



The Influence of Brand Positioning, Brand Image, Price on the Purchase Decision of Jhonny Andrean Salon in Bandar Lampung

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ABSTRACT

This study aims to determine the impact of brand positioning, brand image, and price on Bandar Lampung's Jhonny Andrean Salon's purchasing decisions. The population consists of every customer who has visited the Jhonny Andrean Salon in Bandar Lampung and made a purchase; the sample size is set at 160 individuals using the method of purposive sampling. The data collection is conducted through interviews using a questionnaire that has been subjected to tests of validity and reliability. Using the SPSS 26.0 software, the data were analyzed qualitatively and quantitatively using the coefficient of determination test and multiple linear regression. The results indicated that brand positioning, brand image, and price influenced purchasing decisions in part. Moreover, brand positioning, brand image, and price influenced Salon Jhonny Andrean Bandar Lampung purchase decisions simultaneously

INTRODUCTION

Global business expansion is accelerating. Recent businesspeople and entrepreneurs demonstrate this. Today's intense business competition encourages entrepreneurs to maintain their businesses at all costs, resulting in a competition that will only intensify. Businesses are always looking for ways to adapt their designs to modern circulation. Marketing strategies include segmentation, targeting, and market position (Kotler et al., 2021). Brand positioning, image, and price all influence consumer purchases. According to Kotler and Keller (2021), brand positioning involves differentiating from competitors and providing value to customers. Distribution channels, product benefits, promotions, and services are included in brand positioning.

Keller (2008) defines brand positioning as consumers' perceptions of a brand's attributes, benefits, and core values. Techniques for brand positioning involve positioning the brand in the minds of consumers. According to Dewa Ayu (2022), brand positioning is multi-dimensional. The company may position the brand based on its characteristics in the first dimension. Associating the brand with desired benefits improves its second-dimensional positioning. In the third dimension, the strongest brand is defined by its beliefs and values.

According to Amadi (2022), brand positioning keeps the brand at the forefront of buyers' minds. Brand positioning must differentiate it from competitors, satisfy customer purchasing criteria, and capture essential brand characteristics. Kenneth and Donald (2018) assert that brand image reflects the opinions of consumers and businesses regarding a company and its products. According to Sutiyono and Brata (2020), brand images distinguish goods from rivals.

Kotler Keller (2021) defines price as the monetary value of a product. Production costs, corporate profits, and consumer preferences all affect prices. According to Bashu Swastha (2020), pricing is the cost of various goods and services. Yusuf (2021) defines a purchasing decision as a mental process in which a person evaluates multiple alternatives and chooses a product. Salon owners must consider their brands' positioning, image, and cost. How consumers view the salon compared to its competitors is its brand positioning. Brand image, including salons, is how consumers perceive a brand.

Johnny Andrean, the largest salon chain in Indonesia, has over 100 locations, including one in Bandar Lampung. The Jhonny Andrean Salon The salon industry is becoming increasingly competitive. Consequently, the correct marketing strategy is essential to retaining loyal customers and attracting new ones. Jhonny Andrean, an Indonesian hairstylist, also owns Jco and Bread Talk. She opened this salon in North Jakarta due to the success of her first salon. She has numerous salon locations in major Indonesian cities, such as Bandar Lampung. There are branch locations at the Boemi Kedaton Mall and Jl. Youth No. 1, Mt. Sari, Enggal, and the City of Bandar Lampung.

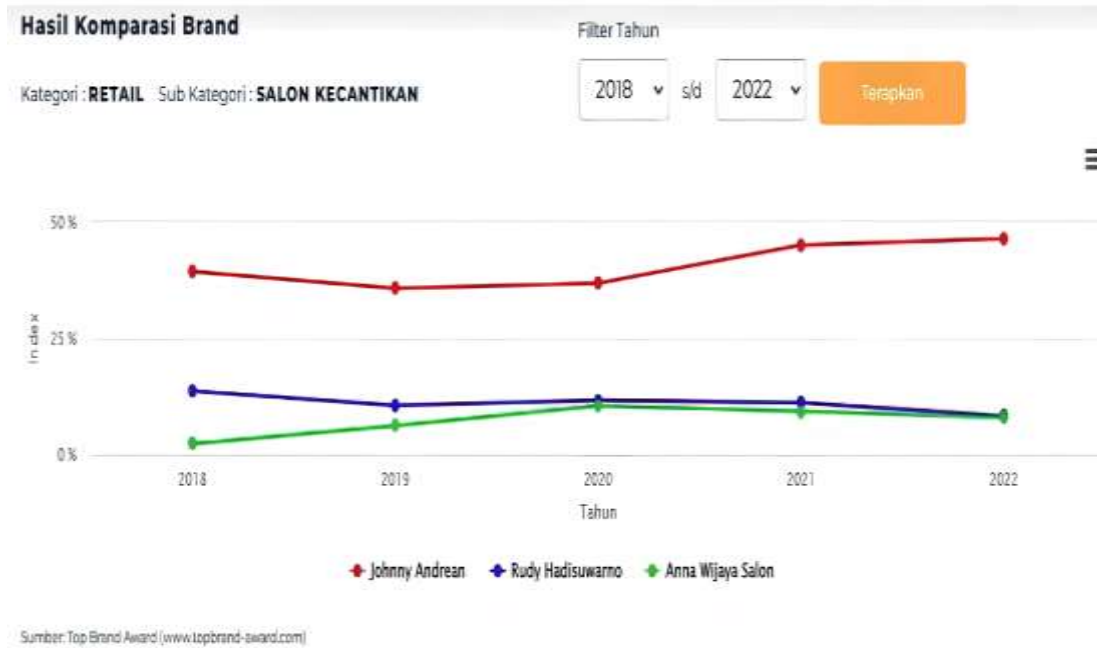


Figure 1. Graph of Indonesia's Top Brands 2022
Source: Top Brand Award Indonesia (2022)

According to Figure 1, Jhonny Andean was the most popular salon from 2018 to 2022. Bandar Lampung differs. In order to remain competitive, Salon Jhonny Andean in Bandar Lampung must develop and innovate—Salon Jhonny Andean in Bandar Lampung, where one can consume subsequently. Because there are numerous beauty salons in Bandar Lampung, Salon Jhonny Andean still determines its brand positioning, image, and price.

Previous GAP research influenced this investigation. Memey and Harlyn Lindon Siagian (2019) and Mayliana and Febriansyah (2014) assert that brand positioning influences purchasing decisions. Yonanda (2011) found that the image of the image creator, the image of the image user, and the corporation's image influence customer decisions. Firmansyah (2010) discovered that Brand Image dominates the purchasing decision process. Beni Endriawan (2019) asserts that brand image, product quality, and pricing influence purchasing decisions positively. According to Zuni Farida Mawarni (2016), product quality, price, and image influence purchase decisions positively.

LITERATURE REVIEW

Marketing

Kotler and Keller (2016) define marketing as creating, communicating, delivering, and exchanging products and services that provide value to customers, clients, partners, and society. According to Kotler and Keller (2012), marketing creates value for customers and builds strong customer relationships to extract value from customers. Kurniawan (2020) defines marketing strategy as a justification and expects business units to achieve their objectives. The marketing strategy comprises marketing budgets, marketing mix, and allocations. Kurtz (2008) defines marketing strategy as a company's plan to

identify its target market and satisfy its customers by integrating elements of the Marketing Mix. A marketing strategy assists a business in achieving its sales objectives and satisfying its customers.

Market Position

Market Position According to Lauran (2021), brand positioning determines a brand's uniqueness, differentiation, credibility, profitability, superiority, and other characteristics. According to Kusuma (2020), they are all attempts to make products and businesses stand out in consumers' minds. According to Setiadi (2010), brand positioning is a component of brand identity and value proposition that actively communicates to target consumers the brand's superiority over competing brands. Brand positioning aims to position a brand or company in the minds of consumers.

Company Image

According to Sutiyono and Brata (2020), brand images distinguish goods from rivals. Tatik Suryani (2008) defines brand image as the perceptions of consumers. Customer information and experience shape the image of a company. From the preceding, it can be concluded that a brand is nothing more than a name on a product that serves as a tool and identity and a mental image that buyers will associate with the brand.

Price

Kotler and Armstrong defined price in Re Minta (2016) as the cost of a product or service or the value customers spend. Philip Kotler and Gary Armstrong (2008) define price as the amount of money charged for a product or service, the value that purchasers will exchange for the product's benefits. The financial performance of a company influences consumer perception and brand positioning. Consumers will remember items that are less expensive and superior to competitors. Discounts, sales, and low prices characterize the positioning strategy.

Buying Choice

According to Tjiptono (2009), consumers make purchasing decisions after identifying a problem, researching a product or brand, and evaluating how effectively each option solves the problem. According to Kotler and Armstrong (2008), consumers should purchase the most desired brand.

METHODOLOGY

Types of Studies

Survey research is defined by Sugiyono (2013) as large and small population studies. The investigated population data was sampled using a questionnaire. Distributed questionnaires are surveyed for data. Quantitative research examines populations or samples, collects data utilizing research instruments, analyzes the data quantitatively or statistically, and tests hypotheses to determine the effect.

Data Source

This research utilized primary data. Sugiyono (2015) states that primary data sources supply data collectors directly. This research utilized questionnaires to collect primary data. According to respondents, purchasing decisions at the Jhonny Andrean salon in Bandar Lampung are influenced by brand positioning, brand image, and pricing.

Collecting Data

This study collected data via questionnaires and library research. Literature studies collect research materials from scientific journals, literature, and other sources. The investigation is theoretical because the literature review is theoretical. Sugiyono (2014) defines a questionnaire as a set of questions or sentences for respondents to answer. For this study, predetermined respondents were surveyed. A Likert scale measured questionnaire responses regarding a symptom or phenomenon.

Studied Populations

According to Ghozali (2016), a population is a group of research volunteers with specific characteristics. We use both known and unknown populations. The population size of the study was unknown. Thus, purposive sampling determined the population sample by a number and set of criteria. This survey included salon subscriber Bandar Lampung Jhonny Andrean. The research will investigate various consumer characteristics and backgrounds. Example of study criteria:

The respondent was attended to at the Jhonny Andrean salon in Bandar Lampung. According to Kotler (2007), the purchasing decision is the stage in the buyer's decision-making process at which the consumer makes a purchase. • The respondent must be at least 17 years old because he is an adult who can comprehend the value and benefits of treatment, make a purchase decision, and read and complete research questionnaires.

Sample

Purposeful sampling was employed. According to Ghozali (2016), purposeful sampling selects sample members based on predetermined objectives – these surveys use salon customers of Jhonny Andrean. According to Hair et al. (2010), the sample is representative of the population. Hair, Anderson, Tatham, and Black recommended 100–200 samples for SEM analysis in Kusnendi (2006). This study utilized 160 samples based on Ferdinand's (2014) formula: (Number of Parameters multiplied by ten equals the Number of Samples).

Variable Operational Definitions

Table 1. Variable Operational Definitions

Variable	Definition	Indicator	Scale
Brand Positioning (X1)	Brand Positioning is an important step in marketing strategy (Alzate et al., 2022). Brand Positioning is formed by perceptions, images, emotions and how consumers compare with competitors' products.	<ul style="list-style-type: none"> • Attributes • Benefit • Beliefs and Values I Dewa Ayu (2022)	Likert
Brand Image (X2)	Brand image is a consumer belief that develops about the attributes of each brand (Kotler et al., 2021). Meanwhile, Nisar and Whitehead (2016) stated that brand image is the total consumer image received by a brand, including differentiation from other brands, brand personality, and profit commitment.	<ul style="list-style-type: none"> • Strength • Uniqueness • Impressions I Dewa Ayu (2022)	Likert
Price (X3)	Kotler et al. (2021) define price as the amount charged for products, goods, and services. Pricing decisions incorporate demand, perceived value, price comparisons, costs and pricing strategies (Tuten, 2019). Perception is a process that occurs as a result of a sensation, where sensation is an activity of feeling or causing an exciting, emotional state (Setiadi, 2019).	<ul style="list-style-type: none"> • Fairness and Attraction I Dewa Ayu (2022)	Likert
Repurchase Decision (Y1)	Purchasing decisions are consumers' actions to buy or not Koesoemaningsi products (2013).	<ul style="list-style-type: none"> • Engagement • Interest • Other people's recommendations 	Likert

Sudaryanto (2019)

Validity Test and Reliability Test

To determine the extent to which the precision of the measuring tool can reveal the nature of the phenomenon that is the subject of the investigation, a validity test can be carried out. According to Ghozali (2016), the validity test is applied to questionnaires to determine whether they are legitimate or valid. If the questions on a questionnaire can shed light on something that the questionnaire will measure, then the questionnaire can be valid. The reliability test aims to determine how well a measuring device can be relied upon for use in subsequent research utilizing the same parameters. The Alpha formula will be utilized for this study's reliability testing.

Data analysis technique

An analysis using a statistical method or formula is known as a quantitative analysis. Multiple linear regression was the quantitative analysis method carried out in this investigation with the assistance of SPSS (Statistical Product and Service Solution).

Coefficient of Determination (R²)

The extent to which the model can account for the variation in the dependent variable is what the coefficient of determination, abbreviated R², is intended to measure. There is a range, from 0 to 1, for the coefficient of determination. According to Sanusi (2014), an R² value that is relatively low indicates that the independent variable can adequately explain only a modest amount of the variation in the dependent variable.

T-test

According to Sanusi (2014), the t-test is used to determine whether or not the independent variable (X) in the regression model has a significant effect on the dependent variable (Y) at the 95% confidence level. This is done by determining whether or not there is a correlation between the two variables. The following are the steps that are taken during testing (Ghozali, 2016):

F test

According to Ghozali (2016), the F statistical test reveals whether or not all of the independent variables accounted for in the model have a combined impact on the dependent variable. The level of significance in this investigation is set at 5%, indicating a 5% chance of making the incorrect choice.

RESULT

Examination of the Validity and Reliability

SPSS was used in this study to conduct validity tests. The factor analysis results and the Measure of Sampling Adequacy (MSA) show that every item on the questionnaire with a factor loading of more than 0.5 is legitimate. Table 4.3's validity test reveals that every item has a loading factor lower than 0.5, proving that the items in question are trustworthy. A questionnaire is reliable if a respondent's replies are consistent. To accurately evaluate the dependability of research instruments, Cronbach's Alpha must be greater than 0.6. According to the results of the tests, the Cronbach's alpha for the Brand Positioning variable (X1) is 0.809, the Cronbach's alpha for the Brand Image variable (X2) is 0.836, and the Cronbach's alpha for the Price variable (X3) is 0.635. Y is 0.855. Since the value of 0.6 or greater, the variables in this study can be relied upon.

Characteristics of Respondents

A frequency distribution table will be used to explain the gender, age, and student institution of the people who participated in this study. Most responders are women, with presentation Men at 17% and women at 83%. This demonstrates that women are more likely than men to purchase services from salons. Most respondents went to Jhonny Andrean's salon more than ten times. 45% of those polled had been to Jhonny Andrean Salon more than ten times, 29% had been there between 4 and 5 times, and 26% had been there fewer than three times. It can be deduced from this that respondents go to Salon Jhonny Andrean more than ten times. The age group between 28 and 32 years old has the highest visitation rate at 49% for Salon Jhonny Andrean. 11% of those between the ages of 17 and 21, 21% of those aged 22 to 27, and 19% of those aged 33 and older have all been to the Jhonny Andrean Salon. According to these findings, 49% of visitors to Salon Jhonny Andrean are productive adults between the ages of 28 and 32.

A higher frequency of visits to the Jhonny Andrean Salon is reported by 43% of businesspeople. 35% of them work for the government, 11% are homemakers, and the remaining 12% are either self-employed or students. Employers typically take their employees to Salon Jhonny Andrean for treatment because it is both expensive and exclusive to those from the middle class and higher. 45% of people who visit Salon Jhonny Andrean have annual incomes between 2.5 and 5 million rupiahs. Twenty percent of respondents have a monthly income greater than ten million rupiahs, and eighteen percent earn between seven and ten million. 11% of respondents have an annual income of less than 2.5 million rupiahs, while 6% earn between 5 and 7.5 million. This demonstrates that having sufficient income influences the shopping decisions of respondents.

Positioning a Brand The Brand Positioning Scale illustrates how a brand is positioned with its competitors and how consumers evaluate that brand. This suggests that purchasers were asked to rate the long-lasting impact of Jhonny Andrean Salon. The respondent's score was 4.01 out of a possible 5, which was included in the good criteria. This indicates that overall, the consumer respondents of Jhonny Andrean Salon in Bandar Lampung believed that the marketing strategy or products offered by Salon Jhonny Andrean had provided a good impression and were easy to remember by consumers. Examples include providing discounts or services that are different from those offered by competitors. Customers will be encouraged to visit Jhonny Andrean Salon more frequently due to this. According to the findings of Mujiaty et al. (2022), the positioning of a brand has a significant impact on consumer purchasing decisions.

Description of the Brand Image

This brand image scale was developed based on previous experience and knowledge of the brand. The beliefs and preferences regarding a brand affect its image. The reputation of the Salon Johnny Andrean brand was evaluated. The respondent's score was 4.06, included in the good criteria. This indicates that customers of Jhonny Andrean Salon in Bandar Lampung already have a positive image of the brand in terms of the service they receive, the facilities they have

access to, the offers they receive, and the prices they pay. These findings are supported by the findings of Amelia (2017).

Price Variable Description

This pricing structure at Salon Jhonny Andrean provides customers with excellent value. The question of whether or not customers of Salon Jhonny Andrean could pay the fee was posed to the respondents. The respondent's score was 3.68 out of a possible 4, which was included in the good criteria. This indicates that, on the whole, the respondents or customers of Jhonny Andrean Salon in Bandar Lampung considered the price affordable, influencing their decision to visit the salon. The findings presented by Sari and Prihartono (2020) lend support to these findings.

The Purchasing Choice

The product's appeal is rated on a scale corresponding to the consumer's purchasing decision. We polled our respondents and asked them to evaluate their choice to use or purchase Salon Jhonny Andrean products. The respondent's average score on the three statement items was 4.08, which met the excellent criteria. This indicates that the products and services offered by Jhonny Andrean Salon can convince Kota residents to purchase them. Bandar Lampung.

Multiple Linear Relationships Analysis

The quantitative data analysis in this study aims to determine the impact that price, brand image, and brand positioning have on consumers' purchasing decisions. The researchers employed a method known as linear regression analysis, which was carried out with the SPSS statistical analysis application.

The following is a list of the outcomes of the calculations performed using the formula for multiple linear regression analysis:

Table 2. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.485	1.351		1.0990	0.273
Brand Positioning	0.389	0.121	0.318	3.2210	0.002
Brand Image	0.122	0.054	0.197	2.0640	0.041
Price	0.272	0.098	0.200	2.7600	0.006

The output from SPSS, which can be seen above, provides a beta value of 0.389 for the Brand Positioning (X1) variable, 0.122 for the Brand Image (X2) variable, and 0.272 for the Price (X3) variable. The formula for the equation of regression looks like this:

$$Y = 1.485 + 0.318 + 0.197 + 0.200$$

In light of the following characterization:

1. A constant of 1.485 indicates that the value of the dependent variable in the purchase decision will be 1.485 if the independent variable remains unchanged.

2. The regression coefficient for the Brand Positioning variable is 0.318, which indicates that the purchase decision will increase by 0.318 if the other independent variables are held constant. The Brand Positioning is increased by one unit. The value of this variable is positive, indicating a positive relationship between Brand Positioning and purchasing decisions.
3. The regression coefficient of the brand image variable is 0.197, which means that if the other independent variables are held constant, and the brand image is increased by 1 unit, then the purchase decision will increase by 0.197. This is based on the assumption that the other independent variables will remain unchanged. The value is positive, indicating a positive relationship between consumers' perceptions of a brand and their decisions to make purchases.

The regression coefficient for the price variable is 0.200, which indicates that if the other independent variables are held constant, and the price per unit increases by 1, the purchase decision will increase by 0.200. This is because the price variable is a linear predictor of the purchase decision. The value is positive, indicating a positive relationship between price and the decision to purchase.

F Test (Simultaneous)

A simultaneous test of the regression coefficients is what the F test is measuring. The purpose of this test was to determine its effect on the dependent variable when all of the independent variables in the model were considered simultaneously.

Table 3. F Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	306.596	3	102.199	29.478	0.000
Residual	540.848	156	3.467		
Total	847.444	159			

Based on table 4.15 it has a sig. 0.000 where the value is <0.05. So it can be concluded that the variables Brand Positioning, brand image, and price influence simultaneously (Simultaneously) on the purchasing decision variable for Salon Jhonny Andrean customers.

Determination Coefficient Test (R2)

The function of the coefficient of determination (R2) is to measure how far the model's ability to explain the variation of the dependent variable. Following are the results of testing R2:

Table 4. Determination Coefficient Test (R2) Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.601	0.362	0.350	1.86198

Based on the results in table above it can be seen that the coefficient of determination R square obtained is 0.362. This shows that 36.2% of the purchasing decisions of Salon Jhonny Andrean are influenced by brand

positioning, brand image and price. Meanwhile, 63.8% of the decision to purchase Jhonny Andrean Salon is influenced by variables outside of this study.

DISCUSSION

The Influence of Brand Positioning on Purchasing Decisions of Jhonny Andrean Salon in Bandar Lampung

The experiment's findings to test the hypothesis demonstrate a significant and positive influence between Brand Positioning and purchasing decisions for Salon Jhonny Andrean in Bandar Lampung. This is demonstrated by a beta value of 0.318, a significance value of 0.002 0.05, and a count greater than the table (1.65468). This demonstrates that the Brand Positioning that Salon Jhonny Andrean possesses has a positive and significant influence on customers' purchasing decisions in Bandar Lampung. According to Lauran (2021), the brand's positioning determines the extent to which a brand will be considered innovative, different, trusted, profitable, superior, and other similar descriptors. The process of designing a company's offering and image to occupy a meaningful and distinct competitive position in the minds of the market that the company is trying to reach is known as positioning. Thanks to this, consumers will have an easier time understanding the distinctions between different products competing for the same market. Therefore, prospective customers can select one of the products from which they believe they can derive the most benefit and which best satisfies their requirements.

In other words, Salon Jhonny Andrean has a different Brand Positioning than its competitors. This is evident from the various treatments provided, which are more comprehensive, and the prices are quite reasonable for its clients who live in Bandar Lampung. In addition, the service quality is very high, which means that it is beneficial to the customers and can fulfill their requirements. These findings lend credence to the findings of earlier studies carried out by Mujiaty et al. (2022), Novanda & Widodo (2022), and Adrianto et al. (2023), which asserted that the positioning of a brand has a positive and significant impact on the decisions consumers make regarding their purchases.

The Influence of Brand Image on Purchasing Decisions of Jhonny Andrean Salon in Bandar Lampung

The experiment's findings that tested the hypothesis demonstrate a positive and significant influence between brand image and purchasing decisions for Jhonny Andrean Salon in Bandar Lampung. This is demonstrated by a beta value of 0.197, a significance value of 0.041 0.05, and the fact that the count (2.064) is greater than the table (1.65468). This demonstrates that the image of the brand Salon Jhonny Andrean in Bandar Lampung has a positive and significant influence on the purchasing decisions made by consumers in that city. According to Tjiptono (2008), brand image (Brand Image) is an all-encompassing form for all brand associations related to consumer confidence in particular brands. Establishing a positive image can serve as a source of competitive advantage for the company, helping it win new customers and keep the ones it already has if people have a favorable impression of your brand, that will translate into a favorable brand image.

Before buying a product or service, customers will look at the brand's image as a point of reference. Therefore, for customers to have a favorable impression of a brand, businesses must simultaneously create an appealing Brand Image for their products while also describing how those benefits cater to the desires and requirements of customers. In other words, Salon Jhonny Andrean has a good brand image, which is shown from the days of consumer respondents who have visited Salon Jhonny Andrean, where they provide good service and facilities that satisfy consumers and attract consumers to subscribe to Salon Jhonny Andrean because the perceived experience is different compared to other salons. This is shown from the days of consumer respondents who have visited Salon Jhonny Andrean, where they provide good service and facilities that satisfy consumers. These findings lend credence to findings from earlier studies by Amilia (2017), Machfiroh (2018), and Darmansah & Yosepha (2020), which suggested that consumers' perceptions of a company's brand have a positive and discernible impact on the products they choose to buy.

The Influence of Price on Purchasing Decisions of Jhonny Andrean Salon in Bandar Lampung

The experiment's findings that tested the hypothesis demonstrate a significant and positive influence between price and purchasing decisions for Salon Jhonny Andrean in Bandar Lampung. This is demonstrated by a beta value of 0.200, a significance value of 0.006 0.05, and a count greater than the table (1.65468). This demonstrates that the price that Salon Jhonny Andrean is offering has a positive and significant influence on customers' purchasing decisions in Bandar Lampung. According to Kotler and Keller (2018), price represents the aggregate of all the values a customer derives from possessing or using a product or service. Therefore, the price is flexible, which indicates that it can be modified in a short amount of time. This is evident from the cutthroat price competition that frequently takes place in the retail sector.

According to the research findings, Salon Jhonny Anderan's price is quite reasonable for customers in Bandar Lampung. This is evident from the results of the average respondent responding to a price-related questionnaire with an average value of 4.06, which is categorized as good. This allows us to indirectly conclude that the price offered is quite affordable, considering that the facilities and services provided are very satisfying for customers. Previous studies by Sutrsino et al. (2018), Fuadi et al. (2022), and Darmansah & Yosepha (2020) found that the price of an item has a positive and significant effect on a consumer's decision to make a purchase. These results lend support to those findings.

CONCLUSION AND RECOMMENDATION

It is possible to draw the following conclusion from the findings of the research that has been conducted and the conversation that has taken place: Price, Brand Image, and Brand Positioning all have an impact on the purchasing decisions of customers at Jhonny Andrean Salon in Bandar Lampung. After conducting research and drawing conclusions, the researchers offer several recommendations. One of these recommendations is that Jhonny Andrean Salon will keep improving the quality of service provided to customers. Of course, there are bound to be flaws in every product and service; to overcome this obstacle, there

needs to be an expansion of the products and services provided. Because of this, Salon Jhonny Andrean needs to work on improving its brand image and positioning by conducting promotions in a more effective and efficient way. This will allow the company to expand its market coverage to include even the most remote areas.

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