
The Influence Of Brand Image, Digital Marketing, And Price Perception On Customer Loyalty Aqila Snack

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Article Information		Abstract
Submission date	4 February 2026	Research aim: This study concentrates on researching and evaluating the influence of brand image, digital marketing, and price perception on Aqila Snack customer loyalty. Also, look for these variables that have the greatest impact on customer loyalty. Design/Method/Approach: This research used a quantitative approach supported by causality analysis was applied. One hundred respondents were selected through targeted purposive sampling. Data were processed using IBM SPSS v23 Statistics, using classical assumption tests, multiple linear regression, the coefficient of determination (R^2) and hypothesis testing with t-tests and f-tests. Research Finding: The research analysis reveals that Brand Image (X_1) has a positive effect on customer loyalty (Y) with a score of 0.490. Digital marketing (X_2) has little positive impact with a value of 0.003. Price perception (X_3) also has a positive impact on customer loyalty with a value of 0.468. Overall, brand image, digital marketing, and price perception significantly impact Aqila Snack customer loyalty. Theoretical Contribution/Originality: Existing literature provides minimal insight into the combined effects of brand image, digital marketing and price perception on customer loyalty, especially in the context of the local snack market. This would expand our comprehension of three factors that interact and influence customer loyalty in the local food service sector, particularly in the snack industry such as Aqila Snack. Practitioner/Policy implication: Aqila Snack needs to improve its brand image through consistent product quality, optimize digital marketing using social media platforms (Instagram, TikTok and WhatsApp Business), and maintain the perception of affordable, value-based pricing to increase customer loyalty. Research Limitations: The research was conducted with a relatively small sample and focused exclusively on Aqila Snack customers in certain regions. To obtain more comprehensive results, future studies
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should include larger sample sizes, broaden geographical coverage, and include additional variables such as customer satisfaction or quality of service.

Keywords: Brand Image, Digital Marketing, Price Perception, Customer Loyalty.

1. Introduction

The Indonesian culinary industry continues to grow to meet growing consumer demand for a variety of food products characterized by innovative flavors, affordable prices, and availability through various distribution channels. This market dynamic has driven manufacturers to develop food products that meet consumer expectations while ensuring the highest product quality. Aqila Snack follows this trend with a variety of snacks distinguished by unique flavors and consistently high-quality standards. Nonetheless, brand visibility and consumer recognition are influenced not only by the intrinsic attributes of the product but also by the overall purchasing experience. A favorable purchasing experience can increase the likelihood of repeat transactions, stimulate positive word of mouth, strengthen customer loyalty, and contribute to ongoing product development. Consequently, the capacity to sustain customer engagement and satisfaction constitutes an essential determinant of Aqila Snack's operational resilience and long-term business performance [1].

There are many perspectives that state that several factors such as brand image, digital marketing and price perception contribute positively to the formation of customer loyalty [2]. Existing literature characterizes brand image as a network of associations embedded in consumers' perceptions, encompassing elements such as visual appeal, emotional significance, and behavioral loyalty. A favorable perception of a brand is empirically linked to higher levels of consumer trust, which subsequently increases the probability of repeated purchasing behavior [3]. In highly competitive market conditions, brand image functions as a key differentiating factor that enables products to establish a clear, distinctive, and easily recognizable identity. Concurrently, technological advancement has significantly transformed marketing practices by shifting promotional activities from conventional channels toward digitally oriented strategies. Digital marketing enables local culinary businesses to expand market reach and engage more directly and continuously with consumers through platforms such as Instagram, TikTok, and WhatsApp Business. In addition to its promotional function, digital marketing enhances brand experience and consumer engagement through approaches including influencer collaborations and the deployment of interactive digital content [4]. Price perception has a significant effect on customer loyalty, especially in the snack food sector, which is known to be very sensitive to price changes. Another perspective argues that a positive price perception emerges when customers feel that the price they pay is aligned with the value or benefits they receive, which in turn motivates them to make repeat purchases [5].

Although there is research related to the variables brand image, digital marketing, price perception, and customer loyalty [6]. Most of these studies rarely combine the influence of

these three variables and focus on large companies or the modern retail sector, not on the context of culinary businesses in Indonesia as found in previous research [7]. These findings indicate that research on customer loyalty in local culinary businesses still requires more in-depth and relevant research development to current market conditions [8]. The results of other similar studies indicated that brand image and price perception have a significant influence on customer loyalty in culinary businesses [9]. However, this research has not considered the role of digital marketing as an increasingly dominant factor in shaping consumer behavior in today's digital era, other research also states the same thing [10]. However, other research indicates that there are differences in the resources, marketing, and customer behavior of culinary businesses [11]. This suggests a research gap that requires further investigation, particularly with regard to how brand image, digital marketing, and price perception can influence consumer loyalty in the local culinary business sector [12].

Departing from previous studies, this research illustrates how three variables brand image, digital marketing, and price perception simultaneously impact customer loyalty at local snack companies. Earlier research generally assessed these variables either individually or in the context of larger companies, whereas the present study provides a broader and more integrated analysis specifically focused on consumer loyalty toward local snack products [13]. The findings also emphasize the necessity for local food enterprises, including Aqila Snack, to adapt to ongoing digital transformation, evolving consumer preferences, and intensifying market competition.

Theoretically, these three variables, Brand Image, Digital Marketing, and Price Perception, have a strong correlation with Customer Loyalty. However, empirical research that focuses on the interrelation between these three variables analyzed in the broader context of local culinary snacks in Indonesia, such as Aqila Snack, is still very limited. This indicates an interesting research gap that deserves further study. Therefore, this research was carried out to examine the extent of the influence of Brand Image, Digital Marketing, and Price Perception on Customer Loyalty of Aqila Snack, as well as to provide theoretical and practical contributions in shaping customer loyalty in the local culinary business market in the context of snacks in Indonesia.

1.1 Statement of Problem

Based on previous explanation, there are several key issues that are the focus of this research. Aqila Snack, as a local culinary business in Trenggalek Regency, has not been able to maximize the potential of digital marketing to establish a strong and positive brand perception among consumers. This is evident in its digital marketing activities, which are still limited to several social media platforms without any consistency in building inherent brand awareness. Furthermore, the perception of product prices being considered less competitive also affects Aqila Snack's customer loyalty level. But previous research has produced conflicting results on how price perception, digital marketing, and brand image influence customer loyalty [14]. Most previous research has predominantly focused on large companies with well-established brand images, whereas studies that examine the combined effect of these

three variables within the context of local culinary businesses remain scarce [15]. On this basis, the study intends to assess the amount to which brand image, digital marketing, and pricing perception affect Aqila Snack consumer loyalty, whether separately or at the same time.

1.2 Research Objectives

In line with the problem statement, focus of this study is to examine and test the impact of many variables on Aqila Snack customer loyalty. This research attempts to explore of influence of brand image on customer loyalty, by proving that a strong brand image can increase customer commitment to the product. Furthermore, it examines the influence of digital marketing on customer loyalty in reaching a wider audience and building interactive relationships with consumers. It also examines how price perception affects customer loyalty, especially for price-sensitive snack products. Therefore, this research endeavors to confirm the influence of brand image, digital marketing, and price perception on customer loyalty simultaneously to develop a more profound comprehension of which variables meaningfully influence customer loyalty in the context of local culinary.

2. Method

This study being conducted employs a quantitative approach because it can produce quantifiable facts represented numerically. This makes analysis objective and logical, and it can include a lot of respondents [16]. This approach was selected because, given that the methods and analytical approaches are standard and replicable, quantitative research results typically have a high degree of accuracy and may be retested by other researchers. The primary data is used to gather by giving questionnaires to respondents who fit specific requirements. The associative causality research approach, which is intended to characterize and examine the links and effects of two or more variables, including independent and dependent variables, was used in this research. Customer loyalty (Y) is the dependent variable in this study, whereas Brand Image (X1), Digital Marketing (X2), and Price Perception (X3) are the independent factors. Customers of Aqila Snack, who have made at least two purchases, made up the study sample since recurring business is seen as a sign of consumer satisfaction and possibly loyalty.

The Nonprobability Sampling technique used in this study does not provide for each participant from the population that has the same probability chosen as a sample. This approach was selected because the researcher had to take factors into account when selecting respondents who were most pertinent to the research's objectives. Purposive sampling was the specific technique employed, which allows the researcher to choose participants according to predefined standards thought to be most appropriate for the requirements of the study. 1) Customers between the ages of 17 and 35, 2) people of either gender, 3) people in a variety of professions, and 4) customers who had made at least two purchases of Aqila Snack products were the responder criteria used in this study. These criteria were chosen because recurring customers are thought to have real product experience and are more likely to show early indications of brand loyalty. The study included 100 respondents who fulfilled these requirements using SPSS version 23.

The validity of this research was tested by researchers using a laptop or computer assisted by the SPSS version 23.0 software program. This study used a validity test conducted on 100 respondents. In making decisions based on the provision that the calculated r value $> r$ -table, namely 0.196, with a df value $= 100 - 2 = 98$; $\alpha = 0.05$, so that each statement is declared valid or vice versa. Considering the test findings, it was stated that all statement items in the Brand Image, Digital Marketing, Price Perception and Customer Loyalty questionnaires were declared valid because they had a Corrected Item-Total Correlation value $> r$ -table (0.196). Thus, all items in this questionnaire were considered valid.

Reliability analysis was performed to identify the degree of impact that research instrument (questionnaire) can produce consistent data when applied under similar conditions. A questionnaire is considered reliable if respondents provide stable and unchanging answers. The benchmark used in this study is the Cronbach's Alpha value, where a variable is considered reliable if it has a value greater than 0.60 (Cronbach's Alpha > 0.60). Considering the test findings, using the SPSS version 23.0 program on statement items that had previously been considered valid, the Cronbach's Alpha value obtained Brand Image 0.891, Digital Marketing 0.894, Price Perception 0.869, and Customer Loyalty 0.881 all showed values > 0.6 . Thus, it may be inferred that the variables questionnaire instrument used in this research is reliable and meets the reliability criteria as a measuring tool.

Having ensured that the instrument was proven valid and reliable, the next step is to conduct a classical assumption test to confirm that the regression model to be employed acceptable. So, to verify that the regression model fulfills the assumptions of the necessary statistical requirements, data analysis in quantitative research usually starts with several classical assumption tests. Since departures from normalcy may compromise the accuracy of significance testing, the procedure begins with a normality test, which looks at whether the residuals follow a distribution that approximates normality. Having confirmed that the independent variables do not over-correlate with each other, as this may obscure the separate impacts produced by each variable in multicollinearity test. Tests are then performed to determine whether residual variance is constant at each predicted value, as variance mismatch may lead to inaccurate coefficient estimation with heteroscedasticity. In summary, the three diagnostic tests showed no substantive assumption violations, confirming the robustness and dependability of the regression results [16].

The research then turns into multiple linear regression as the primary technique of defining the links between variables. To assess this t -test is performed to assess the separate contribution of each independent variable to the dependent variable and identify which variable makes a significant contribution. Furthermore, (R^2) reveals the degree of variance in the dependent variable explained by the independent variable. Larger R^2 values indicate higher and predictive power.

The regression results are then assessed using the direction of the regression coefficient and significance level (Sig.). If its significance level (Sig.) < 0.05 , an independent variable is considered significant; this confirms that statistically significantly affects changes in the

dependent variable. A value of 0.05 or lower shows that the variable has statistically significant impact on changes in the dependent variable. The regression coefficient reveals the directional tendency of the effect: a positive value indicates that the dependent variable rises as well when the independent variable rises; a negative value indicates the opposite. This technique helps to clarify how the link between variables works and the degree to which each variable influences the overall results of the study through the interpretation of the regression coefficient.

3. Results and Discussion

Normality Test

Normality tests are used to assess if the data can be classified as part of a population following a distribution with a normal curve or have characteristics consistent with normality. In this study, normality tests were applied SPSS version 23.0, and graphical display of Normal P-P plots. This proves that the remaining points are distributed around the diagonal line. This pattern indicates that the residues do not deviate too distant in the diagonal line, indicating that the residue dataset meets the assumption of normality. Regression analysis therefore meets the normality requirement and is now ready for further study.

Multicollinearity Test

Multicollinearity testing was conducted to ensure that the independent variables were not overly correlated, allowing each variable to have a different effect on the dependent variable. SPSS version 23.0 stated that the tolerance value was 0.278 for brand image, 0.375 for digital marketing, and 0.376 for price perception. The VIF values were 3,600, 2,657, and 2,667, respectively. Since the tolerance value was > 0.10 and the VIF was < 10 , this proved that all tested variables were suitable for standard testing. This indicated that the model was not affected by multicollinearity. These results confirmed that brand image, digital marketing, and price perception did not show correlation, so their simultaneous application could be transferred to regression analysis.

Heteroscedasticity Test

To evaluate the consistency of residual variance for each predicted value in the regression model, the test was performed. This test is very important to ensure that the regression model has homoscedasticity, and the analysis results are reliable. This test uses SPSS version 23.0 and scatter plots for graphical representation. The test results showed that residual values were randomly distributed above and below zero and showed no visible pattern. This random distribution pattern suggests the absence of heteroscedasticity in the data, indicating that the residual variance is deemed constant. Thus, the heteroscedasticity assumption has been met, confirming that the regression model used is acceptable for additional study and the results of the test test the coefficients of the independent variables on the dependent variable can be reliably interpreted.

Multiple Linear Regression Analysis

Here are the findings:

Table 1. Results of Multiple Linear Regression Analysis

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5.292	2.071	
	Brand Image	.490	.116	.482
	Digital Marketing	.003	.085	.004
	Price Perception	.468	.124	.370

Source: SPSSv23 Output, 2025

Table 1, it is readily apparent that the constant 5.292 then confidence value (b) on the Brand Image (X1) variable of 0.490, Digital Marketing (X2) of 0.003, and Price Perception (X3) of 0.468. The resultant constant value is 5.292 which indicates that when the brand image, digital marketing, and price perception variables are considered unchanged (valued 0), then customer loyalty is at 5.292. Furthermore, (X1) 0.490 indicates that each unit increases in brand image, assuming other variables remain constant, then add customer loyalty by 0.490. Coefficient 0.003 on the digital marketing variable indicates that a one measurement increment in digital marketing then add customer loyalty by 0.003. Meanwhile, the coefficient on the price perception variable of 0.468 means that one measurement increment in price perception then add customer loyalty by 0.468. Thus, (X1) has a relatively large positive influence on (Y), such that an escalation in (X1) will induce lower levels in customer loyalty (Y) of 0.490. The digital marketing (X2) has a positive influence on customer loyalty (Y) but is relatively small, namely 0.003. Meanwhile, the price perception (X3) has a positive influence on (Y) of 0.468.

Coefficient of Determination Test (Adjusted R^2)

Examining the value of (Adjusted R^2) is an effective way to determine and significance the variables. Adjusted R^2 value always <1 or >0 , because its range is between 0 and 1.

Table 2. Results of the Determination Coefficient Test (Adjusted R^2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.808 ^a	.653	.642	2.924	1.819

a. Independent Variables: (Constant), Brand Image, Digital Marketing, and Price Perception

b. Dependent Variable: Customer Loyalty

Source: SPSSv23 Output, 2025

Table 2, the test conducted Adjusted R Square was 0.642, or 64.2%. Interpreted that Brand Image, Digital Marketing, and Price Perception collectively influence the Customer Loyalty variable by 64.2%. Thus, the regression model can be said to be quite strong in

explaining the indicating between variables. Meanwhile, the remainder of 35.8% is probably affected by aspects that were beyond the focus of this study.

t-Test (Partial)

According to the decision-making process, H_a is rejected if $t_{\text{count}} < t_{\text{table}}$ H_0 . Meanwhile, H_a is accepted if $t_{\text{count}} > t_{\text{table}}$ H_0 . The T-test or partial findings are:

Table 3. t-Test Results

Coefficients ^a			
Model		T	Sig.
1	(Constant)	2.555	.012
	Brand Image	4.226	.000
	Digital Marketing	.041	.967
	Price Perception	3.766	.000

Source: SPSSv23 Output, 2025

The findings of the (partial test) on table 3 show that the Brand Image (X1) has a substantial influence on Customer Loyalty (Y). This is supported by a significance value of 0.000, < 0.05 , and a t-count 4.226, more than t-table 1.984, indicating that H_0 is rejected and H_a is accepted. However, Digital Marketing (X2) does not have a significant impact on Customer Loyalty because the significance 0.967 is bigger than 0.05 and the t-count 0.041 < 1.984 , hence H_0 is allowed and H_a is rejected. Meanwhile, the Price Perception (X3) has been shown to have an important influence on Customer Loyalty, as evidenced by a significance 0.000, lower than 0.05, and a t-count 3.766, more than t-table 1.984, implying that H_0 is rejected and H_a accepted. Hence, it may be inferred that in this research, Brand Image and Price Perception have a significant influence on Aqila Snack Customer Loyalty, however Digital Marketing has no significant influence.

F-Test (Simultaneous)

The following are simultaneous tests:

Table 4. F-Test Results

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1543.861	3	514.620	60.182	.000 ^b
	Residual	820.899	96	8.551		
	Total	2364.760	99			

Source: SPSSv23 Output, 2025

Table 4 indicates that the independent variable has a P-Value of 0.000, which is below 0.05. Therefore, according to the testing criteria, when the probability value is below 0.05, it indicates that the variables brand image, digital marketing, and price perception jointly influence customer loyalty.

Discussion

The Influence of Brand Image on Aqila Snack Customer Loyalty

Brand image was identified as having a partially significant effect on the customer loyalty of Aqila Snack, evidenced by the T test with the $T_{\text{count}} > T_{\text{table}}$ namely $4.226 > 1.984$ or with a sig. score of $0.000 < 0.05$ meaning H_0 is rejected and H_a is accepted. The analysis conducted in this research suggests that consistently with previous research indicated that brand image has a favorable influence on consumer loyalty. So, the bigger the influence of the brand image, the more grade of customer loyalty will be, and vice versa. This research is in line with [15], who stated that brand image has a positive and significant effect on customer loyalty. The stronger the brand image, the higher the customer loyalty.

The Influence of Digital Marketing on Aqila Snack Customer Loyalty

And then the influence of digital marketing on Aqila Snack customer loyalty, indicated that the partial influence was not significant as evidenced by the T test with the results of $T_{\text{count}} > T_{\text{table}}$ namely $0.041 < 1.984$ or with a sig. score of $0.967 < 0.05$ meaning H_0 is accepted, so H_a is rejected. The outcomes from other research that state that digital marketing has a positive impact on customer loyalty. Also, not compliance with the theory that states, digital marketing is a form of company effort in building confidence that consumers will find what is expected through the digital media used. The implementation of intensive digital marketing is not necessarily the main factor influencing customer loyalty, because other research states good digital marketing has not been fully able to encourage consumers to make repeat purchases, provide positive recommendations, or remain loyal to the brand [17].

The Influence of Price Perception on Aqila Snack Customer Loyalty

The influence of price perception on Aqila Snack customer loyalty, the analysis revealed that there was a partial significant influence as evidenced by the T test with the results of $T_{\text{count}} > T_{\text{table}}$ namely $3.766 > 1.984$ or with a sig. value of $0.000 < 0.05$ meaning H_0 is rejected and H_a is accepted. This research reveals which supports conclusions drawn from earlier research stating that price perception has a positive impact on customer loyalty. So, if bigger the influence of price perception, the bigger the loyalty exhibited by customers will and the other way around if price perception decreases or is low, this will have a negative influence on customer loyalty so that the impact is a decrease. These findings are consistent with previous research which stated that price perception has a positive effect on customer loyalty [18].

The Influence of Brand Image, Digital Marketing and Price Perception on Aqila Snack Customer Loyalty

Customer loyalty is significantly influenced by brand image, digital marketing, and price perception simultaneously, according to the F-test $0.000 < \text{the significance threshold of } 0.05, \text{ or } 5\%$. With a coefficient of determination of 0.642, the three independent variables contribute 64.2% of customer loyalty, with additional factors not included in the study contributing the remaining 37.5%. Therefore, it can be concluded that brand image, digital marketing, and price perception simultaneously indicates a strong and significant influence on customer loyalty. These three variables contribute significantly to forming and maintaining customer loyalty to

a brand or product [19]. The stronger the brand image formed, the further effective the digital marketing implemented, and the more positive customer perceptions of price perception, the more customer loyalty will increase [20]. However, there are still other factors outside this study that also influence customer loyalty and need to be further studied in future research.

4. Conclusion

This research aligns with several previous studies showing that brand image, digital marketing, and price perception influence customer loyalty. Previous research has shown that a strong brand image can build feeling based closeness and consumer confidence, thus encouraging long-term loyalty [20]. Likewise, effective digital marketing can expand the reach of information and customer engagement [17], and other research suggests the same thing, that positive price perceptions can increase satisfaction and confidence in making repeat purchases [19]. Thus, the results of this study show that Aqila Snack supports previous findings and strengthens the understanding that these three factors are important elements in forming customer loyalty [21].

From the evidence obtained, that brand image, digital marketing, and price perception simultaneously meaningfully influence Aqila Snack customer loyalty. This can be identified through the F-test significantly valued $0.000 < 0.05$. So, all three variables are proven to have contributed to increasing customer loyalty. In other words, the stronger the brand image that is built, the more appropriate the digital marketing that is implemented, and the more positive the perception of price felt by consumers, the level of customer loyalty to Aqila Snack products will also be higher. This finding also indicated that the stronger the brand image that is built, the more optimal the implementation of digital marketing, and the more positive customer perception of the price offered, consumer loyalty to the product also increases [18]. In other words, the combination of these three factors can create customer trust and satisfaction that encourages them to remain loyal to Aqila Snack products.

However, this study has several limitations. First, the study only focused on independent variables brand image, digital marketing, and price perception. Therefore, other variables, such as service quality, customer satisfaction, and promotions, could potentially influence customer loyalty, but were not analyzed in this study. Second, the study was conducted on a single business, Aqila Snack, so the results may not be generalizable to all similar culinary businesses. Therefore, for more comprehensive insights, future research should be adding other variables and expanding the research object so that the results obtained can be more comprehensive and have a wider range of generalizations.

Content Attribution

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interpretation of Aqila Snack customer loyalty. It should be emphasized that the content in this work is not directly copied from AI output. All information has gone through a process of critical evaluation, editing, and substantial processing by the author to ensure data accuracy, content authenticity, and academic integrity. The author actively carries out assessments and decision making in interpreting and validating every information used. The results presented therefore fully reflect the intellectual responsibility of the author and are a form of controlled collaboration between human analytical capabilities and AI technology support.

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