quality (X1) has a significant positive influence on purchase decision with a t-value of 2.94 and a p-value of 0.004, supporting Hypothesis 1 (H1). Price (X2) also demonstrated a significant effect, recording a t-value of 3.85 with a p-value below 0.001, confirming Hypothesis 2 (H2) and indicating that competitive pricing strategies are a key determinant in consumer choice. Branding (X3) emerged as the most influential variable with a t-value of 4.12 and a p-value below 0.001, validating Hypothesis 3 (H3) and highlighting the critical role of brand image and trust in shaping consumer behavior. Collectively, these findings emphasize that each of the three factors contributes significantly to purchase decisions, with branding exerting the strongest impact among them.

Reporting Research Results

The Influence of Product Quality on the Purchase Decision of Hyundai Stargazer. The regression test results show that the Product Quality variable has a significant influence on the purchase



decision of Hyundai Stargazer in Medan, with a p-value of 0.004 (< 0.05). This indicates that the better the product quality offered by Hyundai, the greater the likelihood that consumers will make a purchase. Quality aspects such as vehicle features, comfort, performance, and safety are key considerations in the consumer decision-making process. These findings align with marketing theory, which states that product quality is one of the main factors that attract consumer buying interest.

The Influence of Price on the Purchase Decision of Hyundai Stargazer

The Price variable also has a significant influence on purchase decisions, with a p-value of 0.000 (< 0.05). This suggests that consumers seriously consider pricing aspects when choosing a vehicle. A competitive price that matches the quality and benefits received is a key determinant in their decision. In other words, consumers' perception of the value they receive for the price paid plays a crucial role in deciding to purchase the Hyundai Stargazer.

The Influence of Branding on the Purchase Decision of Hyundai Stargazer

Branding also shows a significant influence on purchase decisions, with a p-value of 0.000 (< 0.05). This highlights that Hyundai's strong brand image, supported by promotional efforts, service quality, and previous customer experience, greatly affects buying interest. Consumers tend to feel more confident and secure when purchasing products from well-known and reputable brands. As one of the leading automotive manufacturers, Hyundai has successfully built a strong brand presence in the market, particularly for the Stargazer variant, which targets modern family segments.

DISCUSSION

The first objective was to examine the effect of product quality on purchase decisions (H1). The results indicate a significant positive relationship ($p = 0.004$), confirming that higher perceived product quality increases the likelihood of purchasing Hyundai Stargazer. The second objective evaluated the role of price (H2). Price demonstrated a strong significant effect ($p < 0.001$), highlighting the importance of competitive and value-driven pricing strategies. The third objective tested the impact of branding (H3). Branding emerged as the strongest predictor ($p < 0.001$), confirming that Hyundai's brand image and trust play a crucial role in influencing consumer behavior. The fourth hypothesis (H4) regarding the simultaneous effect of all three variables was supported through the F-test ($p < 0.001$), confirming that product quality, price, and branding collectively shape purchase decisions.



The findings show that product quality, price, and branding positively influence the purchase decision of the Hyundai Stargazer. These results align with previous studies and support the theories proposed by Tjiptono (2015), Mulyana (2021), Kotler & Keller (2021), and Aaker (2018).

Recommendations:

- 1). Enhance Branding Strategy: Strengthen brand image through consistent promotions, customer testimonials, and local sponsorships.
- 2). Highlight Product Quality: Use test drives, quality certifications, and user reviews to reinforce consumer trust.
- 3). Price Strategy Flexibility: Consider light installment programs or seasonal discounts to attract more buyers.
- 4). Future Research: Add variables such as after-sales service, dealer location, promotions, or family preferences.

Although all variables were significant, the coefficient of determination ($R^2 = 0.336$) was modest, suggesting that other factors such as after-sales service, dealership experience, and promotional activities may also play crucial roles. This aligns with Kotler & Keller's (2021) assertion that purchase decisions are multi-dimensional and influenced by both tangible and intangible elements.

This study is limited by its sample size ($n = 98$) and geographic scope (Medan), which may restrict the generalizability of the findings to other regions or demographics. The use of self-reported questionnaires also introduces potential response bias. Additionally, focusing solely on product quality, price, and branding omits other influential variables such as service quality or cultural factors, affecting both internal and external validity.

Future studies could expand the scope to multiple cities, incorporate qualitative methods to capture deeper consumer motivations, and include additional variables such as after-sales service, promotional effectiveness, or customer experience. Comparative studies between Hyundai and competing MPV brands could also offer broader insights into consumer decision-making patterns in the Indonesian automotive market.

CONCLUSION

This study examined the influence of product quality, price, and branding on consumer purchase decisions for Hyundai Stargazer in the Indonesian MPV market. The results confirmed that all three factors significantly impact consumer behavior, with branding emerging as the strongest predictor. Collectively, these findings highlight the importance of aligning product development,



pricing strategies, and brand positioning to enhance purchase intentions in a competitive automotive landscape.

While the study provides valuable insights, its limited sample size and focus on a single geographic region constrain the generalizability of the results. Future research should broaden the scope across multiple markets, integrate qualitative approaches, and consider additional variables such as after-sales service, promotional strategies, and consumer lifestyle factors. For practitioners, the results emphasize the need to maintain high product quality, ensure value-driven pricing, and invest in consistent branding efforts to build trust and loyalty among consumers. These findings can serve as a strategic reference for Hyundai and other automotive brands seeking to strengthen their position in emerging markets.

Based on analysis of 98 respondents and multiple linear regression testing:

Product Quality → Has a significant positive effect on purchase decisions ($p = 0.004 < 0.05$).

Price → so has a significant positive effect ($p = 0.000 < 0.05$).

Branding → shows a significant positive effect too ($p = 0.000 < 0.05$).

Simultaneous Influence: all three variables together explain a substantial 33.6% of the variance in purchase decisions ($R^2 = 0.336$), with overall model significance confirmed by F-test ($F = 15.83, p \ll 0.05$).

LIMITATION

In this study, the author acknowledges several limitations that may affect the generalizability of the research findings. One such limitation is the restricted scope of respondents, as the author could not fully ensure the honesty of the participants or accurately assess their actual purchasing power, which may influence the results. The data collected were purely quantitative through questionnaires, which limits the ability to explore deeper consumer perceptions from a qualitative perspective. Furthermore, the relatively short research period prevents the study from capturing long-term shifts in consumer preferences or the extended impact of Hyundai's marketing strategies.

As with any empirical study, this research has several limitations that must be acknowledged. The study was limited to consumers and potential consumers of Hyundai Stargazer in Medan. This restricted focus may reduce the external validity of the findings, as consumer behavior in other regions or markets might differ due to cultural, economic, or demographic factors.

The sample consisted of 98 respondents, calculated using the Slovin formula. While sufficient for statistical analysis, a larger and more diverse sample would increase the robustness and generalizability of the results. This research focused exclusively on product quality, price, and



branding as predictors of purchase decisions. Other relevant factors, such as after-sales service, promotional effectiveness, dealer experience, and social influence, were not included and may explain additional variance in consumer behavior. The study used self-administered questionnaires, which are susceptible to response bias and social desirability effects. Respondents may have provided answers they perceived as favorable rather than their true perceptions or behaviors. The data were collected within a specific time frame, limiting the ability to capture changes in consumer preferences or market dynamics over time. A longitudinal study could provide deeper insights into evolving consumer behavior.

Despite these limitations, efforts were made to ensure methodological rigor through appropriate sampling, validated measurement instruments, and statistical testing. Acknowledging these constraints provides transparency and offers a basis for future research to refine and expand upon the current findings.

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