

The Influence of Brand Trust and Price Perception on Purchase Decisions at Rotte Bakery Pasir Putih Branch

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ABSTRACT

This research aims to determine the influence of brand trust and price perception on purchasing decisions at the Rotte Bakery Pasir Putih branch. This research is quantitative research with brand trust and price perception variables on purchasing decisions. This research uses data collection techniques by distributing questionnaires. The total sample for this research was 97 respondents taken using the lameshow technique. The data analysis techniques used are descriptive statistical analysis techniques and inferential statistics. The research results show that brand trust partially influences purchasing decisions and price perception partially influences purchasing decisions. Meanwhile, brand trust and price perception have a simultaneous influence on purchasing decisions. Then it was also discovered that the contribution to the presentation of influence provided by brand trust and price perception was 73.8% and the remaining 26.2% came from other variables not included in this research. It can be concluded that brand trust and price perception influence purchasing decisions at Rotte Bakery Pasir Putih Branch.

INTRODUCTION

Business development in Pekanbaru shows very good progress. This is marked by the number of companies that grow and develop. Therefore, the more new companies that emerge, the more intense competition will arise between companies. And of course, every company must have useful steps to overcome problems arising from competition. According to George in Roni, (2020:1), management is a typical process consisting of planning, organizing, directing, and controlling actions carried out to determine and achieve predetermined targets through the use of human resources and resources. other.

Likewise, business competition in the culinary sector is increasingly growing rapidly with all its diversity. One of them is a bakery business. The bakery business is of course inseparable from the shift in societal culture which demands practicality and speed. Apart from being used as breakfast in the morning, people also often consume bread as a snack that can be consumed daily. So it is not uncommon to find consumers who sometimes provide bread at home as food stock because bread is a practical and fast food.

Currently, the development of the bakery business in the city of Pekanbaru is mushrooming everywhere, you can see that there are so many bakeries currently standing in the city of Pekanbaru. One of them is Rotte Bakery, which was founded on January 8, 2016, founded by Mr. Syafrizal in Jalan Bukit Barisan Pekanbaru. Rotte Bakery is a Sharia-based company and has Halal certification from the MUI.

As time went by, Rotte Bakery began to grow rapidly until it had 39 outlets throughout Riau. One of its branches is Rotte Bakery Pasir Putih which started operating in 2017. Rotte Bakery Pasir Putih also has the same concept as the main branch, namely, it is open from 06.00 to 22.00 until the production process is processed directly in each branch so that the bread remains fresh until into the hands of consumers. According to Indrasari, (2019:8) Marketing management is a series of processes of analysis, planning, implementation, as well as supervision and control of marketing activities where the aim is to achieve company targets effectively and efficiently.

The number of branches opened will of course provide different assessments. Based on a pre-survey conducted by the author at Rotte Bakery Pasir Putih, fit-o bread is Rotte Bakery's best-seller product, but over time it has begun to change. According to Murthy in Firmansyah (2019: 141), based on the company's perspective, brand trust is a brand that succeeds in creating a memorable brand experience for consumers that is sustainable in the long term, based on the brand's integrity, honesty, and politeness. Things that are often felt by consumers include that previously bread was made quite soft in the right size, but now it becomes a little hard with a small size. Likewise, with the availability of certain variants, sometimes Rotte Bakery at the Pasir Putih branch does not or does not produce them, while in other branches all variants are completely available.

Rotte Bakery Pasir Putih Branch also offers a variety of quality bread at affordable prices so that it can attract consumers. However, the products offered sometimes have shortcomings, such as, in the morning there are only a

few variants of bread available at this branch, and they will have complete stock in the afternoon. This will also have an impact on decreasing sales of the Pasir Putih branch of Rotte Bakery. The following data that researchers obtained can be seen in the table below:

Table 1. Rotte Sales Data Bakery White Sand Branch 2018-2021

Year	Sales (Rp)	Sales Growth Percentage
2018	2.550.044.336	-
2019	1.942.481.431	-24 %
2020	1.924.424.600	-1%
2021	1.858.743.380	-3%

Source: Rotte Bakery Pasir Putih Branch, 2022

Based on Table 1, it can be seen that there was a decline in Rotte Bakery sales from 2019, 2020, and 2021. In 2019 there was a very drastic decline from the previous sales, namely decreasing by -24%, while in the following year, it fell by -1% and -3% respectively. Therefore, this decline in sales shows that there is a problem at the Rotte Bakery Pasir Putih branch. According to Morissan (2012: 111), the purchasing decision is the next stage after there is an intention or desire to buy, but the purchasing decision is not the same as the actual purchase. Additional decisions are required regarding when to buy, where to buy, and how much money to spend.

Rotte Bakery Pasir Putih branch is the only bakery that opens faster than competitors in the area. Rotte Bakery starts operating from 06.00 am to 22.00 and is temporarily closed during prayer time. Not only can it be purchased directly at the outlet, but currently, the Rotte Bakery Pasir Putih branch can also be ordered via delivery. However, even though consumers can make purchases quickly, easily, and at a more flexible time, consumers only buy Rotte Bakery products at Pasir Putih Branch according to their needs. Based on a pre-survey conducted by researchers, the phenomenon of employees being late in opening the shop again after prayer has also had its share of drawbacks, it is known that there are several consumers who often buy after Ashar and Maghrib prayers, but due to the delay in opening the shop, consumers are reluctant to wait or return. Again, after the shop opened, some consumers also preferred a competing bakery that was not far from the Rotte Bakery Pasir Putih branch.

Rotte Bakery has been present in Pekanbaru since 2015 under the auspices of Mr. Syafrizal Abdul Rasyid. Since changing the sales system to using an outlet system, Rotte Bakery has received many awards. One of them is the award given by BCA Gebyar UKM in 2016. Rotte Bakery succeeded in meeting the criteria as a local entrepreneurship with a good reputation. Apart from that, Rotte Bakery also received a Siddhakarya certificate as a business brand that has productivity with good performance qualifications in 2018. Rotte Bakery also received an Adikriya award certificate from the Governor of Riau in 2019 as a Small and Medium Industry in the Food Category that can develop

business through increasing added value and motivation for industrial development in Riau Province.

The Rotte Bakery Pasir Putih branch has indeed been trusted by the public, but as time goes by, the number of bakeries popping up has caused the popularity of the Rotte Bakery Pasir Putih Branch to decline, and competition will become increasingly tight, so the Rotte Bakery Pasir Putih branch must be able to compete with its competitors. To overcome this, Rotte Bakery Pasir Putih Branch must be able to maintain its market share, one of which is by establishing strong brand trust. Because without strong and positive brand trust, it is very difficult for companies to attract new customers and retain existing ones.

Based on a pre-survey conducted by researchers, the Rotte bakery brand at the Pasir Putih branch has been recognized by the public. However, some consumers still recognize and make their choice of competing bakeries around the Rotte Bakery Pasir Putih branch. The disadvantage of Rotte Bakery at the Pasir Putih branch is that the product quality has decreased, such as the products served have changed in terms of taste. Likewise with the similarities in the products offered at Rotte Bakery and competing bakeries, even though they have similar products, Rotte is a brand that is not easy to imitate because the Rotte brand itself is trusted by the public.

Price perception is also a consideration for consumers when buying bread (bakery). Price perception is how a consumer views a particular price as high, low, reasonable, or unreasonable. According to Tatik Suryani (2013: 78), price perception is a process that involves physiological aspects such as the activity of selecting, organizing, and interpreting stimuli so that consumers can give meaning to an object. So that you can determine the decision to purchase a product. So far, people have always had the perception that Rotte Bakery always offers relatively cheap products. Based on the pre-survey, 8 out of 10 consumers stated that Rotte Bakery Pasir Putih Branch sells its products at reasonable prices, while 2 other consumers stated that Rotte Bakery Pasir Putih Branch products such as the Tawar bread and Sausage stuffed bread variants are more expensive than their competitors.

Rotte Bakery, Pasir Putih branch, is currently still selling its products at reasonable prices that are within consumers' means. Based on a pre-survey conducted by researchers, several Rotte Bakery products at the Pasir Putih branch, which are similar to competitors' bakeries, have several price differences, such as the Chocolate Banana, Beef Shredded, and Chicken Shredded bread variants which are more expensive than their competitor bakeries.

LITERATURE REVIEW

Brand Trust (X1)

Brand trust reflects two important components, the first, namely, consumer confidence that the product is able to fulfill the promised value or in other words the perception that the brand is able to fulfill consumer expectations by fulfilling the brand promise which ultimately creates customer satisfaction, and consumer confidence that the brand able to prioritize

consumer interests when problems in product consumption arise unexpectedly (Firmansyah 2019:142). With the following indicators, (1)I Trust This Brand (Trust in the brand), (2)This Brand is Safe (Security of a brand), (3)This is an Honest Brand (Honesty of a brand) (Gecti Fatih and Zengin Hayrettin in Firmansyah 2019:144).

Price Perception (X2)

Price is something that is used as a benchmark for consumers in deciding whether to buy or not buy a product. Consumers will evaluate whether the price set by the seller is appropriate or not (Aripin and Negara 2021:93). With the following indicators, (1) Reasonable Price, (2) Price Comparison with Similar Products (Aripin and Negara 2021:93).

Purchase Decision (Y)

Purchasing decisions are a selection of two or more alternative choices, in other words, alternative choices must be available to someone when making a decision. On the other hand, if the consumer has no alternative to choose from and is truly forced to make certain purchases and certain actions, then this situation does not constitute a decision. (Schiffman and Kanuk in Indrasari 2019:70). With the following indicators, (1) Product Choice, (2) Brand Choice, (3) Channel Choice, (4) Purchase Time, (5) Number of Purchases (Kotler and Keller in Indrasari 2019:74).

Thinking Framework

In this section, we will show the influence of the independent variable on the influence of the dependent variable. The relationship between independent and dependent variables is described as follows:

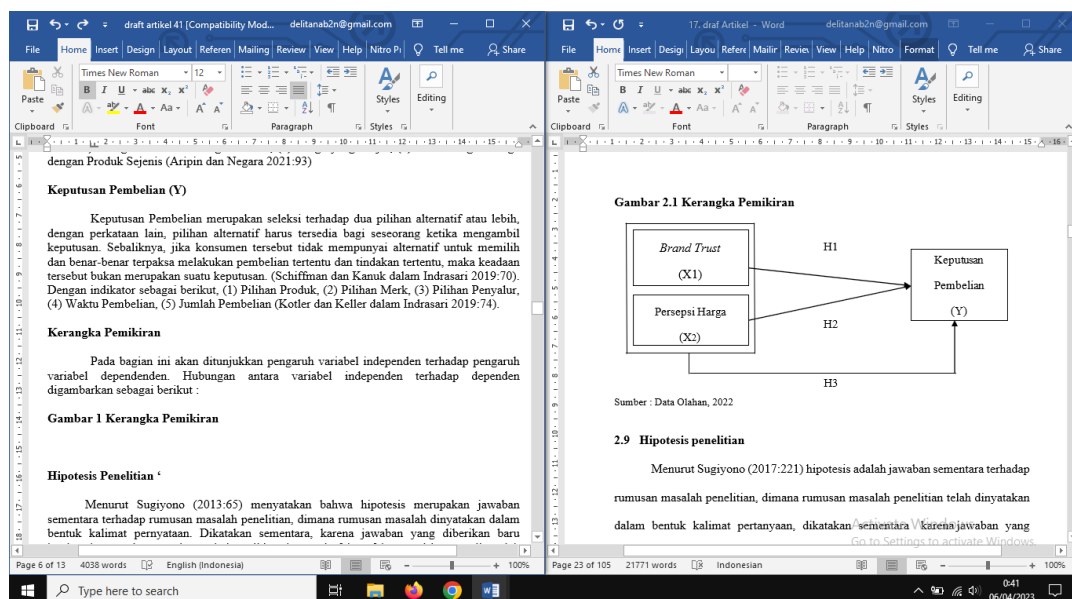


Figure 1. Thinking Framework
Source: Processed Data, 2022

Research Hypothesis

According to Sugiyono (2017:221), a hypothesis is a temporary answer to a research problem formulation, where the research problem formulation has been stated in the form of a question sentence, it is said to be temporary because the answer given is based on relevant theory, not yet based on empirical facts obtained. through data collection. From the explanation of the framework and paradigm of previous research above, the hypothesis proposed as a temporary answer to the formulation of this research problem is as follows:

1. It is suspected that Brand Trust influences purchasing decisions at Rotte Bakery Pasir Putih Branch.
2. It is suspected that price perceptions influence purchasing decisions at Rotte Bakery Pasir Putih Branch.
3. It is suspected that Brand Trust and Price Perception influence Purchasing Decisions at Rotte Bakery Pasir Putih Branch.

METHODOLOGY

The variables in this research consist of two variables. The first variable is the independent variable, namely Mouth and Price Perception. The second variable is the dependent variable, namely Purchase Decision. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics which are applied by the author to be studied and then conclusions are drawn (Sugiyono, 2014: 115). The population in this research is all consumers who purchased products at the Rotte Bakery Pasir Putih Branch in 2022, the number of which is unknown. The sample is part of the number and characteristics of the population, and the sample taken from the population must be truly representative (Sugiyono, 2012:73). The sample is part of the number and characteristics possessed by the population (Sugiyono, 2012:16). Meanwhile, the sampling used in this research was Accidental Sampling, with a sample of all consumers who were making transactions at the Rotte Bakery Pasir Putih branch. So the minimum sample size required in this study was 96.04 which was rounded up to 97 respondents. The research method used in this research is a descriptive quantitative method. In quantitative research, the data analysis techniques used are directed at answering problem formulations or testing hypotheses that have been formulated (Sugiyono, 2017: 480). Hypothesis testing was carried out using multiple linear regression analysis. To test the hypothesis, data analysis was carried out by processing the data using the SPSS program (Statistical Package for Social Science) for Windows version 20.

RESEARCH RESULT
Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.501	3.519		-.142	.887
Brand Trust	.876	.130	.500	6.725	.000
Price Perception	1.024	.177	.431	5.798	.000

a. Dependent Variable: Purchase Decision Source: Processed Data 2022

Based on Table 2, the regression equation can be seen as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 0.501 + 0.876X_1 + 1.024X_2 + e$$

Where:

1. The constant value is 0.501, meaning that if Brand Trust (X1) and Price Perception (X2) are assumed to be 0, then the purchase decision (Y) is worth 0.501
2. The regression coefficient value of 0.876 states that if Brand Trust (X1) increases by 1 unit, assuming the Price Perception value (X2) is constant (fixed), then Purchase Decisions (Y) will increase by 0.876.
3. The regression coefficient value of 1.024 states that if the price perception (X2) increases by 1 unit, assuming the Brand Trust value (X1) is constant (fixed), then the Purchase Decision (Y) will increase by 1.204.

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Table 3. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.501	3.519		-.142	.887
Brand Trust	.876	.130	.500	6.725	.000
Price Perception	1.024	.177	.431	5.798	.000

a. Dependent Variable: Purchase Decision Source: Processed Data 2022

Based on the results of this research, the following conclusions can be drawn:

1. The Brand Trust variable has a value of t count (6.725) > t table (1.985) and a significance value of 0.000 < 0.05, so Brand Trust has a significant effect on purchasing decisions.
2. The Price Perception variable has a value of count (5.798) > t table (1.985) and a significance value of 0.000 < 0.05, so Price Perception has a significant effect on purchasing decisions.

F Test Results

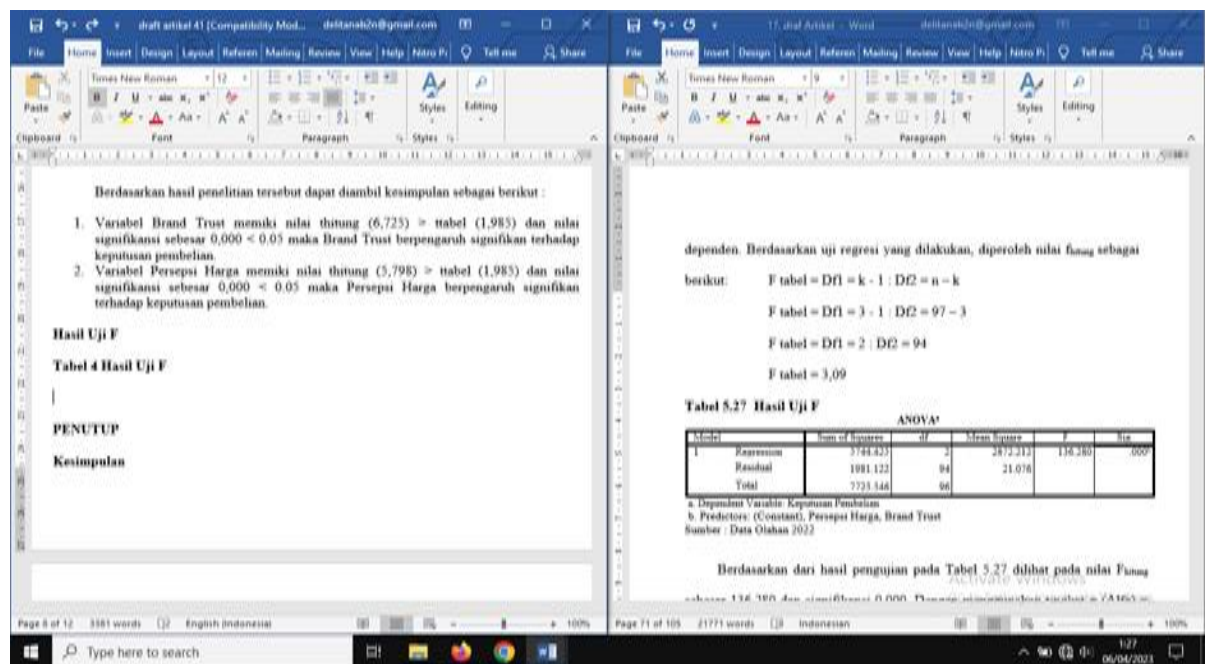


Figure 2. F Test Results

Based on the test results in Table 5, it can be seen that the F count value is 136.280 and the significance is 0.000. By using levels α (Alpha) = 0.05 or 5% shows that the calculated f count is 136.280 > f table 3.09 and the Sig value. (0.000) < 0.05, it can be concluded that the variables Brand Trust (X1) and price perception (X2) simultaneously have a significant influence on the purchasing decision of Rotte Bakery Pasir Putih Branch.

Coefficient of Determination

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.744	.738	4.59083

- a. Predictors: (Constant), Price Perception, Brand Trust Source: Processed Data 2022

From Table 6 above, it can be seen that the R² value is 0.738, this means that the Brand Trust and Price Perception variables contribute to the purchasing decision variable by 73.8%, while the remaining 26.2% is influenced by other variables not examined in this research.

DISCUSSION

Influence Brand Trust Against the Purchase Decision on the Rotte Bakery Pasir Putih Branch

Based on the research results obtained after testing 97 respondents who were consumers of the Rotte Bakery Pasir Putih Branch, the brand trust variable had a significant effect on purchasing decisions at the Rotte Bakery Pasir Putih Branch, meaning that the higher the consumer's brand trust towards the Rotte Bakery Pasir Putih Branch, the more Many consumers decide to buy at Rotte Bakery Pasir Putih Branch.

The indicator that obtained the highest average value is this brand is safe (security of a brand). This is because Rotte products already have BPOM and a Halal label, which makes consumers confident to consume every product from Rotte Bakery, Pasir Putih Branch because the products offered are guaranteed. Thus, having BPOM and a halal label as a safety factor for a brand can be used as a supporting factor for consumers to buy Rotte Bakery products at the Pasir Putih branch so that consumer purchasing decisions will continue to increase if the safety of the products offered is guaranteed. Meanwhile, the indicator that got the lowest average was I trust this brand, this was due to the lack of promotion and advertising on social media which made Rotte Bakery products less popular than its competitors. This incident caused a decrease in consumer confidence in buying Rotte Bakery products because Rotte Bakery did not have a better reputation. The tight competition from competitors around bakeries also makes consumers prefer competitor bakeries that have been known for a long time. Thus, if the trust in this brand indicator (trust in a brand) owned by Rotte Bakery decreases, then the consumer's decision to buy Rotte Bakery products will also decrease because other bakeries have better popularity and reputation.

The results of this research are in line with research by Anastasia Viona Pora Deodata (2019) entitled Brand Awareness and Brand Trust on Purchasing Decisions of Fast Food Kentucky Fried Chicken (KFC) Taman Mini Branch. The research results show that Brand Trust partially has a significant influence on purchasing decisions for Fast Food Kentucky Fried Chicken (KFC) Taman Mini Branch.

The Influence of Price Perceptions on Purchasing Decisions at Rotte Bakery Pasir Putih Branch

Based on the research results obtained after testing 97 respondents who were consumers of Rotte Bakery, Pasir Putih Branch, the Price Perception variable had a significant effect on Purchasing Decisions at Rotte Bakery, Pasir

Putih Branch. So it can be concluded that price perception is also one of the factors that makes consumers decide to buy Rotte Bakery products because the prices are reasonable and affordable and in accordance with the quality that consumers get.

The indicator that obtained the highest average value was Fair Price. This is because the prices of Rotte Bakery products at the Pasir Putih branch are affordable. Affordable prices here are a factor that can increase purchasing decisions because the prices are in accordance with consumers' purchasing power so that marketing targets are achieved. Meanwhile, the indicator that obtained the lowest average was the price difference with similar products, this was due to the difference in prices of several similar products, Rotte Bakery, Pasir Putih Branch, which had a more expensive price compared to its competitors. With the difference in prices for similar products, consumers tend to choose competing bakeries because the price difference is quite large and does not have advantages that are more profitable for consumers when compared to other bakery products. So if consumers are faced with two choices of similar products at different prices, consumers will of course choose the product that has a cheaper price.

The results of this research are in accordance with Aprilia & Sri's (2020) title *The Influence of Brand Image and Price Perception on Online Purchasing Decisions on the Shopee Application in the East Jakarta Region* with the research results showing that price perception partially has a significant effect on online purchasing decisions.

Influence Brand Trust and Price Perception on Purchase Decisions

Based on the research results obtained after testing 97 respondents who were consumers of the Rotte Bakery Pasir Putih branch, it can be concluded that the brand trust and price perception variables have a significant influence on purchasing decisions for consumers of the Rotte Bakery Pasir Putih branch, which means that if the brand trust given is good and the perception of the price offered is also considered good by consumers and according to their capabilities, the purchasing decision to buy the Rotte Bakery Pasir Putih branch will continue to increase and vice versa if the brand trust assessment and price perception of consumers towards Rotte Bakery products, Pasir Putih Branch decreases. then the level of consumer purchasing decisions at Rotte Bakery Pasir Putih Branch will decrease.

So that the Rotte Bakery Pasir Putih Branch has a significant influence on the variables of brand trust and price perception so that in the future it can increase consumer trust and adjust prices so that consumers remain regular customers and always make purchases at the Rotte Bakery Pasir Putih Branch thereby providing good profit income for the company. The results of this research are in accordance with research by Sanda Amida (2016) entitled *The Influence of Price Perception, Brand Trust, and Service Quality on Beauty Product Purchasing Decisions (Study of London Beauty Center (Lbc) Customers in Yogyakarta City* with the research results showing that there is a significant influence between price perception, brand trust, and service quality together on

purchasing decisions for beauty products among London Beauty Center (LBC) customers in Yogyakarta City.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion regarding the influence of brand trust and price perceptions on purchasing decisions at Rotte Bakery Pasir Putih Branch, the researchers drew the following conclusions:

1. Brand Trust has a significant influence on purchasing decisions at Rotte Bakery Pasir Putih Branch.
2. Price perception has a significant influence on purchasing decisions at Rotte Bakery Pasir Putih Branch.
3. Brand Trust and Price Perception influence Purchasing Decisions at Rotte Bakery Pasir Putih Branch.
4. Brand Trust and Price Perception contribute to the purchasing decision variable by 73.8%, while the remaining 26.2% is contributed by other variables not examined in this research.

Recommendations:

1. It is hoped that Rotte Bakery, Pasir Putih Branch, can build consumer trust through promotions in the form of advertising and offering discounts on each Rotte Bakery product, Pasir Putih Branch, which can make its products better known to the wider community. So a good level of reputation will increase good purchasing decisions as well.
2. It is hoped that Rotte Bakery Pasir Putih Branch can build consumer trust through social activities related to the community by paying more attention to and increasing the integrity of Rotte Bakery Pasir Putih Branch towards consumers so that consumers can truly trust the Rotte Bakery Pasir Putih Branch and can increase consumer trust. regarding the products released by Rotte Bakery, Pasir Putih Branch.
3. Rotte Bakery is expected to pay more attention to price competition among competitors. Especially for similar products that have different prices. The Rotte Bakery Pasir Putih branch must carry out a survey to find out what prices are considered reasonable for products similar to other bakeries and to get an idea of what prices should be determined.
4. Rotte Bakery Pasir Putih Branch is expected to be able to offer prices that are in line with taste, quality, and variants, especially for products that are similar to competitors around Rotte Bakery Pasir Putih Branch.
5. Future researchers should further develop research on factors that can influence purchasing decisions by using different data analyses and adding a number of other variables so as to produce even better research.

ADVANCED RESEARCH

This research still has limitations, so further research needs to be carried out related to the topic " The Influence of Brand Trust and Price Perception on Purchase Decisions at Rotte Bakery". Future research can use different Purchase Decisions objects to add insight for readers.

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