

## **The Influence of Product Quality, Price Fairness, and Brand Image on Shopee Image Purchase Decisions**

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### **ABSTRACT**

Skincare is the use of products aimed at taking care of skin health, improving appearance, and overcoming various skin problems. E-commerce such as Shopee plays an important role in making it easier to buy skincare products to buy products that suit your needs. Citra is a beauty product produced by Unilever Indonesia which already has popularity among the Indonesian people. Citra is known as a hand & body lotion product that uses natural ingredients. This study aims to determine the influence of product quality, price fairness, and brand image on the purchase decision of Citra products on Shopee. This research is a type of quantitative research with the nature of replication research. This study took samples using non-probability sampling techniques by purposive sampling. The research location was conducted in Batam City with a research period from March to August 2025. The sample size with the Lemeshow technique was 100 respondents with a population of buyers who made purchases of Citra products in Batam City through the Shopee application, therefore this type of population is an unknown type of population. The result of this research is that product quality has a positive influence on the purchase decision of Citra products on Shopee. Price reasonableness has a positive influence on the purchase decision of Citra products at Shopee. Brand image has a positive influence on the purchase decision of Citra products on Shopee. Product quality, price fairness and brand image have a positive effect along with the decision to purchase Citra products on Shopee.

Keywords: Brand Image, Product Quality, Price Fairness, Purchase Decision

## INTRODUCTION

The need for skincare today is increasing along with public awareness of the importance of skin care. Skincare is a series of activities or the use of products that aim to take care of skin health, improve appearance, and overcome various skin problems. E-commerce like Shopee plays an important role in making it easier to purchase skincare products, allowing consumers to find and buy products that suit their needs without having to go to a physical store. This not only saves time but also provides a wider range of options. Shopee has approximately 103 million users, this shows that people like to make product purchase transactions on Shopee (Putri Alpadillah Ginanjar, 2024:1). Citra is a beauty product produced by Unilever Indonesia which already has popularity among the Indonesian people. Image is known as a product *Hand & Body Lotion* that use natural ingredients, but even so, there are still many consumers who experience negative effects during the use of the product. Some consumers complain about skin irritation such as red spots, itching and other negative reactions. In addition, there are complaints about changes in the texture and effectiveness of the product over time, for example some users feel that the texture of the lotion is thinner compared to the previous packaging.

The researcher compared Citra natural glowing white UV hand and body lotion 100ml with Emeron Hand & Body Lotion Nourish & Bright (Jicama) 100ml and Viva Hand & Body Lotion Jicama 100 ml because Emeron and Viva are in the top 10 in the top brand award for body lotion products that have high demand and both products have their flagship products containing jicama with a size of 100ml (Top Brand, 2025:1). If you look at the statement, it can be concluded that hand and body lotion products that have similar content are jicama essence, where the price of Citra products is more expensive than the price of its competitors' products. Citra natural glowing white UV hand and body lotion 100ml is sold at a price of IDR 15,400 while Emeron Hand & Body Lotion Nourish & Bright (Bengkoang) 100ml is IDR 11,000 and Viva Hand & Body Lotion Bengkuang 100ml is priced at IDR 5,200.

From the selling price, it can be concluded that image products have a more expensive price than similar competitors. Even though it is more expensive, image products are still considered reasonable according to research (Syariful Anam, Luthvita Nadila, Ayu Anindita, & Rosia, 2021:123) because the price set is commensurate with the quality produced. Citra is ranked first from 2021 to 2025 as the brand with the most sought-after hand & body lotion products by consumers, followed by other competitors such as Emeron, Marina, NIVEA, and Vaseline. This proves that Citra brand hand & body lotion products are very famous and quite popular by the Indonesian people to buy. However, if you look at 2024 and 2025 the Citra index has decreased sequentially, it can be concluded that in that year there was a decrease in purchasing decisions by consumers.

Product quality in the consumer's view is something that has its own scope that is different from quality in the manufacturer's view when issuing a product that is commonly known as actual quality, therefore good product quality will certainly make it easier for consumers to make decisions in buying a product (Hartadi & Elfi Husda, 2020:35). The main idea that must be built by a company is to create a product or service that consumers like by offering the best quality (Winardy, Chaniago, & Andika, 2021:189). It can be concluded that product quality is the quality produced from a product that can meet the needs and satisfy its consumers. The indicators of product quality are conformity with specifications, many product variations, and product designs in accordance with market trends.

Price fairness refers to the marketing strategy implemented by a company by setting a reasonable price policy that is acceptable to consumers so that consumers' views on the price set on a particular brand are characteristic of the product (Trisna Sudiastari & Sri Hartati, 2022:320). Price is a crucial factor that must be considered by the company, it must be determined carefully (Shaw, 2020:219). It can be concluded that price fairness is a fair and decent price setting that is

commensurate with the quality of the product sold. The indicators of price fairness are competitive and economical prices, price transparency through price lists, affordable prices and price matching.

Brand image is the perception and trust of consumers in products and slogans that are embedded in the memory of customers or consumers. Consumers' perception of a product's brand image is so strong that it can influence their intention to shop for products that have a high brand image (Belan & Husda, 2024:169). Brand image creates an experience, emotional response, and plays an important role in increasing consumer purchase intent (Girsang & Husda, 2024:475). It can be concluded that the brand image is a reflection of the company which can cause consumer perception of the brand, both positive and negative reactions, so it is important to maintain the good name of the brand image. The indicators of brand image are product image, company image and user image.

A consumer's decision to buy is a process of taking a purchase that includes determining what to buy or not to buy and the decision is obtained from previous activities (Supriyono, 2021:58). Purchasing decisions are a process where consumers get to know the problem, look for information about a particular product or brand and evaluate how well each of these alternatives can solve the problem. Information about the products obtained will then lead to consumer purchase decisions (Darsono & Elfi Husda, 2020:8). It can be concluded that the purchase decision is the stage where the consumer has considered the choices of products offered, the decision is made after the consumer has obtained the necessary information.

### **Frame of Mind**

#### **The Influence of Product Quality on Purchase Decisions**

Products with good quality provide more value that consumers feel, such as reliable performance, complete features, durability, and attractive aesthetics, thereby increasing consumer trust and satisfaction in choosing the product. The higher the quality of the product, the more likely consumers are to decide to buy because they feel the price paid is worth the benefits and value gained. This statement can be supported by previous research that has been conducted by (Simbolon et al., 2020), (Josua Sembiring et al., 2022), and (Irma Awalia et al., 2023).

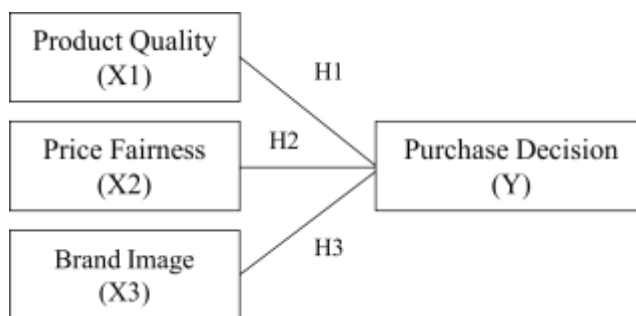
#### **The Influence of Price Fairness on Purchase Decisions**

When consumers feel that the price of a product or service is reasonable, it means that the price is in accordance with the quality, benefits, and market conditions, they tend to be more confident and confident to make a purchase. The perception of price fairness makes consumers feel that the price paid is fair and not burdensome, thus increasing buying interest and overall purchasing decisions. This statement can be supported by previous research that has been conducted by (Trisna Sudiastari & Sri Hartati, 2022), (Geby Oktaviari et al., 2023) and (Aisyah Jamil et al., 2024).

#### **The Influence of Brand Image on Purchase Decisions**

A good brand image increases consumer confidence in the value and quality of products, so consumers are more likely to choose and buy products with that brand than other brands. Consumers who have a positive image of a brand feel confident that the product can meet their needs and expectations, making purchasing decisions easier and faster. This statement can be supported by previous research that has been conducted by (Wirawan & Seminari, 2021), (Irma Awalia et al., 2023), and (David Kiswanto et al., 2023).

Figure 1. Conceptual Framework



Source: Researcher, 2025

**Hypothesis**

- H1: Product quality has a partial significant influence on the purchase decision.
- H2: Price fairness has a partial significant influence on the purchase decision.
- H3: Brand image has a partial significant influence on purchasing decisions.

**METHOD**

This research is a type of quantitative research using the nature of replication research. The research location was conducted in Batam City with a research period from March to August 2025.

**Sample**

This study determined the sample size using the Lemeshow technique with a sample size of 100 respondents with a population that came from buyers who made purchases of Citra products in Batam City through the Shopee application, therefore this type of population is an unknown type of population.

**Data Collection**

The collection of research data was obtained from primary data, namely questionnaires filled out by 100 respondents and secondary data obtained from scientific paper information relevant to this research.

**Data Analysis Techniques**

Descriptive analysis is a method of statistical analysis that is used to obtain data from a description picture to make general conclusions.

**Variable Operations**

Table 1. Variable Operations

VARIABLE	VARIABLE DEFINITIONS	INDICATORS
Product Quality (X1) (Winardy, Chaniago, & Andika, 2021:189)	Product quality is the high quality success rate of a product produced or produced that will cause satisfaction that will be felt by consumers.	<ol style="list-style-type: none"> <li>1. Conformity with specifications</li> <li>2. Wide variety of products</li> <li>3. Product design</li> </ol>
Price Fairness (X2) (Faliq Munir & Arqy Ahmadi, 2025:305).	Price fairness refers to the marketing strategy implemented by a company by setting a reasonable price policy that is acceptable to consumers so that consumers' views on the price set on a particular brand are characteristic of the product	<ol style="list-style-type: none"> <li>1. Competitive and economical prices</li> <li>2. Price transparency through price lists</li> <li>3. Affordable prices</li> <li>4. Price match</li> </ol>
Brand Image (X3) (Belan & Husda, 2024:169)	Brand <i>image</i> is the observation and trust held by consumers, as reflected in associations or in consumer memories, so companies must be able to create an attractive <i>brand image</i> while describing the benefits of products that suit consumers' desires and needs	<ol style="list-style-type: none"> <li>1. Product Image</li> <li>2. Corporate <i>Image</i></li> <li>3. User <i>Image</i></li> </ol>

VARIABLE	VARIABLE DEFINITIONS	INDICATORS
Purchase Decision (Y) (Trisna Sudiastari & Sri Hartati, 2022:320)	The consumer's decision to buy is a process of taking the purchase which includes determining what to buy or not to make a purchase and the decision is obtained from previous activities.	<ol style="list-style-type: none"> <li>1. Purchases are made due to need</li> <li>2. Stability to buy a product because you already know the information about the product</li> <li>3. Purchases are made because the brand is the most preferred and popular</li> <li>4. Purchases are made because they receive recommendations from others</li> </ol>

Source: Researcher, 2025

## RESULT

Data validity testing was carried out to ensure the level of validity of respondents' answers to the statements of each variable used. This study has 100 respondents so that the t-value of the table is 0.196 with a significant value of 0.05.

Table 2. Validity Test Results

Product Quality (X1)		Price Fairness (X2)		Brand Image (X3)		Purchase Decision (Y)	
X1.1	0.843	X2.1	0.855	X3.1	0.851	Y.1	0.862
X1.2	0.856	X2.2	0.864	X3.2	0.860	Y.2	0.842
X1.3	0.858	X2.3	0.879	X3.3	0.834	Y.3	0.868
X1.4	0.858	X2.4	0.878	X3.4	0.849	Y.4	0.867
X1.5	0.875	X2.5	0.832	X3.5	0.841	Y.5	0.876
X1.6	0.888	X2.6	0.839	X3.6	0.806	Y.6	0.880
X1.7	0.842	X2.7	0.863	X3.7	0.839	Y.7	0.867
X1.8	0.828	X2.8	0.783	X3.8	0.855	Y.8	0.877
X1.9	0.863	X2.9	0.794	X3.9	0.845	Y.9	0.885
		X2.10	0.836			Y.10	0.866
		X2.11	0.834			Y.11	0.864
		X2.12	0.848			Y.12	0.883

Description : Valid

Source: SPSS Reliability Test Output,2025

Based on the results of the validity test on the variables of product quality, price fairness, brand image and purchase decision, it can be concluded that each variable can be declared valid because the acquisition of the calculated t value is higher than the t table. In the product quality variable, the highest calculated t-value was found in the X1.6 instrument, which was 0.888, and the lowest in the X1.8 instrument, which was 0.828. In the fairness variable, the highest calculated t-value acquisition price was found in the X2.3 instrument, which was 0.879, and the lowest in the X2.8 instrument, which was 0.783. In the brand image variable, the highest t-value was obtained in the X3.2 instrument, which was 0.860, and the lowest in the X3.6 instrument, which was 0.806. In the purchase decision variable, the highest calculated t-value was found in instrument Y.9, which was 0.885, and the lowest in instrument Y.2, which was 0.842.

### Data Reliability Test

Data validity testing was carried out to ensure the consistency of respondents' answers to statements from each variable used. A statement can be declared reliable for our value acquisition Cronbach'Apha above the value of 0.06.

Table 3. Research Reliability Test Results

Product Quality	Price Fairness	Brand Image	Purchase Decision
0.955	0.963	0.949	0.971

Description : Reliable

Source: SPSS Reliability Test Output,2025

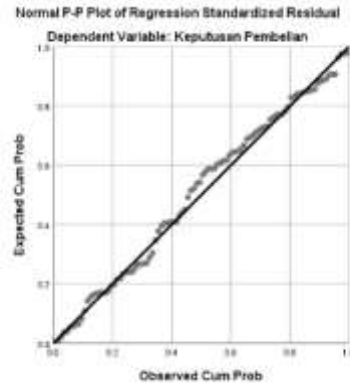
Based on the results of reliability tests on the variables of product quality, price fairness, brand image and purchase decisions, it can be concluded that each variable can be declared reliable due to the acquisition of value Cronbach'Alpha above the value of 0.06.

**Classic Assumption Test**

**Normality Test**

The normality test is carried out to determine the distribution of statements occurring normally.

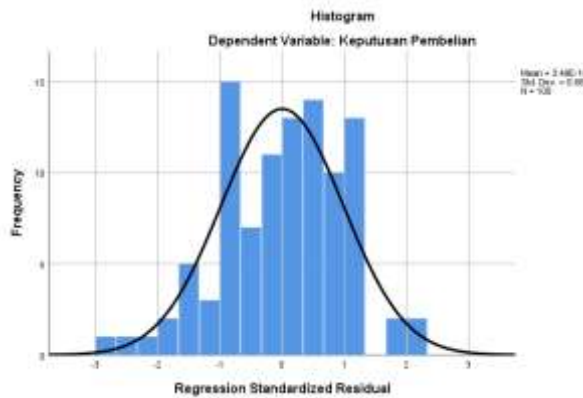
Figure 2. Normal Graph of P-plot



Source: P-plot Normal Graph Normality Test Output,2025

The image above shows where the points follow a diagonal direction from bottom to top so that such a graph can be declared normal.

Figure 3. Histogram Graph



Source: Normality Test Output,2025

The output obtained from data processing with histogram graphs shows results where the curve is shaped like a bell which can be interpreted as normal research.

Table 4. Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters, b	Mean	.0000000
	Std. Deviation	2.22097132
Most Extreme Differences	Absolute	.071
	Positive	.053
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

d. This is a lower bound of the true significance.

Source: Normality Test Output,2025

Based on the acquisition of Asymp values. The sig. (2-tailed) in this study is 0.200c,d which can be concluded above the value of 0.05, so that this study can be declared normal.

**Mutlikolinerity Test**

Table 5. Results of the Mutlikolinerity Test

Coefficient								
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIVID
1	(Constant)	-.468	1.181		-.397	.692		
	Product Quality	.447	.084	.333	5.303	.000	.128	7.824
	Price Fairness	.316	.071	.308	4.423	.000	.104	9.642
	Brand Image	.501	.091	.362	5.485	.000	.116	8.643

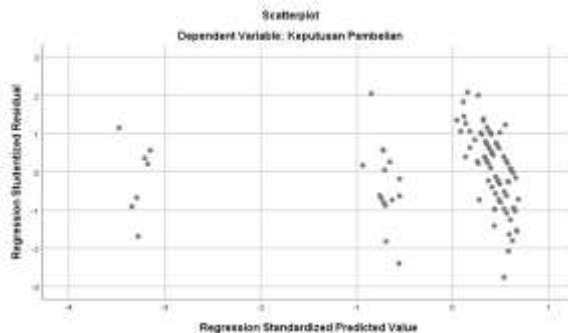
a. Dependent Variable: Purchase Decision

Source: Classical Assumption Test Output,2025

In table 5 regarding the mutlikolinerity test, the results are obtained where the value of *tolerance* of each variable is above the value of >0.10 and the VIF value is below <10.00. Therefore, the research does not occur in absolute terms.

**Heteroscedasticity Test**

Figure 4. Scatterplot Chart



Source: Classical Assumption Test Output,2025

Spread of points on the graph Scatterplot Figure 4.4 shows the spread from the X axis to the Y axis, so it can be concluded that this study does not have heteroscedasticity.

**Influence Test**

**Multiple Linear Regression Analysis**

Table 6. Results of Multiple Linear Regression Analysis Test

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.468	1.181		-.397	.692
	Product Quality	.447	.084	.333	5.303	.000
	Price Fairness	.316	.071	.308	4.423	.000

	Brand Image	.501	.091	.362	5.485	.000
a. Dependent Variable: Purchase Decision						

Source: Impact Test Output, 2025

The information in table 6 can be described as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = -0.468 + 0.447 + 0.316 + 0.501$$

1. The research obtained the results of multiple linear regression analysis testing with a constant value of -0.468, this value can be concluded where product quality, price fairness and brand image if at point 0 will produce a constant value of -0.468 or equivalent to 46.8% on the purchase decision.
2. The research obtained the results of multiple linear regression analysis testing with the acquisition of a variable value of product quality of 0.447, this value can be concluded where if there is an increase in value of 1% to product quality, there will also be an increase in value of 0.447 or equivalent to 44.7% to the purchase decision.
3. The research obtained the results of multiple linear regression analysis testing with the acquisition of the value of the price fairness variable, which is 0.316, this value can be concluded where if there is an increase in value of 1% to the fairness of the price, there will also be an increase in value of 0.316 or equivalent to 31.6% to the purchase decision.
4. The research obtained the results of multiple linear regression analysis testing with the acquisition of a brand image variable value of 0.501, this value can be concluded where if there is an increase in value of 1% to the fairness of the price, there will also be an increase in value of 0.501 or equivalent to 50.1% to the purchase decision.

**Coefficient Determination Analysis**

Table 7. Multiple Linear Regression Analysis Test Results

Model Summary <sup>b</sup>				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976a	.952	.950	2.255
a. Predictors: (Constant), Brand Image, Product Quality, Price Fairness				
b. Dependent Variable: Purchase Decision				

Source: Impact Test Output, 2025

If you look at the results of the analysis test, the determination coefficient refers to the value *Adjusted R Square* of 0.950 can be stated that it has a percentage of 95% which is influenced by product quality, price fairness and brand image on the purchase decision. The percentage of 5% was influenced by other factors that were not part of the study.

**Hypothesis Test**

**T Test**

Table 8. Research T-Test Results

Coefficient						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.468	1.181		-.397	.692
	Product Quality	.447	.084	.333	5.303	.000
	Price Fairness	.316	.071	.308	4.423	.000
	Brand Image	.501	.091	.362	5.485	.000
a. Dependent Variable: Purchase Decision						

Source: Hypothesis Test Output, 2025

This study with a total of 100 respondents will produce a table t value of 1,984, so that the results from the t-calculation test in this study can be seen that the quality of the product has a value of 5,303 has a value greater than the t table of 1,984 and the significance of 0.000 is less than 0.05, so that the quality of the product has a positive effect on the purchase decision. The fairness of the price also has a calculated t value of 4.423 has a value greater than the t table of 1.984 and a significance of 0.000 is smaller than 0.05, so that the fairness of the price has a positive effect on the purchase decision. The brand image also has a calculated t value of 5,485 has a value greater than the t table of 1,984 and a significance of 0.000 is less than 0.05, so that the brand image has a positive effect on the purchase decision. From the three variables in this study, it can be shown that brand image is more influential than product quality and price fairness on purchase decisions.

### Test F

Table 9. Results of the F Test of the Research

NEW ERA						
Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	9624.971	3	3208.324	630.708	.000b
	Residual	488.339	96	5.087		
	Total	10113.310	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Image, Product Quality, Price Fairness						

Source: Hypothesis Test Output,2025

This study with a total of 100 respondents will produce a table f-value of 2,698, so that the acquisition of the f-calculation test in this study can be seen that the purchase decision has a value of 630,708 and a significance value of 0.000 is smaller than the value of 0.05. So that this study can state that product quality, price fairness and brand image have a simultaneous positive influence on purchase decisions.

### Discussion

#### The Influence of Product Quality on Purchase Decisions

If a product has good quality, it will affect the increase in purchasing decisions for the product, on the other hand, when the quality of the product is poor, there will be a decrease in purchasing decisions for the product. Product quality also reflects how serious the manufacturer is in producing its products for sale and consumption by consumers. In this study, it is proven that there is an influence of product quality on purchase decisions because the results of t calculation are greater than t table  $5,303 > 1,984$  with a significance of  $0.000 < 0.05$ . The results of this study also have the same results as previous studies that have been conducted by (Sembiring, Fatihudin, & Firmansyah, 2022), (Simbolon, Handayani, & Nugraedy, 2020) (Awalia, Fitriani, & Andriyani, 2023) which states that the quality of the product has an influence on the purchase decision.

#### The Influence of Price Fairness on Purchase Decisions

Consumers who are faced with prices that are still reasonable and commensurate with the products received will certainly increase their purchase decisions. Price is crucial for consumers because basically consumers have *Budget* to certain products to be purchased. In this study, it is proven that there is a fair price influence on purchasing decisions because the results of t calculation are greater than t table  $4,423 > 1,984$  with a significance of  $0.000 < 0.05$ . The results of this study also have the same results as previous studies that have been conducted by (Trisna Sudiastari & Sri Hartati, 2022), (Oktaviari, Gama, & Kusuma, 2023) and (Aisyah Jamil, Fitri, Arifin, Darmawan, & Rachman Putra, 2024) which states that price fairness has an influence on the purchase decision.

#### The Influence of Brand Image on Purchase Decisions

A positive brand image of a product can leave an impression on consumers on the brand of a product to be positive as well. A strong brand image can foster consumer preference for these

products over competitors' products. In this study, it is proven that there is an influence of brand image on purchase decisions because the acquisition of t calculation results is greater than t table  $5,485 > 1,984$  with a significance of  $0.000 < 0.05$ . The results of this study also have the same results as previous studies that have been conducted by (Simbolon et al., 2020), (Awalia et al., 2023), (Wirawan & Seminari, 2021). and (David Kiswanto, Hursepuny, Tresye Nanulaitta, & Melmambessy, 2023) which states that the brand image has an influence on the purchase decision.

## CONCLUSION

The conclusions in this study entitled “The Influence of Product Quality, Price Fairness, and Brand Image on Shopee Image Purchase Decisions”, namely where the product quality variable has a significant positive effect on purchasing decisions for Citra products at Shopee. Price fairness has a significant positive effect on purchasing decisions for Citra products at Shopee. Brand image has a significant positive influence on purchasing decisions for Citra products at Shopee. Product quality, price fairness and brand image have a simultaneous positive influence on purchasing decisions for Citra products at Shopee.

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