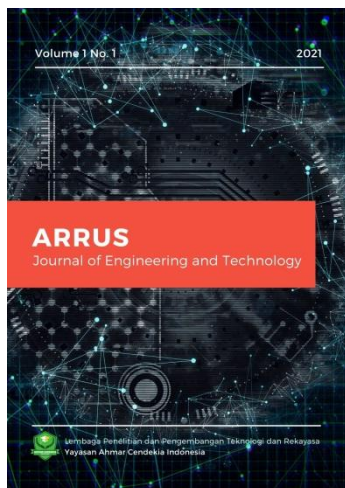




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RESEARCH ARTICLE

Business Strategy on Purchasing Decisions with Purchase Intention as a Mediating Variable in the Powder Coating

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Abstract: It is important for companies to continuously strive to improve their brand image. This study aims to evaluate the influence of product quality and price on purchasing decisions, with brand image as a mediating variable, among powder coating product consumers. Data collection was conducted by distributing questionnaires to powder coating consumers domiciled in East Java. The collected data were then analyzed using the SmartPLS statistical application to test the relationship between variables. The results of the study indicate that product quality directly influences purchasing decisions, brand image as a mediator also has a positive influence on purchasing decisions. Meanwhile, price is proven to have a significant effect on brand image, both directly and indirectly through brand image.

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

1. Introduction

The development of the manufacturing industry in the era of globalization requires every industry player to be able to adapt quickly to changes in the market, technology, and customer expectations. One sector that plays a crucial role in supporting the competitiveness of manufactured products is the powder coating industry. Powder coating is a surface coating technology that is more environmentally friendly than conventional liquid paint because it does not contain organic solvents, is efficient in terms of material use, and produces a strong and durable coating. Therefore, powder coating has become an important part of the sustainability strategy in the finishing processes of the automotive, electronics, furniture, and construction industries. However, the development of the powder coating industry in Indonesia still faces various challenges, particularly in building a competitive advantage that relies not only on technical aspects but also on effective marketing strategies. Customer purchasing decisions are no longer solely influenced by technical specifications and product quality, but also by how the product is marketed, how the price is set, and how the brand perception is formed in the minds of customers. In this context, business strategy (promotion, pricing strategy, and brand image) is a crucial factor in creating value and market preference.

The powder coating industry is currently inextricably linked to the manufacturing and finishing sectors, supporting product sustainability through environmentally friendly surface protection. However, the primary challenge in developing this industry lies not only in the technical aspects, but also in developing marketing strategies that can attract purchasing interest and improve customer purchasing decisions. In an era of global competition and sustainability trends, powder coating companies need to integrate engineering management



with promotional strategies, pricing, and brand image strengthening. This holistic approach is expected to create added value and attract consumer interest, ultimately driving purchasing decisions. Purchase intention is a crucial mediating variable that bridges company strategy with actual purchase realization. By identifying the relationship between these variables, companies can develop the right approach to creating sustainable development from both the technical and marketing perspectives.

In this context, an integrative approach is needed that combines the principles of engineering management and business strategy in a complete and systematic framework. This integration is expected to create synergy between operational aspects and corporate strategy, so that the powder coating industry can grow sustainably amidst the pressures of globalization, digitalization, and increasingly stringent environmental regulations. According to (Ernawati, 2021), "Which essentially focuses on the drivers/motives of organizations to adopt IMS (Integrated Management System) and also the difficulties and challenges in integration". For sustainable development according to (Ernawati, 2021), "Which means that in general sustainable development is a concept that cannot be ignored by companies". It can also be said in the integration of engineering management according to (Maulana & Maskur, 2023a), "Policymakers, industry leaders, and practitioners must collaborate closely to develop robust frameworks, guidelines, and best practices that facilitate smooth integration".

This research will specifically focus on the powder coating industry in Indonesia, considering that this industry is in a growth phase but lacks a strong integrative strategy between technical management and Promotion, Pricing, and Brand Image Strategies on Purchasing Decisions, with Purchase Intention as a Mediating Variable, for sustainable development. This study will identify the gap between manufacturing processes and market dynamics and formulate an integrative model capable of bridging both aspects. This research will also evaluate the sustainability aspects of the developed model through industrial sustainability indicators, such as energy efficiency, emissions, the use of environmentally friendly materials, and contribution to local added value. In analyzing the gap with previous research, there is still a lack of integrated market analysis-based research with technical aspects (engineering management) and business analysis in the powder coating industry. There is also a lack of a market-data-driven approach to encourage sustainable innovation, reflecting the need for market-data-driven technical innovation.

This research offers several significant novelties in the field of the integration of Engineering Management and Business Strategy (Promotion, Pricing, and Brand Image) on Purchasing Decisions, with Purchase Intention as a Mediating Variable, for the development of the powder coating industry, both academically and practically.

2. Literature Review

According to (Ernawati, 2021) product quality is a product's ability to perform its functions, including durability, superiority, reliability, ease of use, and repairability, along with other characteristics. Product quality is a key factor influencing consumers. Product quality is one of the key aspects consumers consider when assessing their satisfaction with a product after purchasing it (Maulana & Maskur, 2023a). Product quality plays a crucial role in shaping consumer perceptions of a product's brand image. Products with superior quality tend to create a positive brand image in consumers' minds. This reflects the product's performance, reliability, durability, and aesthetics, which, overall, can increase consumer trust and loyalty to the brand. Product quality positively impacts brand image. This means that the better the product quality, the more positive the impact on enhancing brand image (Maulana & Maskur, 2023b).

A product with superior quality will significantly influence consumers' purchase decisions. Product quality refers to a product's ability to deliver results or performance that meet consumer expectations (Larika & Ekowati, n.d.-a). Consumers will decide to purchase a product if the product offered is of good quality, complete, and affordable, thus providing

satisfaction. This can make consumers feel more satisfied because the product they purchased meets expectations. Consumer perceptions of product quality have a positive influence on purchasing decisions (Larika & Ekowati, n.d.-b). Therefore, the following research hypotheses can be formulated:

H1: Product Quality (X1) Has a Positive Influence on Brand Image (Z)

H3: Product Quality (X1) Has a Positive Influence on Purchasing Decisions (Y)

Price is one of the main factors considered by consumers when making purchasing decisions. Price can be defined as the amount of money consumers spend to obtain a desired product or service. Pricing is crucial because companies need to set attractive prices to attract consumers to make purchases (Purnama et al., 2020). According to Yoeliastuti et al., (2021) price is the amount of money needed to obtain some combination of a product and the services that accompany it.

Price is the amount of money that must be paid for a product or service, or the value exchanged by consumers in order to obtain the benefits of using that product or service. Price is the monetary value set in exchange for goods or services being bought and sold. Price can influence brand image, especially if the product is well-known and has a good image among consumers. Research conducted by Nasution & Hendrawan (2021) found that price has a positive and significant influence on brand image.

Price is an element in the marketing mix that not only plays a role in determining profitability but also serves as a signal to convey the value proposition of a product. Purchasing decisions are heavily influenced by price. This aligns with research conducted by (Hesti Noor Fatimah & Andri Nurtantiono, 2022), which found that price has a positive and significant influence on purchasing decisions. Therefore, the following research hypotheses can be formulated:

H2: Price (X2) Has a Positive Influence on Brand Image (Z)

H4: Price (X2) Has a Positive Influence on Purchasing Decisions (Y)

Brand image is the impression consumers have of a brand. Within a company, building a strong brand image is crucial for creating a positive impression on consumers. Brand image is the overall perception of a brand formed from information and knowledge about the brand. This image is related to attitudes that reflect beliefs about a brand (Saputro & Irawati, 2023). Brand image is described as the perception of what a brand is like, reflected in brand associations stored in memory. A strong brand image also means consumers can distinguish a brand from similar products or services (Fera & Pramuditha, 2021).

Brand image can be defined as the type of image that arises in consumers' minds when they recall a particular brand. This image can be a specific thought or image associated with the brand (Dwi Kristanto et al., 2023). The influence of brand image on purchasing decisions has been studied by Aji & Pujiani (2023), which concluded that brand image plays a significant role in purchasing decisions. Therefore, the following research hypothesis can be formulated:

H5: Brand Image (Z) Has a Positive Influence on Purchasing Decisions (Y)

A purchase decision is one of the stages in the decision-making process before entering post-purchase behavior. At this stage, consumers consider several alternative options and then take action to decide to purchase a product based on their predetermined choice (Fathin et al., 2022). A purchase decision is a consumer action driven by specific motives and drives, resulting in a desire to purchase something to fulfill a need (Aprilia & Basar Maringan Hutaauruk, 2023). A purchase decision is defined as a person's decision to choose a particular product or service introduced by a company over competing products (Aprilia & Basar Maringan Hutaauruk, 2023).

If a brand has good product quality, consumers will be attracted to make a purchase decision. After the purchase, consumers will evaluate the product's quality, which ultimately forms a brand image. Research conducted by (Illa & Nugraha, 2020) states that brand image can act

as a mediating variable linking the influence of product quality on purchasing decisions. Therefore, the following research hypothesis can be formulated:

Price is a key factor when consumers decide to purchase a product. If the price offered is commensurate with the perceived benefits, they will more easily make a purchasing decision. There is a positive and significant influence between price and purchasing decisions through brand image as a mediator (Anggraini et al., 2020). Therefore, the following research hypotheses can be formulated:

H6: Product Quality (X1) Has a Positive Influence on Purchasing Decisions (Y) Through Brand Image (Z) as a Mediator.

H7: Price (X2) Has a Positive Influence on Purchasing Decisions (Y) Through Brand Image (Z) as a Mediator.

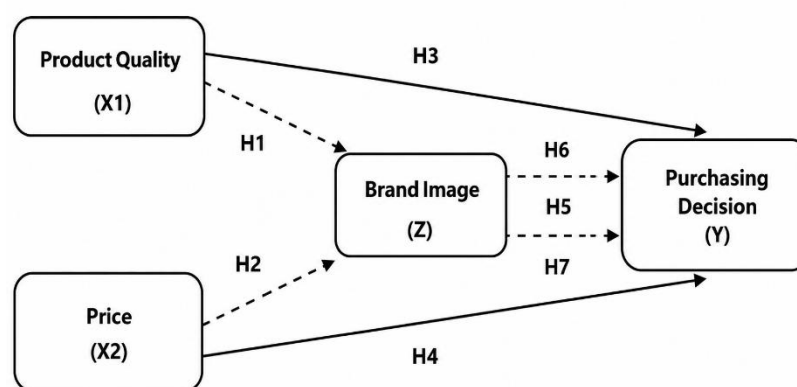


Figure 1. Conceptual Framework of the Research
 Source: Research Data, 2025

3. Research Method

To obtain definitive results, the study employed quantitative research. Quantitative research is defined as a type of research that produces findings using statistical procedures. According to (Sigit & D.K, 2023), quantitative methods are used to examine a specific population or sample. Data collection utilizes research instruments, and statistical data analysis is used to describe and test established hypotheses.

A population is a generalized area consisting of objects/subjects possessing a specific quantity and characteristics determined by the researcher to be studied and conclusions drawn (Sigit & Balol, 2025). The population in this study was powder coating consumers in East Java. According to (Sigit & Maulana, 2024a), a sample is a subset of the population and its characteristics. Purposive sampling is a sampling technique based on specific considerations (Sigit & Balol, n.d.). Purposive sampling was used to select a sample of 100 respondents from the powder coating consumer population. The number of respondents was obtained using calculations for the population and sample using the Lemeshow Formula. The Lemeshow formula is used to determine the minimum number of samples needed in quantitative research, especially if the population size is unknown or unlimited.

This study employed a quantitative approach, with powder coating consumers as the research subjects. A total of 100 respondents were selected as the research sample through a purposive sampling method. Data were collected using a questionnaire distributed online via Google Forms. The data was then analyzed using path analysis techniques using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of Smart PLS software.

Partial Least Squares (PLS) analysis is used to examine the relationships between variables in a structural model. SmartPLS 3 software was used in the data analysis process, which allows for simultaneous evaluation of the measurement model and the structural model. The primary focus of this analysis was hypothesis testing and model validation. The measurement model evaluation included Loading Factor, Composite Reliability, and Average Variance Extracted (AVE) indicators. The structural model evaluation involved hypothesis testing and F-square values. The R-square value was used to assess the model's goodness-of-fit.

4. Results and Discussion

This study used Smartpls 3.0 software as a data processing tool using the SEM-PLS method. Data analysis testing in this study began with analyzing the questionnaire with an outer model to test validity and reliability, followed by an inner model test to determine the hypothesis test and R-square value. The outer model analysis was conducted to test the validity and reliability of a questionnaire item used in the study. The following are the results of the calculate algorithm output that makes it easier to determine validity and reliability:

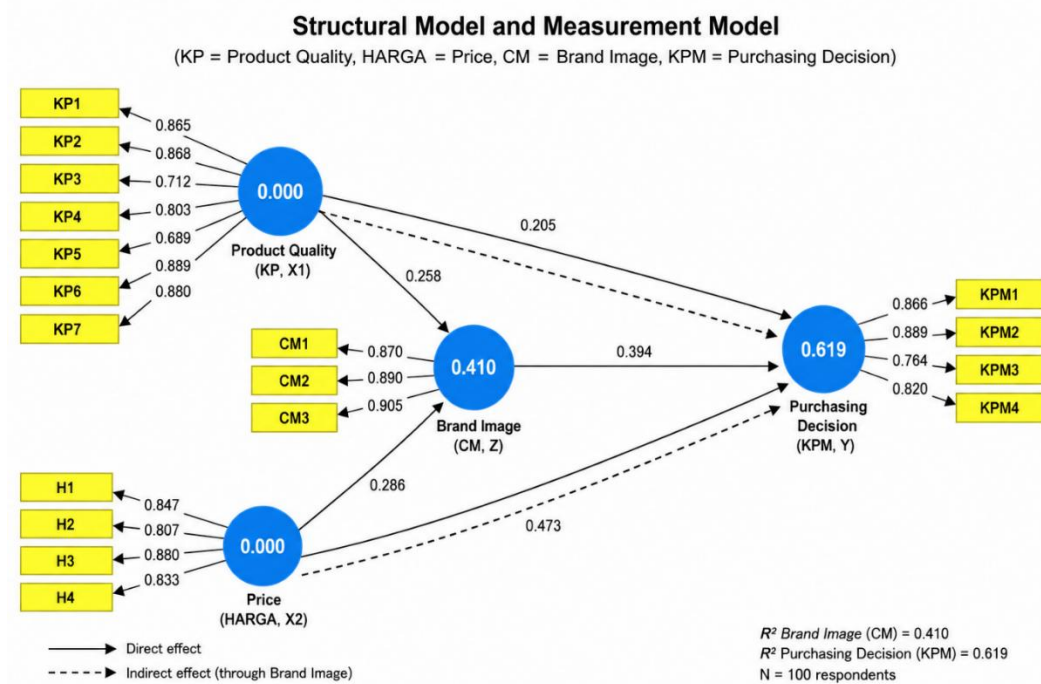


Figure 2. Calculate Algorithm Results

Source: Research Data, 2025

The outer loading value for each indicator can be considered valid and meets convergent validity criteria if the correlation value is above 0.70. However, in scale development research, loadings between 0.50 and 0.60 are still acceptable (Sigit et al., 2023).

Table 1. Convergent Validity Results

Variable	Indicator	Outer Loading	Description
Product Quality (X1)	X1.1	0.885	Valid
	X1.2	0.888	Valid
	X1.3	0.712	Valid
	X1.4	0.803	Valid
	X1.5	0.689	Valid
	X1.6	0.889	Valid
	X1.7	0.88	Valid
Price (X2)	X2.1	0.847	Valid
	X2.2	0.807	Valid
	X2.3	0.88	Valid

Variable	Indicator	Outer Loading	Description
Brand Image (Z)	X2.4	0.883	Valid
	Z.1	0.87	Valid
	Z.2	0.9	Valid
	Z.3	0.906	Valid
Purchasing Decision (Y)	Y.1	0.886	Valid
	Y.2	0.829	Valid
	Y.3	0.764	Valid
	Y.4	0.82	Valid

Source: Research Data, 2025

The results from Table 1 show that each indicator for each construct has an outer loading value > 0.7 , and no variable indicator has a value below 0.5. Therefore, all indicators are considered suitable for research and can be analyzed further.

The cross-loading value can indicate discriminant validity. If the cross-loading value for each variable indicator is higher than the cross-loading value for the other variables, it can be said to meet the discriminant validity test. The following are the cross-loading values in this research data analysis:

Table 2. Discriminant Validity Results

Indicator	Product Quality (X1)	Price (X2)	Brand Image (Z)	Purchasing Decision (Y)
X1.1	0.885	0.498	0.403	0.500
X1.2	0.888	0.372	0.394	0.520
X1.3	0.712	0.393	0.423	0.461
X1.4	0.803	0.397	0.501	0.565
X1.5	0.689	0.273	0.265	0.383
X1.6	0.889	0.498	0.409	0.497
X1.7	0.880	0.367	0.383	0.489
X2.1	0.464	0.847	0.519	0.615
X2.2	0.324	0.807	0.455	0.493
X2.3	0.488	0.880	0.624	0.591
X2.4	0.342	0.833	0.381	0.472
Z.1	0.417	0.476	0.870	0.595
Z.2	0.444	0.451	0.900	0.583
Z.3	0.449	0.654	0.906	0.672
Y.1	0.532	0.564	0.588	0.866
Y.2	0.511	0.668	0.531	0.829
Y.3	0.355	0.549	0.537	0.764
Y.4	0.449	0.654	0.906	0.672

Source: Research Data, 2025

Based on Table 2, it can be seen that the cross-loading value for each variable is greater than the other variables, or the correlation value of the variable to itself is greater than the correlation value of the other variables. Therefore, the instrument in this study has no issues and is declared to have passed the discriminant validity test. Another method for assessing discriminant validity is by examining the average variance extracted (AVE) value. If the AVE value for each construct is greater than 0.50, it is considered to meet the criteria for discriminant validity (Nita Dwi Nur Aini & Nanta Sigit, 2024). The AVE values in this study are as follows:

Table 3. Average Variance Extracted (AVE) Results

Variable	AVE Value	Description
Product Quality (X1)	0,796	Valid
Price (X2)	0,710	Valid
Brand Image (Z)	0,680	Valid
Purchasing Decision (Y)	0,674	Valid

The AVE output results indicate that the AVE value is good for each variable construct, as it has a value greater than 0.50. In addition to the validity test, a reliability test was also conducted, measured using two criteria: composite reliability and Cronbach's alpha for the indicator blocks measuring the construct. Reliability testing indicates the extent to which a

measurement instrument is reliable and trustworthy when administered twice or more with the same instrument.

Table 4. Composite Reliability Results

Variable	Composite Reliability	Description
Product Quality (X1)	0,921	Reliabel
Price (X2)	0,907	Reliabel
Brand Image (Z)	0,937	Reliabel
Purchasing Decision (Y)	0,892	Reliabel

Source: Research Data, 2025

A variable is considered reliable if its composite reliability value is greater than 0.70. Table 4 shows that the composite reliability value for each variable is greater than 0.60, thus concluding that each construct variable in this study is reliable.

Table 5. Cronbach's Alpha Results

Variabel	Cronbach Alpha	Keterangan
Product Quality (X1)	0,872	Reliabel
Price (X2)	0,864	Reliabel
Brand Image (Z)	0,920	Reliabel
Purchasing Decision (Y)	0,838	Reliabel

Source: Research Data, 2025

If all Cronbach's alpha values are greater than 0.70, then the variables have good reliability (Nanta Sigit & Ariyanti, 2024). The Cronbach's alpha results in Table 5 show that each variable is greater than 0.70. Therefore, it can be concluded that each construct variable in this study has good reliability. The R-square value is used to determine the extent of influence of exogenous variables on endogenous variables and the strength of this influence. The results of the R-square test in this study are presented as follows:

Table 6. R-Square Test Results

Variabel	R-square	R-square Adjusted
Brand Image (Z)	0,410	0,398
Purchasing Decision (Y)	0,619	0,607

The R-square for the brand image variable is 0.410. This value indicates that 41% of brand image can be explained by product quality and price. Furthermore, the R-square value for purchasing decisions is 0.619. This value indicates that 61.9% of product quality, price, and brand image can be explained by these three variables, with the remainder being explained by other variables.

Table 7. F-Square Test Results

Relationship Between Variables	F-Square (f^2)	Effect Size
Product Quality → Brand Image	0.086	Weak
Product Quality → Purchasing Decision	0.129	Moderate
Price → Brand Image	0.288	Moderate
Price → Purchasing Decision	0.126	Moderate
Brand Image → Purchasing Decision	0.240	Moderate

Source: Research Data, 2025

The (f^2) value is used to partially assess the influence of latent variables. (1998), this value can be interpreted as indicating a weak influence for the predictor variable (0.02), a moderate influence for 0.15, and a strong influence for 0.36. The path coefficient test uses the bootstrapping technique. A p-value <0.05 indicates a direct influence between the variables, while a p-value greater than 0.05 indicates no influence. A t-statistic of 1.96 (significance level = 5%) was chosen as the significance level in this study. The path coefficient values are shown below:



Table 8. Results of the Direct Influence Hypothesis Test

Hypothesis	Relationship	Original Sample (β)	T-Statistics	P-Values	Decision
H1	Product Quality $\rightarrow$ Brand Image	0.265	2.717	0.012	Accepted
H2	Price $\rightarrow$ Brand Image	0.286	5.453	0.002	Accepted
H3	Product Quality $\rightarrow$ Purchasing Decision	0.258	2.512	0.007	Accepted
H4	Price $\rightarrow$ Purchasing Decision	0.473	3.117	0.000	Accepted
H5	Brand Image $\rightarrow$ Purchasing Decision	0.394	3.691	0.000	Accepted

Source: Research Data, 2025

Based on the data in Table 8, the results show a t-statistic of 2.717, with a sample size of 0.265 and a p-value of 0.012. This means that the t-statistic is > 1.96 and the p-value is < 0.05 , indicating that product quality has a positive and significant effect on brand image. Therefore, H1 in this study is accepted. This aligns with research by Aini & Sigit, (2024), which explains that product quality has a positive impact on brand image.

The second hypothesis shows a t-statistic of 5.453, with a sample size of 0.286 and a p-value of 0.002. This means that the t-statistic is > 1.96 and the p-value is < 0.05 , indicating that price has a positive and significant effect on brand image. Maintaining the powder coating price can improve brand image. This aligns with research conducted by (Sigit & Maulana, 2024b), which found that price has a positive and significant influence on brand image. Therefore, H2 in this study is accepted.

The third hypothesis shows a t-statistic value of 2.512 with a sample size of 0.258 and a p-value of 0.007. This means that the t-statistic > 1.96 and p-value < 0.05 , indicating that product quality has a positive and significant effect on purchasing decisions. Maintaining the product quality of a powder coating factory can increase purchasing decisions. This is in line with research that states that product quality has a significant influence on purchasing decisions (Sigit & Ariyanti, n.d.). Research conducted by Maulana & Maskur (2023b) also states that product quality has a positive and significant effect on purchasing decisions. Therefore, H3 in this study is accepted.

Based on the data in Table 8, the results show a t-statistic of 3.117, with a sample size of 0.473 and a p-value of 0.000. This means that the t-statistic is > 1.96 and the p-value is < 0.05 , indicating that price has a positive effect on purchasing decisions. This aligns with research conducted by Maulana & Maskur (2023a), which states that price influences purchasing decisions. Research conducted by (Larika & Ekowati, n.d.-b) also states that price has a significant effect on purchasing decisions. Therefore, H4 in this study is accepted.

The fifth hypothesis shows a t-statistic of 3.691, with a sample size of 0.394 and a p-value of 0.000. This means that the t-statistic is > 1.96 and the p-value is < 0.05 , indicating that brand image has a positive effect on purchasing decisions. Therefore, H5 in this study is accepted. These findings align with research conducted by Hesti Noor Fatimah & Andri Nurtantiono, (2022), which found that brand image significantly influences purchasing decisions. Similar results were also found in research conducted by (Larika & Ekowati, n.d.-a), which found that brand image has a positive and significant influence on product purchasing decisions.

Table 9. Results of the Indirect Effect Hypothesis Test

Hypothesis	Indirect Relationship	Original Sample (β)	T-Statistics	P-Values	Decision
H6	Product Quality $\rightarrow$ Brand Image $\rightarrow$ Purchasing Decision	0.102	2.264	0.024	Accepted
H7	Price $\rightarrow$ Brand Image $\rightarrow$ Purchasing Decision	0.186	2.821	0.005	Accepted

Source: Research Data, 2025

Based on the data obtained in Table 9, the t-statistic value is 2.264, with a sample size of 0.102, and a p-value of 0.024. This means that the t-statistic > 1.96 and p-value < 0.05 indicate that brand image can mediate the relationship between product quality and purchasing decisions. Research conducted by Purnama et al.(2020) found that brand image can positively and significantly mediate product quality on purchasing decisions. Therefore, H6 in this study is accepted. This is in line with other research that concluded that brand image, as a mediator,



can positively and significantly mediate the effect of product quality on purchasing decisions (Yoeliastuti et al., 2021).

The seventh hypothesis shows the results of data processing. The data obtained in Table 9 shows a t-statistic value of 2.821, with a sample size of 0.186, and a p-value of 0.005. This means that the T-statistic > 1.96 and p-value < 0.05 , it can be concluded that brand image can mediate the influence of price on purchasing decisions. Therefore, H7 in this study is accepted. These research results align with research conducted by Yoeliastuti et al., (2021) that brand image variables are stated to significantly mediate the influence of price variables on purchasing decisions.

Based on the analysis that has been done, the first hypothesis shows that product quality has a positive effect on brand image. This means that when a factory creates powder coating products with good product quality and in accordance with consumer expectations, it will create a positive brand image for a brand. Likewise, price has a positive and significant effect on brand image. This can be interpreted that when the price offered by the factory for powder coating products is in accordance with the quality of the product provided, it will create a good brand image for the powder coating product. Furthermore, when a good brand image owned by the factory has a positive influence on purchasing decisions for powder coating products.

5. Conclusion

The conclusion of this study is that product quality can directly influence powder coating purchasing decisions in East Java, reinforced by the existence of brand image which mediates between product quality and purchasing decisions, providing a significant positive influence. This shows that product quality that has superior performance will create a good brand image that has a positive influence on purchasing decisions for a product. Price is able to provide a direct positive influence on purchasing decisions, as well as the existence of brand image as a mediator for powder coating consumers in East Java. This provides the conclusion that the existence of superior product quality and prices that are in accordance with the quality of the product offered by the factory for powder coating products can create a good brand image for the powder coating brand which then positively influences purchasing decisions for powder coating products.

Powder coating factories are expected to maintain and improve product quality, while still providing high-quality materials. Furthermore, a pricing strategy commensurate with product quality needs to be maintained to create a positive perception of value in the eyes of consumers. Powder coating factories also need to strengthen their brand image through creative marketing campaigns and storytelling that consistently convey the values and identity of the powder coating factory, in order to strengthen consumer loyalty and encourage sustainable purchasing decisions.

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