

## The Influence of Product Quality, Brand Image and Digital Marketing on Purchasing Decision for Indomie Products in Banjarnegara

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### ABSTRACT

The purpose this study is to ascertain the influence of product quality, brand image and digital marketing on indomie purchasing decisions in Banjarnegara. This type of research use a quantitative approach using the purposive sample method, with the criteria of Indomie consumers and domiciled in Banjarnegara. There are 112 respondents as the sample .The result of partial test research show that purchase decisions are positively and significantly impacted by product quality, positively and significantly by brand image and positively and significantly by digital marketing. The simultaneous test shows that product quality, brand image and digital marketing have a positive and significant simultaneous influence on purchasing decisions. Research recommends improvements on the digital marketing variable by being more hostile in providing product information on digital media, so that Indomie reach is wider and consumers can recognize it.

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## INTRODUCTION

Rapid changes in the business sector and intense business competition are currently able to influence the Indonesian economy. A company can survive to gain sustainable profits if it can adapt a product to consumer needs (Njonge, 2023). Along with the times, the variety of food in Indonesia has also developed. Substitute foods are starting to appear, such as instant noodles (Wicaksono et al., 2023). The data from the World Instant Noodle Association (WINA), with 14.54 billion servings of instant noodles consumed worldwide in 2023, Indonesia ranks second in the world .

One of the brands that is taking part in the instant noodle bussines competition is Indomie. Indomie is the first and most popular instant noodle brand at the moment. The first Indomie product to be introduced was Indomie chicken broth flavoured soup. Then, Indomie sales increased after the chicken curry flavor variant was released in 1982. To date, Indomie has 36 flavor variant (Wicaksono et al., 2023).

Indonesia to be country with a population that likes instant noodle products, so business competition in the instant noodle industry is getting tighter. This requires companies to develop their product (Paradis et al., 2020). There are various marketing method that companies can use to retain consumers or get new consumers, one of which is offering quality products (Ekasari & Mandasari, 2022). Product quality is a factor that can determind consumer purchasing decisions. Product quality must be determined carefully so as not to produce failed products. Product quality itself is an assessment of wheater the product produced complies with the standards set by the company. (Wiranata I et al., 2021). Consumers know Indomie from the quality of its products, the higher the level of sellers. This can entice customers to buy as Indomie quality is unquestionable (Paradis et al., 2020) . According to research by (Njonge, 2023) purchasing decisions are influenced positively and significant by product quality, whereas according to (Rifai & Sigit, 2022) positive and significant purchase decisions are not influenced by product quality.

That increasingly high quality demand for products allows companies to keep their items brand image intact. Brand image is a marketing factor that can help a company sales because the product is already known and makes it easier for it to compete with its competitors. Brand image is important to reach a wide market, when a company has its own image for consumers, it can make it easier for the company to get consumers (Wiranata I et al., 2021). Indomie is produced by PT. Indofood CBP Sukses Makmur which is the number one company in producing instant noodles (Paradis et al., 2020)

Table 1. Top Brand Award

Brand	TBI
Indomie	72.50%
Sedaap	16.20%
Sarimi	2.6%
Gaga 100	1.7%
Supermi	1.3%

Source : Top Brand Award 2024

Based on the table above, Indomie occupies first position in the instant noodle brand category. This shows that indomie is still consumers first choice. Previous research (Njonge, 2023) revealed that brand image influences purchasing decisions positively and significantly, while (Jimmy Fernando et al., 2024) found that brand image influences purchasing decisions positively but not significantly.

Purchasing decision action really depend on where consumers get information about the products they want to buy. Judging from developments in the times that have used technology, the marketing strategy that can be used by a company is through digital marketing (Wiranata I et al., 2021). Currently, companies are required to have information facilities that can reach a wide market and can increase the attractiveness of consumers in making purchasing transactions. Previous research (Sasiang, 2023) stated that purchase decisions were impacted by digital marketing, whereas according to (Hubbina, 2023) digital marketing had no impact on the purchasing decisions.

Retrieved from explanation from the phenomenon that has been described, the researcher sets research objectives. Firstly to ascertain the simultaneous effect product quality, brand image and digital marketing variables on Indomie purchasing decisions in Banjarnegara. Secondly to determind the influence of the product quality on Indomie purchasing decisions in Banjarnegara. Thirdly to determind the influence of the brand image on Indomie purchasing decisions in Banjarnegara, and fourthly to determind the influence of the digital marketing on Indomie purchasing decisions in Banjarnegara

## **THEORETICAL REVIEW**

### ***Marketing and Marketing Management***

Kotler and Keller (2016:7) explain marketing is action and procedures for devoloping, communicating and providing offers that have value to consumers. Yayan Fauzi (2015) in (Ekasari & Mandasari, 2022) expressed the opinion that marketing management is one of the main activities carried out by companies with the aim of maintaining the company, develop the company and gain profits.

### ***Purchasing Decisions***

Alma (2011) in (Tannady & Nurjanah, 2022) purchasing decisions are decisions made by consumers and are affected by economic financial, technology, politic, cultur, item, cost, location, promotion, tangible proof, individuals and procedures so that it can shape the way consumers view in processing all informstion and making conclusions about the product to be purchased. According Kotler & Keller (2016) in (Jaya et al., 2023) There are five steps involved in making a purchase choice it is identifying a problem, gathering information, assessing potential solutions, making a decision and acting after the purchase. Based on research (Ekasari & Mandasari, 2022) claim that an simultaneous influence of product quality, digital marketing and brand image on purchasing decisions.

H1: Product quality, brand image and digital marketing simultaneously have a significant effect on the purchasing decision.

### ***Product Quality***

Kotler & Armstrong (2012) in (Tannady & Nurjanah, 2022) product quality is the goods capacity to carry out tasks include robustness, dependability, precision, usability, and product enhancement. Indicators of product quality is performance, durability, conformance to specification, features, reliability, aesthetics and perceived quality. Based on research (Puspita et al., 2023) it states that purchasing decisions are positively and significantly impacted by product quality.

H2: Product quality has positive and significant influence on Indomie purchasing decisions.

### ***Brand Image***

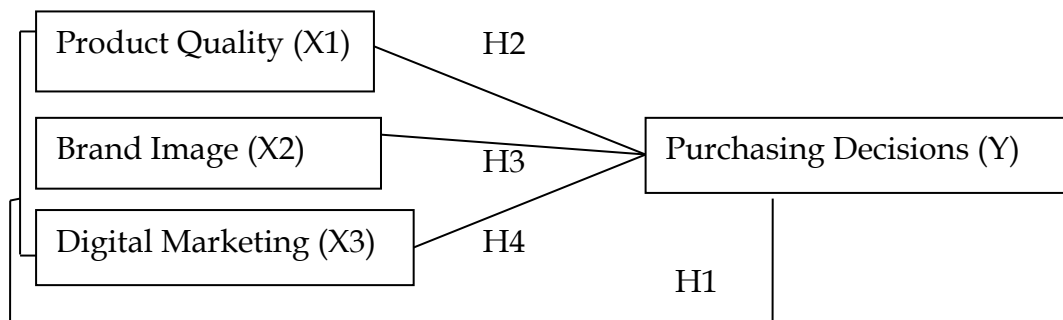
Philip Kotler & Keller (2016) in (Tannady & Nurjanah, 2022) defines a brand image is consumers view of a trademark as a reflections that exist in the consumers mind. The indicators that measure brand image in this research are quality, trustworthiness, benefits, price and image. Based on research (Lombok & Samadi, 2022) it is stated that purchasing decisions are positively and significantly impacted by brand image.

H3: Brand image has positive and significant influence on Indomie purchasing decisions.

### ***Digital Marketing***

According to Dave Evans in (Hubbina, 2023) defines that digital marketing is marketing process using digital technology to achieve business goals such as increasing brand awareness, increasing sales and expanding market reach. Digital marketing indicators according to Yazer Nasdini in (Fajar Lestari & Nur Azizah, 2023) are accessibility, interactivity, entertainment, credibility, irritation and informativeness. Based on the studies (Influence et al., 2022) states that purchasing decisions are positively and significantly impacted by digital marketing.

H4: Digital marketing has positive and significant influence on Indomie purchasing decisions.



**Figure 1. Conceptual Framework**

## METHODOLOGY

Quantitative approaches are employed at this study with the primary data from Indomie consumer respondents in Banjarnegara which was distributed through questionnaires. Determining purposive sampling, a non probability method was employed this study to select the sample. Researchers used 112 respondents with the criteria of indomie consumers and domiciled in Banjarnegara. Following collection, the data is processed using SPSS 20. This quantitative method is used to test the hypothesis described in the conceptual framework, namely H1 testing the effect of product quality, brand image and digital marketing on purchasing decisions. H2 tests the effect of product quality on purchasing decisions, H3 tests the effect of brand image on purchasing decisions and H4 tests the effect of digital marketing on purchasing decisions.

## RESULTS

### *Respondent characteristics*

This research amounted to 112 respondents as a sample consisting of the people Banjarnegara with predetermined criteria. Then obtained by distributing statements in the form of questionnaire in order to get direct and reliable information from respondents who match the object of research. The following are the criteria who are the result of distributing questionnaires :

1. Based on gender.

Table 2. Respondent characteristics

Gender	Frequency	Percentage
Man	47	42%
Woman	65	58%
Total	112	100%

2. Based on age

Table 3. Respondent characteristics

Age	Frequency	Percentage
< 17 years old	14	12,5%
17-25 years old	83	74,1%
26-34 years old	8	7,1%
35-43 years old	7	6,3%
Total	112	100%

3. Based on work

Table 4. Respondent characteristics

Work	Frequency	Percentage
Student	58	51,8%
Housewife	8	7,1%
Employee	29	25,9%
Entrepreneurs	8	7,1%

Others	9	8%
Total	112	100%

4. Based on subdistrict

Table 5. Respondent characteristics

Subdistrict	Frequency	Percentage
Banjarnegara	13	11,9%
Bawang	27	24,8%
Banjarmangu	3	2,8%
Batur	3	2,8%
Kalibening	3	2,8%
Karangkobar	3	2,8%
Madukara	5	4,6%
Mandiraja	5	4,6%
Pagedongan	3	2,8%
Pagentan	5	4,6%
Pandanarum	5	4,6%
Punggelan	5	4,6%
Purwanegara	9	8,3%
Purwareja klampok	3	2,8%
Rakit	3	2,8%
Sigaluh	3	2,8%
Susukan	3	2,8%
Wanadadi	5	4,6%
Wanayasa	3	2,8%
Total	112	100%

**Validity Test**

Purpose of the validity test assess wheter the data is valid or not. This test can be done by looking at the pearson correlation by calculating the correlation between the values obtained from each questionnaire statement. Statement can be said to be valid if the significance value is < 0.05 and using the condition that R count exceeds R table (Ghozali, 2018: 18)

Table 6. Validity test result

Variable	Item inquiry	Coefficient	R table	Information
Product Quality (X1)	X1.1	0.397	0.1946	Valid
	X1.2	0.416		
	X1.3	0.555		
	X1.4	0.459		
	X1.5	0.429		
	X1.6	0.512		
	X1.7	0.426		
	X1.8	0.576		
	X1.9	0.567		

	X1.10	0.614		
	X2.1	0.585		
	X2.2	0.584		
	X2.3	0.512		
Brand Image (X2)	X2.4	0.373	0.1946	Valid
	X2.5	0.492		
	X2.6	0.558		
	X2.7	0.619		
	X2.8	0.539		
	X2.9	0.557		
	X3.1	0.554		
	X3.2	0.549		
	X3.3	0.624		
Digital Marketing (X3)	X3.4	0.522	0.1946	Valid
	X3.5	0.543		
	X3.6	0.564		
	X3.7	0.607		
	X3.8	0.434		
	X3.9	0.493		
	Y1	0.542		
	Y2	0.529		
	Y3	0.686		
Purchase Decisions (Y)	Y4	0.606	0.1946	Valid
	Y5	0.719		
	Y6	0.727		
	Y7	0.491		
	Y8	0.575		

Source : Result of data processing SPSS version 20 (2024)

According to the above table, it displays the coefficient value for all variables is more than R-Table of 0.1946 from 112 measurement samples and a significance value of 0.05. Thus, it may be said that variables of product quality, brand image, digital marketing and purchasing decisions declared valid.

### **Reliability Test**

Reliability test according to (Ghozali, 2018: 25) used to assess questionnaire that serves as a variable indicator. The questionnaire can be determined by examining cronbach's alpha, if value of cronbach's alpha > 0.06 then its reliable and is deemed untrustworthy if the cronbach's alpha is less then 0.06.

Table 7. Reliability test result

Variables	Cronbach's alpha	Description
Product quality (X1)	0.663	Reliabel
Brand image (X2)	0.690	Reliabel
Digital marketing (X3)	0.702	Reliabel
Purchasing decisions (Y)	0.701	Reliabel

Source : Result of data processing SPSS version 20 (2024)

Table 7 show the product quality variables result of a reliability test, it displays cronbach's alpha of  $0.663 > 0.60$ . Then brand image variable shows a cronbach's alpha value of  $0.690 > 0.60$ . Furthermore, cronbach's alpha value for digital marketing variable is  $0.702 > 0.60$  and for the purchasing decision variable cronbach's alpha value is  $0.701 > 0.60$ . From all the reliability test result on these variables, in conclusion that the data is reliable.

### Normality Test

(Ghozali, 2018: 30) states that objective of the normality test is to ascertain if regression model is present confounding factor exist. The normality test can be measured from the non-parametric kolmogrov-smimov statistical test with a sig value decision  $> 0.05$ .

Table 8. Normality test result (one-sample kolmogrov-smimov test)

	Unstandardized Residual
N	112
Kolmogrov-Smimov Z	1.280
Asymp. Sig. (2-tailed)	0.076

Source : Result of data processing SPSS version 20 (2024)

The above tables results display a significance level value of  $0.076 > 0.05$ . Thus, in conclusion that concluded data used in this study normally distributed.

### Multicollinearity Test

According (Ghozali, 2018: 107) tolerance value and variance inflation factor (VIF) in regression model display the multicolonierity test finding. The tolerance values standart cutoff value is 0.10 or the same as VIF value 10. In conclusion determined that there is no multicilonierity if tolerance value is less than 0.01 and VIF value is less than 10.

Table 9. Multicollinearity test result

Variables	Collineary Tolerance	Statistics VIF
Product quality (X1)	0.488	2.048
Brand Image (X2)	0.346	2.887
Digital Marketing (X3)	0.407	2.456

Source : Result of data processing SPSS version 20 (2024)

According to the table above, there are multicollinearity test result in this case research which is demonstrate that the variables product quality (X1), brand image (X2) and digital marketing (X3) each possess tolerance values of 0.488, 0.346, 0.407. Each variables has a tolerance value > 0.10. Furthermore, the VIF values of the product quality (X1), brand image (X2) and digital marketing (X3), namely 2.048, 2.887, 2.456 respectively. Every variables has a VIF value < 10.00. Thus, it may be said determined that not symptoms of multicollinearity were found.

**Heteroscedasticity Test**

Purpose of heteroscedasticity test, according to (Ghozali, 2018: 142) is to ascertain whether there is a variance inequality between the regression model and the residual. One way to test it is by using the gletjser test. The criteria used in the decision on the gletjser test is a significant value more than 0.05 in among the independent variable and absolute residual.

Table 10. Heteroscedasticity test result

Variables	Sig.
Product Quality (X1)	0.186
Brand Image (X2)	0.303
Digital Marketing (X3)	0.644

Source : Result of data processing SPSS version 20 (2024)

Regarding the outcomes of heteroscedasticity test, the glejser test utilization, sig value for product quality (X1) was 0.186, brand image (X2) was 0.303 and digital marketing variable (X3) was 0.644. The three independent variables have sig value greater than 0.05, indicating that no variables exhibit heteroscedasticity.

**Simultaneous F**

According (Ghozali, 2018: 98) the F test essentially determines if all independent factor possess a simultaneous effect on dependent variable. To test this hypothesis, it can use decisions making by comparing F count alongside F tablein the event F count exceeds F table, Ha is accepted, while H0 is refused.

Table 11. Simultaneous F test result

		Anova				
Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	16.047	3	5.349	45.142	0.000
	Residual	12.797	108	0.118		
	Total	28.845	111			

Source : Result of data processing SPSS version 20 (2024)

The F test finding in table 11 demonstrate the product quality, brand image and digital marketing has significant influence simultaneously on purchasing decisions is  $0.000 < 0.05$  and computed F value is  $45.142 > 2,69$ , so it is concluded that the  $H_a$  test is accepted, which means that product quality, brand image and digital marketing has positive and significant simultaneous impact on purchasing decisions.

**T Test (Partial)**

As stated by (Ghozali, 2018: 99) essentially, the T statistical test displays the effect demonstrates effect of one independent variable individually in explaining the variation in the dependent variable. The way to test T is to compare T value with T table. If T caunt is more than T table, Thus, it may be said to accept the hypothesis. In addition, it can also use a 5% confidence level.

Table 12. Partial T test result

Model	Unstandardized Coefficients		Standardize d Coefficient	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.451	0.369		-1.221	0.225
Product Quality	0.318	0.124	0.233	2.559	0.012
Brand Image	0.459	0.131	0.373	3.493	0.001
Digital Marketing	0.287	0.126	0.226	2.266	0.025

Source : Result of data processing SPSS version 20 (2024)

According to the table 12, the partial test results for each variables are as follows :

1. Product quality (X1) has T value 2.559, that is more than T table of 1.982 and sig value 0.012, that is less then 0.05. in conclusion inferred that an positive and significant influence between the independent variable product quality and the dependent variable purchasing decisions.
2. Brand image (X2) has T value of 3.493 that is more than T table 1.982 and sig value 0.001 that is less then 0.05. In conclusion inferred that an positive and significant influence between the independent variable brand image and the dependent variable purchasing decisions.
3. Digital marketing (X3) has T value 2.266 that is more than T table 1.982 and sig value 0.025 which is less than 0.05. in conclusion that an positive and significant influence between the independent variable digital marketing on the dependent variable namely purchasing decisions.

**Coefficient Of Determination (R<sup>2</sup>)**

Ghozali (2016) states that in (Putri et al., 2022) a small R square value has an understanding that strength of independent variable when explaining there little fluctuation in dependent variable, while if the R square value is almost equal to one, it indicates that the independent variable gives the necessary information.

Table 13. R<sup>2</sup> test result

Model	R square
1	0.556

Source : Result of data processing SPSS version 20 (2024)

Table 13 shows the results coefficient of determination test yielded a R<sup>2</sup> value of 0.556, this concludes the variables of product quality, brand image and digital marketing are able to impact purchase decisions by 55.6%, while the remaining 44.4% is influenced additional factors.

## DISCUSSION

### *Influence of Product Quality, Brand Image and Digital Marketing Simultaneously on Indomie Purchasing Decisions in Banjarnegara.*

Product quality, brand image and digital marketing has significant and positive influence simultaneously on Indomie purchasing decisions in Banjarnegara. This analysis as viewed from the simultaneous F test yields a sig value of  $0.000 < 0.05$ . Apart from that, this result can be seen from the comparison of the computed F value is 5.142 that is more than F table 2.69. The values outcome of coefficient determination on product quality, brand image and digital marketing variables as seen from the R squared value 0.556, which suggest that the product quality, brand image and digital marketing are able to contribute to Indomie purchasing decisions by 55.6%. This means that Indomie has good product quality, brand image and digital marketing so that the people of Banjarnegara tend to make purchasing decisions or in other words, Indomie companies can profit from increase consumer purchases of Indomie Banjarnegara influenced by good Indomie product quality, impressive Indomie brand image and good Indomie digital marketing.

This states the acceptance of the first hypothesis, namely there is a impact of product quality, brand image and digital marketing on purchasing decisions for Indomie. This conclusion agrees with prior study by (Wiranata I et al., 2021) who found that digital marketing, product quality and brand image had significant effect at purchasing decisions simultaneously.

### *Influence of Product Quality on Indomie Purchasing Decisions in Banjarnegara.*

Product quality variables influence Indomie purchasing decisions positively and significantly. This analysis can visible from sig value in the T test  $0.012 < 0.05=0$  or by looking at the comparison of computed T value of 2.559 which is more than T table 1.982. Path coefficient B for the product quality variable can be visible from the unstandardized coefficient B value 0.318, indicating that product quality rises it will influence Indomie purchasing decisions by 31.8%. This indicates that excellent quality of Indomie product impact the decision to purchase Indomie in the Banjarnegara, in other words, the Indomie firm succeeded in providing good quality products, influencing Indomie purchasing decisions among Banjarnegara residents.

These results indicated that they accept the second hypothesis, namely that product quality has positive and significant effect on Indomie purchasing

decisions. This outcome is consistent with prior study by (Putri et al., 2022) which found product quality positively influences purchasing decisions. Similar research results were also found in (Haque, 2020) which states product quality has a positive and significant impact on purchasing decisions.

#### ***Influence of Brand Image on Indomie Purchasing Decisions in Banjarnegara.***

The outcomes of the study showed consumer purchasing decisions were partially influenced by the brand image factor, which was shown by T test result of  $0.001 < 0.05$  or by looking at the comparison of computed T value of 3.493 which is more than T table of 1.982. This signifies that Indomie has a positive picture in the minds of the people of Banjarnegara, thus influencing Indomies purchasing decisions in the Banjarnegara. Or in other words, the increasing purchasing decisions made by the people of Banjarnegara are influenced by Indomies good brand image. This indicated that the assessment of the Indomie brand image in Banjarnegara is very good and in accordance with consumer wishes.

These results indicated that they accept the third hypothesis, namely that brand image has positive and significant impact on Indomie purchasing decisions. These findings are consistent with early research claims by (Maro'ah & Rosyidi, 2024) which stated that brand image has positive and significant effect on purchasing decisions. (Nur Azizah & Lilis Sugi Rahayu Ningsih, 2023) stating that brand image has positive and significant influence on purchasing decisions.

#### ***Influence of Digital Marketing on Indomie Purchasing Decisions in Banjarnegara.***

The outcomes of the study show consumer purchasing decisions are influenced by the Digital marketing factor partially, as demonstrated by results of T test of  $0.025 < 0.05$  or by looking at the comparison of computed T value 2.266 which is more than T table of 1.982. This suggests that Indomie digital marketing can increase purchasing decisions in Banjarnegara or in other words, the Indomie corporation can entice Banjarnegara residents to purchase Indomie by offering comprehensive and lucid information about the Indomie.

These results indicated that they accept the fourth hypothesis, namely that digital marketing has positive and significant impact on Indomie purchasing decisions. This outcome is consistent with early studies by (Winkok et al., 2023) which discovered that a positive and significant influence of digital marketing variables on purchasing decisions. (Puspita et al., 2023) stating that purchase decisions are significantly and positively impacted by digital marketing.

### **CONCLUSIONS AND RECOMMENDATIONS**

Drawing on the conducted study, the investigator can determine that :

1. Product Quality, Brand image and Digital marketing simultaneously have a positive and significant effect on Indomie purchasing decisions in Banjarnegara.
2. product quality partially has a positive and significant effect on Indomie purchasing decisions in Banjarnegara.

3. Brand Image partially has a positive and significant effect on Indomie purchasing decisions in Banjarnegara,
4. Digital Marketing partially has a positive and significant effect on Indomie purchasing decisions in Banjarnegara.

Research suggestions that might useful for PT. Indofood CBP Sukses Makmur as follows

1. Indomie companies need to keep up and improve the quality of the products they offer, so that consumers do not switch to consuming other instant noodles brands.
2. Indomie companies must have more innovation regarding brand image so that purchases of Indomie increase.
3. Indomie companies need to maintain and increase the use of digital marketing in every product market by being more aggressive in providing product information on digital media, so that Indomie reach is wider and consumers can recognize it.

The author has a limited range in this study. The author hopes that future researchers can examine with a wide range not only one region.

#### **FURTHER STUDY**

For the author, it is advisable to conduct further research to find out other factors that influence purchasing decisions, so it is essential to look for other factors that influence product purchasing decisions outside product quality, digital marketing and brand image. For other researchers or those who wish to research or develop similar research, the author suggests considering the variation of the samples to be studied and of course with other variables that this study did not examine. And it is also hoped that it can complement the shortcomings in this study, so that knowledge about marketing can be developed if there is further research and can provide better research results.

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