
THE EFFECT OF PRODUCT DIFFERENTIATION, BRAND IMAGE PREFERENCES, AND PRICE PERCEPTION ON THE PURCHASE DECISION OF IPHONE SMARTPHONE PRODUCTS IN KEDIRI CITY

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Abstract

Research aim : This research was conducted to further empirically investigate the influence of product differentiation, brand image preferences, and price perceptions on purchasing decisions for iPhone smartphone products in Kediri City.

Design/Methode/Approach : This research uses a quantitative approach with primary data types. The research sample was taken using a purposive sampling technique with a total of 150 respondents. Data was collected using a questionnaire in the form of a set of questions distributed to respondents and processed using SPSSV25.

Research Finding : The findings of this research indicate that product differentiation, brand image preferences, and price perceptions influence purchasing decisions for iPhone smartphone products in Kediri City both partially and simultaneously.

Theoretical contribution/Originality : This research expands understanding of the relationship between marketing variables and purchasing decisions.

Practitionel/Policy implication : The contribution of this research regarding product differentiation, brand image preferences, and price perceptions is very important in the context of modern marketing for companies.

Research limitation : The limitations of this research lie in the object which still includes the city of Kediri and one product being studied

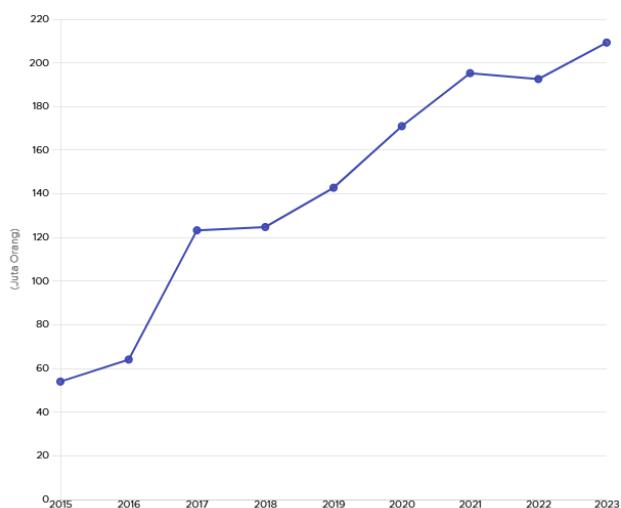
Keywords : product differentiation, brand image, price, purchasing decisions

1. Introduction

Changes in economic conditions in the era of globalization have become a phenomenon in the world of industrial competition that must be faced with mature readiness. Technological advances have also developed rapidly from time to time which also has a significant impact on the industrial world, especially business. These developments have led to competition in the increasingly fierce and complex business world. Companies prepare each other as best as possible so as not to be crushed by the development of world globalization. They take advantage of the dynamic and rapid growth of technology and information. . The existence of information and communication technology is the main driver of innovation and efficiency of business operational activities. A structured information system can make companies achieve success in market opportunities. The company will always think of marketing strategies that attract potential buyers. This information and communication technology also helps companies in making decisions, observing purchasing trends and researching people's consumption culture. [1]

On the other hand, this information and communication technology trend also has an impact on buyer behavior. It is undeniable that currently communication is a crucial aspect in supporting various community activities. The public's enthusiasm for smartphone products has made the purchasing power of this product increase rapidly to the point of mandatory needs that must be owned. According to data reported on the Goodstats page, the number of active smartphone users in Indonesia has increased consistently every year. [2]

Active Smartphone Users in Indonesia

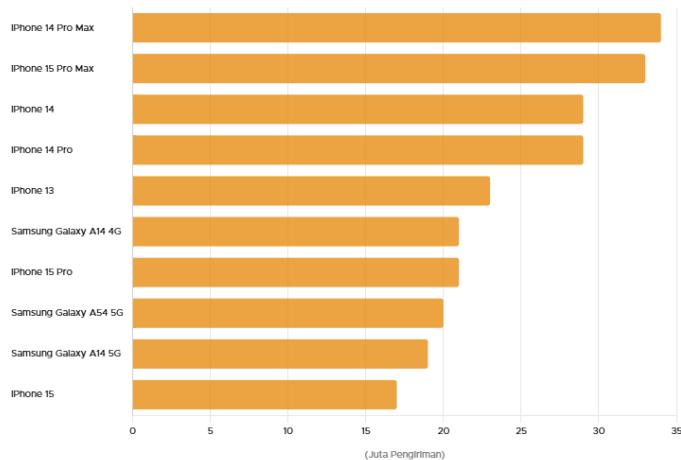


Source : GoodStats

This rapid growth is also driven by several other factors, one of which is the provision of better digital infrastructure. The use of smartphones to interact globally creates opportunities for companies to reach buyers directly and more personally. The integration of technology in business creates an interactive ecosystem that suits the needs of buyers in the digital age. Companies seek to influence buyers towards the products they release by

strengthening the relationship between the product and the buyer.

Iphone products are one of the smartphone brands that lead the market because of their advantages which are loved by many people, especially generation Z. In Indonesia, sales of Iphone smartphones have experienced a significant increase in sales. According to [3] the achievement of Iphone sales, it reached 242 million units in 2021, an increase of 22.9% compared to the previous year's sales which only amounted to 196.9 million units. Iphone became the smartphone product with the largest sales volume in the world in 2023.



Source : GoodStats

The best-selling Iphone product in the world is the Iphone 14 Pro Max with a sales volume of 34 million units, in second place is the Iphone 15 Pro Max with a sales volume of 33 million units. Followed by the third, fourth, and fifth ranks were occupied by the iPhone which beat other competitor products. It is undeniable that Iphone products have a very striking quality and price than other competitors and make them a characteristic that is already inherent in the eyes of consumers. This characteristic makes every company required to have a unique marketing strategy so that it can attract buyers in order to maintain or seize market share. Of course, the main target of a company is to get the maximum profit from the purchase of products. Everything from the form of purchase of a product is based on the purchase decision.

According to [5] purchasing decisions, it is an approach to solving problems in human activities to buy a good or service in fulfilling its wants and needs which includes the recognition of needs and wants, information searching, evaluation of purchase options, purchase decision making, and shopping behavior. This process is not just a transaction activity, but it is also a settlement approach that involves analyzing the various options available in the market. Consumer purchasing decisions have a significant impact on the business performance of a company because when consumers choose to buy the products offered, the company not only makes a profit but also increases the attractiveness of its

products in the market. This shows that consumers' purchasing decisions contribute to the popularity and demand of products among the public. In addition, this decision-making process involves individuals directly evaluating the quality and functionality of the products provided by each company. Thus, understanding consumer behavior in the context of purchasing decisions is crucial for companies in formulating effective marketing strategies. Companies must prepare their strategies to influence consumer purchasing decisions, including through product differentiation, brand image preferences, and price perception. [6]

According to product differentiation, it is the differentiation of a product in a company, so that consumers can choose which product they want. The product differentiation strategy highlights the distinctive differences of its brand from competing brands. With this differentiation, companies can find [7] the "value" and "uniqueness" of the products they offer. Fierce competition makes companies as producers to think creatively, innovatively, and differently, because if the company is not able to do these three things, the company will be threatened with bankruptcy and losing the competition. The differentiation of these products will be able to improve the purchase decisions made by consumers.

The next strategy is brand image preferences which are a fundamental part of the largest source of assets for the company. According to brand image or [8] *brand image* is a preference about a particular brand that is considered as the type of association and belief that comes to the consumer's mind when they remember the brand. Brand image is a fundamental part of the company's biggest source of assets. The conditions of fierce competition and the behavior of consumers who tend to want to try new products from a brand issued by the company cause the company to be very persistent in maintaining its brand image. This brand image preference is the reason for consumers' purchase decisions against well-known brands because consumers consider that branded products are able to improve their social status indirectly. The desire of consumers to validate themselves through the use of products with well-known brands has become a *lifestyle* today.

The last strategy that companies often use in driving their next purchase decision is price perception. According to price perception, it is how consumers comprehensively understand price information and can provide deep meaning for consumers. Price is one of the important factors that background consumer behavior. Consumer perception of the price charged in a product will determine how purchasing decision behavior behaves. Low prices are often associated with better value and attract budget-sensitive consumers looking for the best deals. However, high prices are often assumed with superior and exclusive product quality. Many consumers think that more expensive products can offer additional features or benefits, as well as stronger brand trust. [9]

Flagship products like the iPhone show consistent application of product differentiation. This advantage is reflected in various attributes, such as the exclusive iOS operating system, better privacy and data security features than competitors, advanced camera technology, and

the minimalist design that is the hallmark of the iPhone. In this case, differentiation not only affects consumer preferences, but also increases the perception of value towards a product. Consumers tend to choose products that offer unique advantages, even though the prices offered are relatively higher. Thus, the higher the product differentiation, the more it will affect the buyer's decision.

H1: Product differentiation has a significant effect on buyer decisions.

In the highly competitive *smartphone* industry, brand image is one of the strategic elements that determine marketing success. A strong brand image also helps companies in the face of fierce market competition. By maintaining a positive brand image, companies can increase consumer loyalty and strengthen their competitive advantage. This means that brand image preferences not only serve as a tool to attract consumers' attention, but also as a strategy to build a long-term, profitable relationship between consumers and companies.

H2: Brand image preferences have a significant effect on buyer decisions.

Consumers who understand the added value of the product, such as exclusive features, a secure iOS operating system, and premium design, are more likely to accept the high prices offered. However, price perception can also be a challenge for companies if not managed properly. Consumers who feel that prices are too high without adequate value can reduce brand loyalty. Therefore, it is important for companies to ensure that the prices offered reflect the quality of the product as well as the expectations of consumers.

H3 : Price perception has a significant effect on buyer decisions.

Based on previous research conducted by [10], [11], and [12], and stated that product differentiation, brand image preferences, and price perception have a significant effect on purchasing decisions. Meanwhile, research conducted by [13] shows that product differentiation has a negative effect on purchase decisions. This disparity, this study wants to further empirically examine how product differentiation, brand image preferences, and price perceptions affect purchasing decisions. The gap in this study lies in the use of variables that are studied simultaneously on different objects. [11] [12] [5]

1.1. Statement of Problem

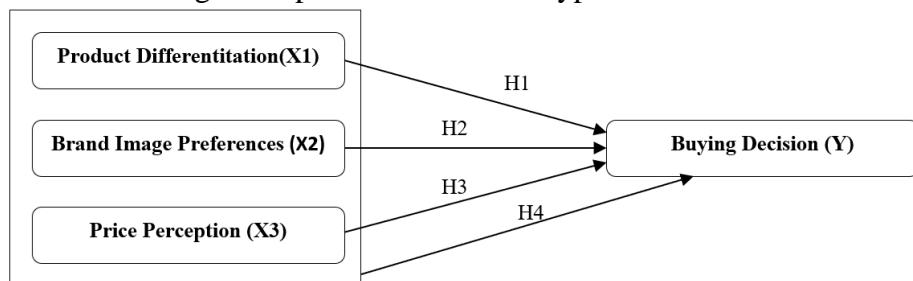
In the context of an increasingly competitive market, an understanding of the factors that influence purchasing decisions is needed. Product differentiation is important in attracting consumers' attention, strong brand image preferences create a positive perception for buyers, and price perception plays a crucial role in describing the quality and value offered in proportion to the cost incurred by buyers. Based on the description above, this study focuses on whether product differentiation, brand image preferences, and price perception have a significant effect on the decision to purchase Iphone products in Kediri City either partially or simultaneously.

1.2. Research Objectives

The purpose of this study is to determine the significant influence of product differentiation, brand image preferences and price perception either partially or simultaneously on the purchase decision of Iphone products in Kediri City.

2. Method

This study uses a quantitative approach with primary data types. The research sample was taken using *the purposive sampling* technique with a total of 150 respondents. Sample selection criteria include; (1) e-commerce users are at least 18 years old; (2) reside in Kediri City; (3) Iphone smartphone product users in the last six months. Data collection using a questionnaire in the form of a set of questions was distributed to respondents. The respondents' answers were based on a tiered likert scale with weights of values including: SS (strongly agreed)=5; S (agree)=4; KS (disapprove)=3; TS (disagree)=2; STS (strongly disagree)=1. The following is the presentation of the hypothesis model in this study:



Emancipation :

H1 : Product differentiation has a significant effect on purchase decisions

H2 : Brand image preferences have a significant effect on purchasing decisions

H3 : Price perception has a significant effect on purchasing decisions

H4 : Product differentiation, brand image preferences, and price perception have a significant impact on purchasing decisions

The research data was processed using SPSSV25 analysis tools to produce validity tests, reliability tests, classical assumption tests, simple linear regression analysis, and hypothesis tests. The following are the results of the validity and reliability test in this study before further analysis:

Validity Test

Table 1. Validity Test Results

Variable Item	R count	R Table	Information
X1.1	0,765	0,157	Valid
X1.2	0,724	0,157	Valid
X1.3	0,694	0,157	Valid
X1.4	0,695	0,157	Valid
X1.5	0,683	0,157	Valid
X1.6	0,656	0,157	Valid
X1.7	0,688	0,157	Valid
X2.1	0,755	0,157	Valid
X2.2	0,718	0,157	Valid
X2.3	0,738	0,157	Valid
X2.4	0,697	0,157	Valid
X2.5	0,664	0,157	Valid
X2.6	0,762	0,157	Valid
X2.7	0,689	0,157	Valid

X3.1	0,690	0,157	Valid
X3.2	0,660	0,157	Valid
X3.3	0,714	0,157	Valid
X3.4	0,703	0,157	Valid
X3.5	0,750	0,157	Valid
X3.6	0,757	0,157	Valid
X3.7	0,758	0,157	Valid

Source: SPSS Output (2025)

The validity test in table 1 above shows that all variables have a value of r calculated $> r$ of the table with a total score of all statement items greater than 0.157. This shows that the statements in the research instrument are valid.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Information
X1	0,825	Reliable
X2	0,842	Reliable
X3	0,844	Reliable
Y	0,880	Reliable

Source: SPSS Output (2025)

Reliability test is a tool used to measure a questionnaire that is an indicator of a variable. If $\text{the result of Cronbach Alpha} > 0.60$, then the indicator is declared reliable. Based on table 2 above, the results of the reliability test show that all variables > 0.60 . Thus, it can be concluded that the questionnaire question items of all variables show suitability or reliability.

3. Results and Discussion

3.1. Results

Respondent Characteristics

Table 3. Respondent Characteristics

No.	Gender	Sum	
		Person	Present (%)
1.	Man	55	35
2.	Woman	100	65
	Sum	155	100
Age Level			
1.	17-25 years old	148	95
2.	> 25 years old	7	5
	Sum	155	100

Source: SPSS Output (2025)

Based on table 3, it is known that the total respondents of this study are 155 people, the majority of which consist of female iPhone consumers as much as 65% and the remaining 35% consist of male consumers. In addition, the age range of Iphone users is in the age range

of 17-25 years as much as 95% of the total number. This proves that Iphone is a smartphone product that is popular with young people.

Descriptive Statistical Test

Table 4. Descriptive Statistics of Variables

Variable	Mean	Std. Deviation	Category
Product Differentiation (X1)	3,849	0,07	Tall
Brand Image Preferences (X2)	3,736	0,05	Tall
Price Perception (x3)	3,757	0,060	Tall
Purchase Decision (Y)	3,812	0,050	Tall

Source: SPSS Output (2025)

Based on table 4, the average product differentiation value shows a figure of 3.849, which is in the high category. This is supported by the results of item X1.2's statement that "*Iphone smartphones* have a distinctive camera shape and logo, namely using a boba camera and Apple logo so that it is a differentiator from other brands".

The average brand image preference of 3,736 is also in the high category, which indicates that consumers have a positive view of the iPhone's brand image. This is supported by the results of item X2.1 statement, namely "Smartphone brands have a positive brand image in the eyes of consumers".

At an average of 3,757, the price perception is also in the high category. This is also supported by the results of the X3.1 item statement, namely "I feel that the Iphone smartphone has a price comparable to the quality obtained from other brands".

The average purchase decision of 3,812 shows that consumers tend to buy iPhone products and this is also in the high category. This is also supported by the results of item Y.1's statement, namely "I compare Iphone *smartphones* with other brands to make decisions."

Normality Test

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
N		155
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.01541146
Most Extreme Differences	Absolute	.067
	Positive	.044
	Negative	-.067

Test Statistic	.067
Asymp. Sig. (2-tailed)	.085c

Source: SPSS Output (2025)

The normality test is used to determine whether the collected data has a normal distribution or not. The requirement to know that the data is normally distributed is if the significance value > 0.05 . Based on the table above, it can be seen that the data points are close to the diagonal line. Thus, it can be concluded that the data show a normal distribution.

Multicollinearity Test

Table 6. Multicollinearity Test Results

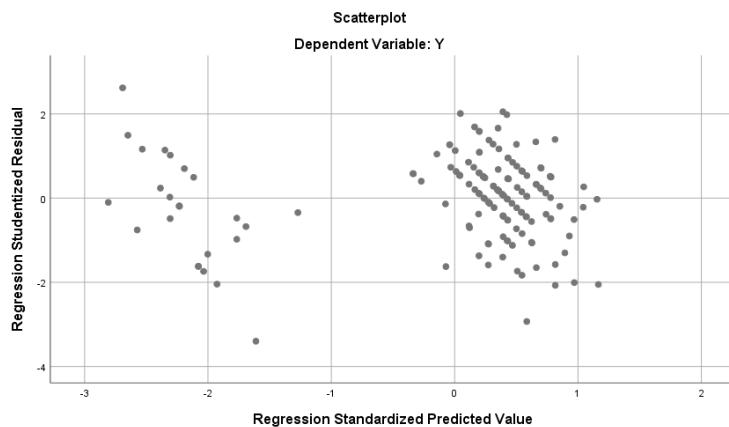
Type	Collinearity Statistics	
	Tolerance	VIF
X1	.167	5.992
X2	.188	5.332
X3	.159	6.281

Source: SPSS Output (2025)

The multicollinearity test is an independent variable that has a high linear relationship in its regression model. If it has a tolerance of > 0.10 and VIF < 10 , then the tested data does not show multicollinearity. Based on the results of table 2 above, it can be concluded that there is no problem of multicollinearity.

Heterokedasticity Test

Table 7. Heterokedasticity Test Results



Source: SPSS Output (2025)

The heteroscedasticity test was performed to check the occurrence of variance mismatches in the regression model. Based on the image above, using Scatterplot, it can be concluded that the scattering data points are above and below the 0 axis, the dots do not only accumulate above and below. Thus, there is no heteroscedasticity problem so that the regression model is fulfilled.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Value Results

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	-1.333	.883		-1.509	.133		
X1	.208	.079	.181	2.646	.009	.167	5.992
X2	.433	.070	.400	6.197	.000	.188	5.332
X3	.422	.075	.396	5.657	.000	.159	6.281

Source: SPSS Output (2025)

Based on the results of the analysis in table 8, a simple regression equation of $Y = -1.333 + 0.208 X1 + 0.433 X2 + 0.422 X3$ was obtained. The equation can be interpreted that the value of constant (a) of the equation is -1.333, meaning that if the variable scores of product differentiation, brand image preference, and price perception are absent or equal to zero, then the purchase decision score will be further reduced by -1.333. The coefficient of the product differentiation variable is 0.208, meaning that every 1% increase in the product differentiation variable will increase by 0.208. The coefficient of the brand image preference variable is 0.433, which means that every 1% increase in the brand image preference variable will increase by 0.433. Also, the price perception coefficient of 0.422 means that every 1% increase in the price perception variable will increase by 0.422.

Hypothesis Test

Table 9. Test Results t

Type	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	-1.333	.883		-1.509	.133		

X1	.208	.079	.181	2.646	.009	.167	5.992
X2	.433	.070	.400	6.197	.000	.188	5.332
X3	.422	.075	.396	5.657	.000	.159	6.281

Source: SPSS Output (2025)

The t-test shows that the dependent variable can be clarified using one independent variable. The condition of the t-test is that if the significance value is < 0.05 , then the independent variable has an influence on the dependent variable. Based on table 8 above, it can be concluded as follows:

1. The effect of product differentiation on purchase decisions

The results of the t-test showed a significant product differentiation of $0.009 < 0.05$, thus proving that product differentiation has a significant effect on the purchase decision.

2. The influence of brand image preferences on purchasing decisions

The results of the t-test showed a significance of brand image preference of $0.000 < 0.05$, thus proving that brand image preference had a significant effect on purchase decisions.

3. The effect of price perception on purchasing decisions

The results of the t-test showed a significance of price perception of $0.000 < 0.05$, thus proving that price perception has an effect on purchasing decisions.

Table 9. Test Results F

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4685.605	3	1561.868	377.028	.000b
	Residual	625.530	151	4.143		
	Total	5311.135	154			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: SPSS Output (2025)

The results of the F test in table 9 above, show a significance value of $0.000 < 0.05$, so it can be stated that all independent variables have a significant effect on the purchase decision.

Table 10. Cohesion Determination

Model Summary ^b						
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.939a	.882	.880	2.035	1.918	

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: SPSS Output (2025)

Based on table 10 above, the *Adjusted R-Square* value or the coefficient value of determination is 0.880. This shows that 88% of the dependent variables are explained by independent variables and the remaining 12% are explained by other factors that can affect the dependent variables.

3.2. Discussion

The Effect of Product Differentiation (X1) on Purchase Decisions (Y)

Based on hypothesis testing, the partial differentiation variable of the product to the purchase decision was obtained that H1 in this study was accepted with a significance value of $0.009 < 0.05$. This result means that the differentiation of *Iphone smartphone* products has a significant influence on purchase decisions in Kediri City. Product differentiation is an important strategy that companies use to differentiate their products from competitors. So as to create uniqueness that can attract the attention of consumers to buy. Consumers tend to look for something different in the products they will buy. *Iphone smartphone* products are one of the products that continue to innovate both in terms of design, features, and systems that give an exclusive impression than other smartphone products. Therefore, the greater the differentiation of the product created, the more unique the product will be, this will trigger a higher purchase decision. These results are in line with research conducted by [12] and [13] show that product differentiation has a significant influence on consumer purchasing decisions.

The Influence of Brand Image Preferences (X2) on Purchase Decisions (Y)

Based on hypothesis testing partially the brand image preference variable on the purchase decision, the result was obtained that H2 in this study was accepted with a significance value of $0.000 < 0.05$. This result means that the brand image preference of *Iphone smartphones* has a significant influence on purchasing decisions in Kediri City. Brand image is a consumer attraction to a brand that is able to increase consumer trust and influence their purchasing decisions. Brand image preferences create a positive assessment of consumers of a particular brand compared to others. This positive brand image creates a preference that owning an iPhone is not just a matter of function, but also part of social identity. Therefore, many consumers choose the iPhone not just because of its specifications, but because of the trust and pride inherent in its brand. These results are in line with research conducted by [14] and which reveals that a good brand image contributes to increased customer loyalty and drives sustainable purchasing decisions. [15]

The Influence of Price Perception (X3) on Purchase Decisions (Y)

Based on hypothesis testing, the partial differentiation variable of the product to the purchase decision was obtained that H3 in this study was accepted with a significance value of $0.000 < 0.05$. This result means that the perception of the price of *Iphone smartphones* has a significant influence on purchase decisions in Kediri City. Price perception refers to

consumers' views on the price of a product, whether it is considered expensive, reasonable, or cheap. Price valuation allows consumers to evaluate the value they will receive in proportion to the price they pay. For iPhone consumers, the perception that the price of the Iphone is relatively expensive actually strengthens the premium image and increases the appeal of the product. This means that expensive products are products that have more advantages over other types. Therefore, price perception is a crucial factor that influences iPhone purchase decisions, depending on market segmentation and the value that consumers consider important. These results are in line with research conducted by [16] and which partially states that price perception affects purchasing decisions. [17]

The Effect of Product Differentiation (X1), Brand Image Preferences, and Price Perception (X3) on Purchase Decisions (Y)

Based on simultaneous hypothesis testing, product differentiation variables, brand image preferences, and price perception of purchase decisions, the results were obtained that H4 in this study was accepted with a significance value of the F test of $0.000 < 0.05$. Companies need to focus on developing unique products, building a strong brand image, and setting competitive prices to attract more customers. By understanding the relationship between these three factors, companies can design more effective marketing strategies to increase sales and customer loyalty. This statement is in line with research conducted by [18], [19], [20] that price perception, brand image, and product quality have a significant effect on purchasing decisions.

4. Conclusion

This study intends to indicate that the three independent variables, namely product differentiation, brand image, and price perception, simultaneously contribute to consumer purchasing decisions. Therefore, companies need to pay attention to these three aspects in their marketing strategies to improve product appeal and consumer purchasing decisions [21]. Companies looking to increase sales should focus on developing clear product differentiation, building a positive brand image, and setting prices that match consumer expectations.

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