

The Influence Of Brand Image, Product Quality, And Customer Value On Erha Skincare Purchase Decisions In Batam City

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ABSTRACT

Companies must compete to continue to develop products with new creativity and innovation so that products can be marketed well so that they can achieve success in fierce competition. Different product development efforts may provide an effective and inventive approach for organizations to provide novel product offers, resulting in a decision made by both the company and the buyer. Similarly, Erha's skincare products are competing in the Indonesian beauty business. The goal of this study is to find a favorable correlation between brand image, product quality, and customer value and buying decisions. This study is based on a sample of 100 Batu Aji respondents. This study uses a non-probability sampling technique with purposive sampling. The results of this study are that brand image has a positive and significant effect. The quality of the Product had a positive and significant effect. The customer value had a positive and significant effect. Brand image, product quality, and customer value have a positive effect simultaneously and significantly on purchasing decisions with a significant value. The study's findings are clear: brand image variables, product quality, and customer value significantly influence purchasing decisions for ERHA skincare products in Batam City. The study's findings are clear: brand image variables, product quality, and customer value significantly influence purchasing decisions for ERHA skincare products in Batam City.

Keywords: Brand Image, Product Quality, Purchase Decision

INTRODUCTION

Companies face tough competition and must fight to promote their products by continually developing fresh creativity and innovation. The increase in people's purchasing power will greatly influence business industries in Indonesia's further development. Economic, technological, and cultural developments in today's era have caused a lot of human needs that are increasingly growing, not only limited to basic needs and food needs but also personal needs. One example of a rapidly growing industry in Indonesia is the beauty industry. Many women are made uncomfortable and feel dissatisfied with their beauty, they start looking for solutions and try to do treatments such as buying skincare that match. Skin and facial care is the main need for every woman. This is a challenge for people, especially women, to be smart in choosing products skincare precise, safe, and quality beauty.

The first aspect influencing a buying decision is brand image. Brand image is a collection of memories that customers have about a brand, whether good or bad. These memories might take the shape of product qualities and advantages that are felt (Wardani & Maskur, 2022). The second factor that influences the purchase decision is the quality of the product. Product quality is something that must be considered by companies because product quality is closely related to customer happiness (Batubara, Silalahi, & Sani, 2022). The third factor that influences a purchase decision is customer value. According to (Desmi & Marlien, 2022), Customer value is the evaluation felt by customers of various attributes of a product or service, including its performance and the consequences of its use in achieving customer goals and needs. According to (Sumaryanto, Widajanti, & Susanti, 2022) a purchase decision is a process in which consumers choose between buying or not buying a product or service. This process is influenced by various factors such as individual needs, preferences, and situations.

The third factor that influences a purchase decision is customer value. According to (Desmi & Marlien, 2022), Customer value is the evaluation felt by customers of various attributes of a product or service, including its performance and the consequences of its use in achieving customer goals and needs. According to (Sumaryanto et al., 2022), purchase decision is a process in which consumers choose between buying or not buying a product or service. This process is influenced by various factors such as individual needs, preferences, and situations. The skincare product that is popular in Indonesia today is the ERHA skincare product. ERHA as a subsidiary of Arya Noble was initially a beauty clinic where Dr. Ronny Handoko, SpKK (K) practiced as a beauty doctor which was established in 1999.

Then ERHA became a medical management consultant led directly by senior medical practitioners and began to develop skin health therapies for the community. The clinic continues to grow and has many branches spread across various cities in Indonesia. Based on the data that has been obtained from the Top Brand Award (www.topbrandaward.com), it is explained that the ERHA beauty clinic occupies the first position among other beauty clinics. ERHA beauty clinic provides complete services ranging from facial skin, and body to scalp and hair. Even so, some consumers are reluctant to do treatments or use beauty products from a clinic because they are afraid of dependence on the products such as creams or soaps which are generally formulated using ingredients that are harsher than those sold on the market. In addition, consumers are reluctant to get treatments at beauty clinics because the prices offered are higher.

Brand image is an overview of the opinion of a brand, which is formed through information and user experience with the brand (Febrianty, Pudjoprastyono, & Ariescy, 2023). Brand image is a reaction and consumer belief that is reflected in the relevance embedded in the customer's memory. Brand image It is usually considered as the basis for consumers to evaluate the quality of a product or service, i.e. external indications of the product (Al Adawiyah & Rahardjo, 2022). Based on the above understanding, it can be concluded that the definition of brand image is a description comprehensive of consumer perceptions and beliefs

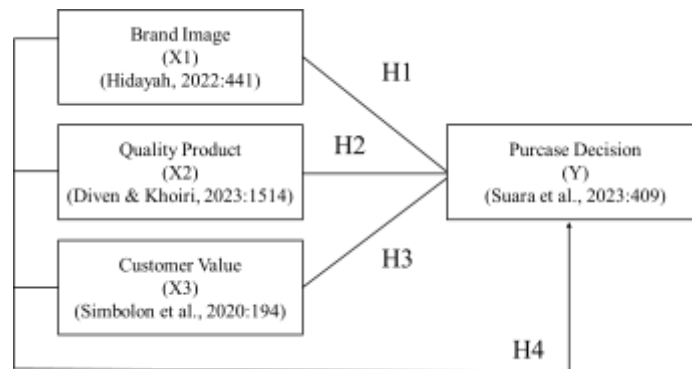
in a brand formed through the experiences and information they receive. This is the basis for consumers' evaluation of the quality of the product or service and reflects the relevance of the brand in the customer's memory. The indicators of the brand image are the superiority of the brand association, the strength of the brand association, and the uniqueness of the brand association.

Product quality is the key for consumers in buying an item. Product quality also affects product excellence, and buyers can evaluate the product directly. Good product quality will guarantee a good impact on buyers because it meets consumer expectations and desires and produces good performance for the company (Aditya Pratama, I Putu Suartina, I Wayan Wina Premayani, 2023). Product quality is business effectiveness in minimizing or reducing customer complaints that affect products, services, people, processes, and the environment. In addition, the quality of these products is also constantly changing (e.g., what is considered high-quality today may not be of high quality in the future) (Supryanita, Gepindra, & Kemala, 2021). Based on the above understanding, it can be concluded that the definition of product quality is key in consumer purchasing decisions because it affects product excellence and meets consumer expectations and desires. The indicators of product quality are conformity with specifications, many product variations, product design by market trends, and product safety.

Customer value is the comparison of the benefits that consumers perceive and the benefits that consumers feel to what customers pay to acquire or consume an item; thus, customer value is the preferences that customers perceive, as well as the evaluation of product attributes and some consequences of using the product to achieve customer goals and intentions (Krisnanto & Yulianthini, 2021). Customer value refers to the advantages that a customer expects from a certain product or service, whereas total customer cost refers to the expenditures that the consumer expects to incur in order to assess, purchase, utilize, and dispose of the product or service. Customer value is a customer's overall assessment of the usefulness of a product based on the perception of what is received and what is given (Jumawar & Nurmartian, 2022). Based on the above understanding, it can be concluded that the definition of customer value includes a thorough assessment of the customer's usability of products, services, and experiences, based on their perception of the benefits received. The indicators of customer value are Performance Value, Price Value, Social Benefit, and Emotional value.

The purchase decision is the consumer's understanding of a product's wants and needs by assessing existing sources, setting purchase goals, and identifying alternatives, so that the decision to buy is accompanied by post-purchase behavior (Utami, Berliana Ekowati, Titin Runanto, 2024). A purchase choice is the act of purchasing multiple products and services based on knowledge gained about the product, and this action creates information for the next purchase (Purwati, Annung Cahyanti, 2022). Based on the above knowledge, it is possible to conclude that the term "purchase decision" refers to the process by which customers select and acquire items or services based on an appraisal of available information. Problem recognition, information search, alternative evaluation, and purchase decisions, as well as post-purchase behavior, serve as buy decision indicators.

Framework



The Influence of *Brand Image* on Purchase Decisions

Brand image is the consumer's impression of the brand. Brands are realized by preparing products with the best quality to be the deciding factor and convince consumers in their purchase decisions. In research conducted by (Hidayah, 2022:441) it shows that Chatime's purchase decision is influenced both partially and simultaneously by the presence of brand image, product quality, and price.

The Influence of Product Quality on Purchase Decisions

Product quality is the excellence of an item or product. These quality parts include design, functionality, product condition, and appearance. Therefore, when transacting, merchants must prepare products that meet the criteria or have good quality so that customers are interested in making periodic purchases at the store. Such as research conducted by (Diven & Khoiri, 2023:1514) It is concluded that the purchase decision on Shopee is significantly and simultaneously affected by product quality variables, advertising, and consumer perception.

The Influence of Customer Value on Purchase Decisions

Customer value is a consumer's net assessment based on the cost they are willing to pay for their needs for the benefits they can feel from a product. The tendency of consumers to buy products that are considered more profitable makes customer value play an important role in influencing consumer purchasing behavior. Customer value also has a significant effect on purchase decisions when viewed from research conducted by (Simbolon et al., 2020:194). Where consumer confidence to buy a product will increase if the perception of buying a product is high enough.

The Influence of *Brand Image*, Product Quality, and Customer Value on Purchase Decisions

Purchase decisions can occur because they are influenced by certain aspects that encourage consumers to create purchase transactions from all available options or choices. These aspects such as *brand image*, product quality, and customer value are the basis of a decision. Research conducted by (Suara, Aisyah, Riono, Yulianto, & Zaman, 2023:409) shows that product quality, brand image, and *customer value* have a significant partial and simultaneous effect on the decision to purchase Clear Shampoo.

RESEARCH METHODS

This study employed quantitative research, which is a positivist-based research approach for studying a specific population or sample. Data is collected using research equipment, and data analysis is quantitative or statistical, intending to test the previously defined hypothesis (Sugiyono, 2013). This study was conducted in the Sagulung District of Batam City from September 2024 to January 2025. The researcher studied respondents who had previously

purchased ERHA skincare products. This study employs the Slovin sample approach, combining non-probability sampling with purposeful sampling.

Sample

Samples are part of the size and characteristics of the population. It can be concluded that the sample is a part of the population that has traits and characteristics that represent the entire popular (Rozi & Khuzaini, 2021:9). In this study, the slovin formula is the sampling method used. With this formula, it allows errors with an acceptable error rate. In this study, data was collected by researchers based on the number of people in Batam City as respondents consisting of 18,151 individuals. To get respondents who are in accordance with certain standards, the method used in collecting this data is *purposive sampling*.

Data Collection

The method of collecting data with questionnaires. According to (Sugiyono, 2020:125) explained that the questionnaire was in the form of written questions distributed to respondents, where the questionnaire was distributed online using electronic media, especially *Google Form*. The assessment scale of each indicator uses *the Likert scale* (scale 1-5) ranging from "strongly disagree" (STS) to "strongly agree" (SS). The following is a table of review answers based on *the Likert scale*.

Data Analysis Technique

Descriptive analysis is a statistical technique used to describe and summarize data briefly and concisely. The main intention is to share a better interpretation of the core nature of the observed dataset (Sugiyono, 2020:227).

Operational Variables

According to (Sugiyono, 2020:67) suggests that researchers decide on any information that is then collected to make a conclusion, where this collection of information is called a research variable. There are two types of variables studied, namely dependent variables and independent variables. In this study, there are four variables under study, namely Brand Image (X1), Product Quality (X2), Customer Value (X3) and Purchasing Decisions as the dependent variable (Y). Where these indicators will be measured on a Likert scale, as follows:

Table 1
Operational Variable

Variable	Indicator	Scale
Brand Image (X1)	1. Brand Association Advantage 2. Strength of Brand Association 3. Uniqueness of Brand Association	Likert
Quality Product (X2)	1. Compatibility with specifications 2. Large variety of products 3. Product design in accordance with the trend	Likert
Customer Value (X3)	1. Performance Value 2. Price Value 3. Social Benefit	Likert
Purchase Decision (Y)	1. Problem Recognition 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Post-Purchase Behavior	Likert

Source: Researcher, 2024

RESULTS AND DISCUSSION

Data Reliability Test

This study used 100 respondents to obtain answers from the questionnaire that was distributed, using a significance value of $\alpha=0.05$ with the acquisition of the R-value of the table/DF = $N-2 = 100 - 2 = 98$ having a table R-value of 0.1966.

Table 2

Results of Research Validity Test

VARIABLE	STATEMENT	R COUNT	R TABLE	DESC
Brand Image (X1)	X1.1	0.868	0.1966	Valid
	X1.2	0.861		
	X1.3	0.848		
	X1.4	0.875		
	X1.5	0.771		
	X1.6	0.884		
Quality Product (X2)	X2.1	0.846		
	X2.2	0.886		
	X2.3	0.837		
	X2.4	0.850		
	X2.5	0.872		
	X2.6	0.782		
	X2.7	0.782		
	X2.8	0.840		
Customer Value (X3)	X3.1	0.812		
	X3.2	0.857		
	X3.3	0.881		
	X3.4	0.751		
	X3.5	0.862		
	X3.6	0.808		
	X3.7	0.888		
	X3.8	0.847		
Purchase Decision (Y)	Y.1	0.864		
	Y.2	0.887		
	Y.3	0.882		
	Y.4	0.840		
	Y.5	0.781		
	Y.6	0.877		
	Y.7	0.870		
	Y.8	0.866		
	Y.9	0.862		
	Y.10	0.874		

Source: Researcher, 2024

Based on Table 1, the independent and dependent variables may be considered "Valid" since the computed R-value exceeds the table's R-value.

Data Reliability Test

This study used 100 respondents to collect answers from the circulated questionnaire. The reliability test was used to determine the degree of consistency in the responses provided by respondents to each statement.

Table 3

Reliability Test

VARIABLE	CRONBACH'ALPHA	DESCRIPTION
Brand Image (X1)	0.920	Reliabel
Quality Product (X2)	0.939	

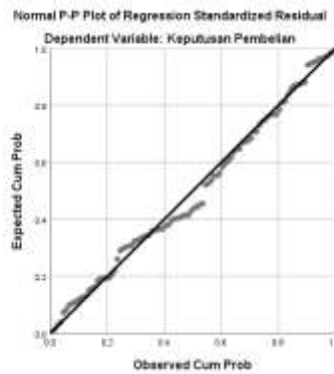
Customer Value (X3)	0.936	
Purchase Decision (Y)	0.961	

Source: SPSS Output,2024

Cronbach's Alpha is more than 0.6, hence it may be regarded trustworthy based on the results of the reliability test for the four variables indicated previously.

Normality Test

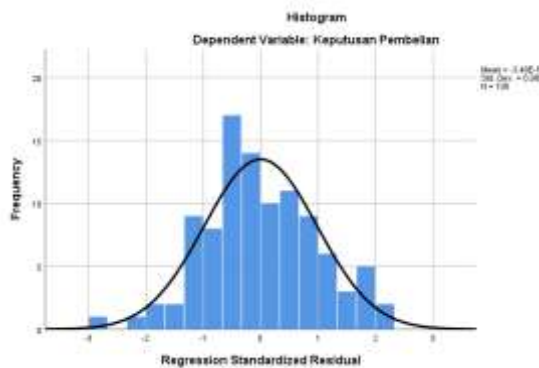
Figure 1
 Normal P-Plot Method Normality Test



Source: SPSS Output,2024

The dots represent the results of the normality test, which shows that the study data follows a normal distribution.

Figure 2
 Histogram Chart



Source: SPSS Output,2024

Figure 2 shows a curve shape that is like a bell where it has the definition that the distribution of data occurs normally.

Table 4
 Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std.Deviation	1.97827377
Most Extreme Differences	Absolute	.085

	Positive	.085
	Negative	-.047
Test Statistic		.085
Asymp. Sig. (2-tailed)		.069 ^d
a. Test Distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		

Source: SPSS Output,2024

In Table 3, the results of the normality test with Kolmogorov-Smirnov, show the results that this study experienced normal distribution which can be shown from the results Asymp. Sig (2-tailed) namely 0.85 where this value is greater than 0.05.

Multicollinearity Test

Table 5
Multicollinearity Test Results

Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig	Collinearity Statistic	
						Tolerance	VIF
						(Constant)	-.461
Brand Image	.648	.156	.365	4.166	.000	.142	7.037
Quality Product	.468	.139	.343	3.372	.001	.107	9.352
Customer Value	.338	.101	.272	3.335	.001	.166	6.037

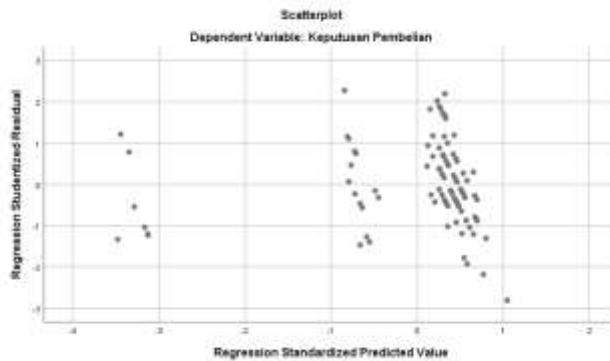
a. Dependen Variable : Purchase Decision

Source: SPSS Output,2024

Table 4 shows the results of the multicollinearity test where the result is the acquisition of values tolerance greater than >0.10 followed by Brand Image = 0.142, product quality=0.107, and customer value = 0.168. Likewise, the acquisition of a small VIF value from a value of <10.00 is Brand Image = 7,037, product quality = 9,352, and customer value = 6,037. Based on the interpretation of the value of tolerance with the VIF, it can be stated that this study does not occur in multicollinearity.

Heteroscedasticity Test

Figure 3
Scatterplot Chart



Source: SPSS Output,2024

Figure 3 above shows that the dots are spread above and below the number 0 on the y-axis which gives information that this study does not occur heteroscedasticity.

Multiple Linear Regression Analysis

Table 6
 Results of Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig
(Constant)	-.461	1.530		-.301	.764
Brand Image	.648	.156	.365	4.166	.000
Quality Product	.468	.139	.343	3.372	.001
Customer Value	.338	.101	.272	3.335	.001

a. Dependen Variable : Purchase Decision

Source: SPSS Output,2024

In Table 5, the results of the multiple linear analysis test show that the constant values possessed in this study are:

$$Y = -0.461 + 0.648 + 0.468 + 0.338$$

1. The following is an explanation of the results of the formulation above:
2. The constant value refers to the value of -0.461 which if interpreted if the brand image, product quality, and customer value are worth 0, then it is equivalent to a purchase decision with a value of -.0461.
3. The value of the brand image variable refers to the value of 0.648, which can be interpreted as if the brand image increases by 1%, there will be an increase in the brand image by 0.648 as well.
4. The product quality value refers to the value of 0.468, which can be interpreted as if the product quality increases by 1%, there will be an increase in product quality by 0.468 as well.
5. The customer value refers to the value of 0.338, which can be interpreted if the customer value increases by 1%, there will be an increase in the customer value by 0.338 as well.

Determination Coefficient Analysis

Table 7
 Analysis of Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std.Error Of the Estimate
1	.971	.942	.933	2.009

a. Predictors : (Constant), Customer Value, Brand Image, Quality Product
 b. Dependent Variabel : Purchase Decision

Source: SPSS Output,2024

Table 6 provides data where the adjusted R Square value is 0.940, which is close to 94%. This suggests that Brand Image, product quality, and customer value all have a 94% impact on purchase choices, while other factors, which were not included in this study, account for the remaining 6%.

Test T (partial)

Table 8
Test T

Coefficients ^a					
Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig
(Constant)	-.461	1.530		-.301	.764
Brand Image	.648	.156	.365	4.166	.000
Quality Product	.468	.139	.343	3.372	.001
Customer Value	.338	.101	.272	3.335	.001

a. Dependen Variable : Purchase Decision

Source: Output, 2024

This study uses a sample of 100 respondents so that the t-value of the table with a significant value of 0.05 is 1.984, so it can be described as follows:

H1: The brand image variable (X1) has a significance value of $0.000 < 0.05$ and a computed t-value of $4.146 >$ from t-table 1.984. As a result of acquiring this value, it is possible to conclude that the brand image variable influences the purchase decision, or that H0 is rejected and H1 is accepted.

H2: The product quality variable (X2) has a significance value of $0.001 < 0.05$ and a computed t-value of $3.372 >$ from the t table 1.984. As a result of acquiring this value, it is possible to conclude that the product quality variable influences the purchasing decision, or that H0 is rejected and H2 is accepted.

H3: The customer value variable (X3) has a significance level of $0.001 < 0.05$ and a computed t value of $3.335 >$ from t table 1.984. As a result of acquiring this value, it is possible to conclude that the customer value variable influences the purchase decision, or that H0 is refused and H3 is approved

Test F (Simultaneous)

Table 9
Test F (Simultaneous)

ANOVA ^a					
Model	Sum Of Squares	df	Mean Square	F	Sig.
Regression	3272.271	3	1090.757	271.588.	.000 ^b
Residual	365.476	91	4.016		
Total	3637.747	94			

a. Dependent Variable : Purchase Decision

b. Predictors : (Constant), Customer Value, Brand Image, Quality Product

Source: SPSS Output, 2024

This study employs a sample of 100 respondents, and the value of the f table with a significant value of 0.05 is 2.698, which may be defined as follows:

H4: The purchase decision variable (Y) has a significance value of $0.000 < 0.05$ and a calculated f value of 271.588, which exceeds the f table value of 2.698. As a consequence of obtaining this value, it is reasonable to conclude that independent variables such as brand image, product quality, and customer value have a significant concurrent influence on the dependent variables, which are purchase decisions or H0 denied and H4 accepted.

The Influence of Brand Image on Purchase Decisions

Based on the findings of prior experiments, it appears that Brand Image influences product purchasing decisions for skincare ERHA in Batam City, as indicated by the t-count test $t > t_{table} = 4.146 > 1.984$. This is also backed by prior study that is cited, such as that of (Alfiah, Suhendar, & Yusuf, 2023), which suggests that brand image impacts purchase decisions.

The Influence of Product Quality on Purchase Decisions

Based on the findings of prior experiments, it appears that Brand Image influences product purchasing decisions for skincare ERHA in Batam City, as indicated by the t-count test $t > t_{table} = 4.146 > 1.984$. This is also backed by prior study that is cited, such as that of (Alfiah et al., 2023), which suggests that brand image impacts purchase decisions.

The Influence of Customer Value on Purchase Decisions

Based on the results of prior experiments, it appears that customer value influences product purchasing decisions for skincare ERHA in Batam City, as indicated by the t-count test $t > t_{table} = 3.335 > 1.984$. This is also backed by prior research, such as that conducted by (Suara et al., 2023) which says that customer value impacts purchasing decisions.

The Influence of Brand Image, Product Quality, and Violation Value on Purchase Decisions

Based on past testing, it is apparent that brand image, product quality, and customer value influence product purchase decisions for skincare ERHA in Batam City, as indicated by the test results $f_{calculation} > f_{table} = 271,588 > 2,698$. This is supported by previous research, such as that done by (Simbolon et al., 2020) who discovered that brand image, product quality, and customer value influence purchasing decisions.

CONCLUSION

Conclusions generated from the study named "The Influence of Brand Image, Product Quality, and Customer Value on ERHA Skincare Purchase Decisions in Batam City" have addressed the study's issue formulations, such as:

1. Brand image has a favorable and considerable effect on ERHA skincare purchases in Batam City.
2. Product quality has a good and considerable impact on ERHA skincare purchases in Batam City.
3. Customer value has a favorable and considerable impact on ERHA skincare purchases in Batam City.
4. Brand image, product quality, and customer value positively impact ERHA skincare purchasing decisions in Batam City.

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