

Factors Affecting The Purchase Decision of Aerostreet Shoes Among Muslim Consumers in Pacitan Regency

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ABSTRACT

PURPOSE - This study aims to analyze the influence of brand awareness, price perception, and product quality on the purchasing decisions of Aerostreet shoes among Muslim consumers in Pacitan Regency. The background of this research is based on the increasing competition in the local footwear industry, where Aerostreet, as a local brand, needs to understand the factors that influence consumer buying behavior. This research uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents who have purchased Aerostreet shoes. The data analysis technique.

METHODOLOGY - This research uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents who have purchased Aerostreet shoes. The data analysis technique used is multiple linear regression.

FINDING - The results indicate that variable brand awareness, price perception, and product quality has a positive and significant effect on the purchasing decision of Aerostreet shoes. This research is expected to provide strategic input for local business actors to enhance the competitiveness of their products in the domestic market. In conclusion, understanding consumer perceptions and preferences is crucial for building brand loyalty and sustaining business growth in a competitive market.

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INTRODUCTION

The local footwear industry in Indonesia has experienced substantial growth in recent years. Footwear is no longer perceived solely as functional apparel for foot protection but has evolved into a symbol of fashion and personal expression. One notable emerging local brand is Aerostreet, a footwear company founded in 2015 in Klaten, Central Java. Aerostreet has gained public attention through aggressive digital marketing strategies and endorsements from prominent figures, including Indonesia's 14th Vice President, Gibran Rakabuming Raka. The brand's reliance on e-commerce has resulted in significant sales achievements, including a national record of selling 20,000 pairs of shoes within just 10 minutes in 2024 (Anam, 2024). Despite this success, Aerostreet must navigate a competitive landscape dominated by established

global brands such as Nike and Adidas, as well as other rapidly growing domestic brands like Ventela and Compass. Consequently, innovation is imperative for Aerostreet to sustain and enhance consumer interest in its products.

In the context of business, the primary objective of product development is profit generation, which can only be realized when consumers proceed to make purchasing decisions. Thus, understanding and influencing purchase decision-making is a critical concern for business strategy. In Islamic economic thought, buying and selling fall under the domain of muamalah, encompassing all social transactions regulated by sharia to uphold justice, honesty, and mutual benefit. Islam emphasizes the importance of fair, transparent, and ethical trade practices as a foundation for socioeconomic interactions. A purchase decision is defined as the final stage of a consumer's decision-making process resulting in the acquisition of a product (Kotler & Keller, 2022). It serves not only as an indicator of consumer satisfaction but also as a benchmark for assessing the effectiveness of marketing and operational strategies. Several key variables are identified in literature as influential to consumer purchase decisions, including brand awareness, price perception, and product quality.

Brand awareness refers to a consumer's ability to recognize or recall a brand within a given product category (Durianto, 2017). In Islamic ethics, brand promotion should adhere to the principle of ash-shidq (truthfulness), whereby marketing efforts must avoid deception or exaggeration. This is consistent with the hadith of Prophet Muhammad SAW: "The honest and trustworthy merchant will be with the prophets, the truthful, and the martyrs" (HR. Tirmidhi). Consumers are generally more inclined to purchase products from well-known brands, associating them with reliability, established reputation, and consistent quality. Several empirical studies, such as those by Asia (2024) and Dwiputri, Isyanti, & Sumarni (2024), demonstrate a significant relationship between brand awareness and purchase decisions. However, other findings, including those by Fitriani, Andrian, & Sumantyo (2023) and Khalil, Shihab, & Hammad (2023), suggest the absence of such a relationship.

Another critical factor is price perception, which pertains to how consumers interpret and assign value to price information (Tjiptono, 2019). In Islamic jurisprudence, the principle of al-'adl (justice) is fundamental in determining fair pricing. Prices must reflect the actual value and benefit of a product, free from elements of gharar (uncertainty) or fraud. The Quran, in Surah Al-Mutaffifin (verses 1-3), explicitly prohibits deceptive practices in measures and weights, which can be extended to modern pricing mechanisms. A consumer's willingness to purchase is often contingent on the perceived fairness of the price. Research by Melindawaty & Istikomah (2024) and Munawaroh, Putri, & Gunaningrat (2024) affirm the significant impact of price perception on purchasing decisions, although contrasting findings are presented by Eltonia & Hayuningtias (2021) and Lestari & Widjanarko (2023).

Product quality also plays a pivotal role in shaping purchase decisions. According to Tjiptono (2020), product quality is defined as the consumer's perception of the product's excellence or superiority. In Islam, delivering quality goods is regarded as an amanah (trust), and misrepresentation of a product constitutes unethical conduct, as conveyed in the hadith: "Whoever deceives (others) is not one of us" (HR. Muslim). High product quality fosters consumer trust and confidence, increasing the likelihood of purchase, whereas poor quality may deter buyers. This relationship is supported by studies such as Aruna, Hariasih, & Pebrianggara (2024) and Asiah & Manap (2024), though contradictory evidence is reported by Mursidi (2024) and Yulianto & Prabowo (2024).

Given the research gap and conflicting findings in the literature, this study aims to examine the influence of brand awareness, price perception, and product quality on the purchase decisions of Aerostreet footwear among Muslim consumers in Pacitan Regency. This investigation seeks to provide empirical insights to support both academic discourse and strategic decision-making for local footwear brands in competitive markets.

LITERATURE REVIEW

Purchase Decision

A purchase decision refers to the act of buying a product that results from a series of processes (Kotler & Keller, 2022). It is a component of consumer behavior, which involves how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Kotler & Armstrong, 2019). According to Alma (2018), a purchase decision is influenced by various external and internal factors such as economic conditions, financial capability, technology, politics, culture, product attributes, pricing, location, promotion, physical evidence, people, and process. These variables collectively shape the consumer's attitude and lead to the formulation of a final response toward a product. Tjiptono (2020) defines consumer purchase decision-making as a process in which consumers recognize a need, search for information about a specific product or brand, and evaluate the alternatives before making a decision. This process is closely related to individual consumer behavior traits, leading to differences in decision-making patterns among consumers. Kotler & Keller (2022), identify six key indicators of consumer purchase decisions include product choice, brand choice, distribution channel choice, purchase quantity, purchase timing, and payment method.

Brand Awareness

Brand awareness is the ability of prospective buyers to recognize or recall a brand as part of a specific product category (Durianto, 2017). Kotler & Keller (2022) define brand awareness as the consumer's ability to identify a brand under different conditions, as reflected in brand recognition or recall performance. Similarly, Aaker (2019) states that brand awareness enables potential customers to associate a brand with a particular category of products. According to Kotler & Keller (2022), the indicators of brand awareness include brand recall, brand recognition, purchase, and consumption behavior. Brand awareness plays a critical role as the initial step in the purchase decision-making process. When consumers are aware of or familiar with a brand, they are more likely to include that brand in their consideration set. Higher brand awareness increases the likelihood of purchase, whereas low brand awareness reduces the probability of a consumer choosing the product. Empirical studies by Asia (2024) and Dwiputri, Isyanti, & Sumarni (2024) confirm that brand awareness significantly affects purchase decisions.

H1: Brand awareness has a positive effect on purchase decisions.

Price Perception

Price perception refers to how consumers interpret and assign meaning to price-related information (Tjiptono, 2019). According to Alma (2018), price perception is the amount of money paid for a service or the value exchanged by consumers in obtaining benefits from owning or using goods and services. Kotler & Armstrong (2019) similarly define price as the amount charged for a product or service, or the total value exchanged by customers to acquire or utilize a product. The key indicators of price perception, as noted by Kotler & Armstrong (2019), include price affordability, price-quality congruence, value-for-money, and price competitiveness. Price

perception is a crucial factor influencing purchase decisions, as price serves as one of the primary criteria for evaluating product alternatives. Consumers actively compare prices between products or brands and match them with their budget and perceived value. The more aligned the price is with the product's perceived benefits, the higher the consumer's willingness to purchase. Conversely, when the price is perceived as exceeding the product's value, the likelihood of purchase diminishes. Studies by Melindawaty & Istikomah (2024) and Munawaroh, Putri, & Gunaningrat (2024) support the significant influence of price perception on consumer purchase decisions.

H2: Price perception has a positive effect on purchase decisions.

Product Quality

Product quality is defined as a consumer's assessment of the advantages or superior attributes of a product (Tjiptono, 2019). Kotler & Keller (2022) describe product quality as the product's ability to perform its intended functions, which includes aspects such as durability, reliability, precision, and overall performance. Schiffman & Kanuk (2019), argue that product quality refers to the extent to which a company can create distinct product characteristics that are easily recognized and differentiated by consumers. Sangadji & Sopiah (2020) define product quality as a customer's overall evaluation of the performance excellence of goods or services. Their proposed indicators of product quality include performance, reliability, features, durability, consistency, and design. In the context of purchase decisions, product quality serves as one of the most critical evaluative criteria. Consumers tend to prefer products perceived as high quality due to their ability to provide greater satisfaction and lower purchase risk. Therefore, higher product quality tends to lead to stronger purchase intentions. On the other hand, low product quality may hinder or deter consumer purchases. Research conducted by Aruna, Hariasih, & Pebrianggara (2024) and Asiah & Manap (2024) confirms the significant role of product quality in influencing purchase decisions.

H3: Product quality has a positive effect on purchase decisions.

Conceptual Framework

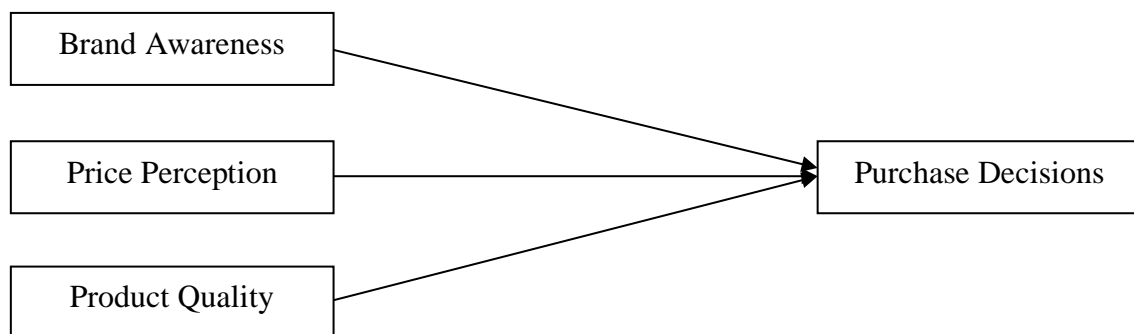


Figure 1. Conceptual Framework of the Study

METHODOLOGY

This study adopts a descriptive quantitative research design. The data utilized are primary data collected through the distribution of questionnaires Pristiyono et al., (2023). The target population consists of Aerostreet consumers, although the total population size is not precisely known. Therefore, the study employs a purposive sampling technique, in which samples are selected based on predetermined criteria relevant to the research objectives. The sample criteria include consumers who have previously purchased Aerostreet products, identify as Muslims, reside in Pacitan Regency, and are over the age of 17. To determine the appropriate sample size, the study uses the Lemeshow formula, which is suitable for estimating sample sizes when the population size is unknown and when the research involves proportions in hypothesis testing.

$$n = \frac{z^2 p(1-p)}{d^2}$$

Where:

n = required sample size

z = Z-score for 95% confidence level = 1.96

p = estimated proportion = 50% = 0.5

d = margin of error = 0.10 (10%)

Based on the formula above, the number of samples to be used in this study is determined as follows:

$$\begin{aligned} n &= \frac{1,96^2 0,5(1-0,5)}{0,1^2} \\ n &= \frac{1,96^2 0,5(1-0,5)}{0,1^2} \\ n &= \frac{3,8416 \cdot 0,25}{0,01} \\ &= 96,04 = 96 \end{aligned}$$

Based on the calculation using the Lemeshow formula, the resulting sample size is 96.04, which is then rounded to 96 respondents. To enhance the robustness and fit of the research findings, the total number of respondents in this study is rounded up to 100.

The data analysis technique employed in this study is multiple linear regression analysis, assisted by the SPSS version 25 software. The regression model used to test the hypotheses in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y : Purchase Decision

α : Intercept (constant)

β : Regression coefficients

X₁ : Brand Awareness

X₂ : Price Perception

X₃ : Product Quality

e : Error term

RESULTS AND DISCUSSION

Validity Test

Validity testing is the process of evaluating how well a measurement instrument, such as a test or research instrument, actually measures what it is supposed to measure. So the results of the validity test in this study are:

Table 1. Validity Test Results

Variable	Kaiser-Meyer Olkin (KMO)	Indicator	Loading of Factor	Description
Purchase Decision	0,665	Y1: Product Choice	0,603	Valid
		Y2: Brand Choice	0,832	Valid
		Y3: Distribution Channel Choice	0,641	Valid
		Y4: Purchase Quantity	0,567	Valid
		Y5: Purchase Timing	0,566	Valid
		Y6: Payment Method	0,869	Valid
Brand Awareness	0,583	X1.1: Brand Recall	0,685	Valid
		X1.2: Brand Recognition	0,864	Valid
		X1.3: Purchase	0,930	Valid
		X1.4: Consumption Behavior	0,831	Valid
Price Perception	0,628	X2.1: Price Affordability	0,738	Valid
		X2.2: Price-Quality Congruence	0,874	Valid
		X2.3: Value for Money	0,969	Valid
		X2.4: Price Competitiveness	0,838	Valid
Product Quality	0,549	X3.1: Performance	0,438	Valid
		X3.2: Reliability	0,911	Valid
		X3.3: Features	0,801	Valid
		X3.4: Durability	0,675	Valid
		X3.5: Consistency	0,595	Valid
		X3.6: Design	0,848	Valid

Source: SPSS Output, 2025

Based on the data analysis results presented in the tables above, it is evident that all question items related to the variables of purchase decision, brand awareness, price perception, and product quality have a KMO value greater than 0.5, indicating that the sample size is adequate. Additionally, all factor loading values are above 0.4, which confirms that the indicators for each variable are valid.

Reliability Test

Reliability test is a method to measure the extent to which a measuring instrument or research instrument produces consistent results. The results of the reliability test are:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Purchase Decision	0,741	Reliabel
Brand Awareness	0,746	Reliabel
Price Perception	0,744	Reliabel
Product Quality	0,722	Reliabel

Source: SPSS Output, 2025

According to the reliability test results, all questionnaire items used in this study demonstrate Cronbach's Alpha values above 0.700, which indicates high reliability. Specifically, the Cronbach's Alpha value for purchase decision is 0.741, brand awareness is 0.746, price perception is 0.744, and product quality is 0.722. Therefore, each variable in this study can be considered reliable and consistent.

Multiple Linear Regression Analysis

A statistical method used to model the relationship between one dependent variable and two or more independent variables through a linear equation. The results of the research data processing show that:

Table 3. Multiple Linear Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.347	3.165		2.322	.022
Brand Awareness	.238	.105	.202	2.260	.026
Price Perception	.463	.109	.381	4.255	.000
Product Quality	.297	.086	.304	3.442	.001

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2025

Based on the results of the multiple linear regression analysis, the following regression equation can be formulated:

$$Y = 0,202 X_1 + 0,381 X_2 + 0,304 X_3$$

This regression model can be interpreted as follows, the coefficient for brand awareness (X_1) is 0.202, indicating a positive relationship, meaning that the higher the brand awareness, the higher the consumer's purchase decision. The coefficient for price perception (X_2) is 0.381, which also shows a positive relationship, meaning better price perception leads to an increase in purchase decision. The coefficient for product quality (X_3) is 0.304, suggesting a positive influence, meaning better product quality contributes to an increased purchase decision.

Model Test

F-Test

The F test is used to evaluate whether all independent variables in a regression model have a significant influence on the dependent variable. The results of the research data processing show that:

Table 4. F-Test Results

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.806	3	53.602	10.645	.000 ^b
	Residual	483.384	96	5.035		
	Total	644.190	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Awareness, Price Perception

Source: SPSS Output, 2025

Based on the F-test results, the calculated F value (10.645) is greater than the critical F value (2.698), with a significance value of $0.000 < 0.05$. This means that the independent variables—brand awareness, price perception, and product quality—jointly have a significant effect on purchase decision.

Hypothesis Testing (t-Test)

This test aims to determine whether the influence of each independent variable is significant or not on the dependent variable. The results of the research data processing show that:

Table 5. t-Test Results

Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.347	3.165		2.322	.022
	Brand Awareness	.238	.105	.202	2.260	.026
	Price Perception	.463	.109	.381	4.255	.000
	Product Quality	.297	.086	.304	3.442	.001

a. Dependent Variable: Purchase Decision

Source: SPSS Output, 2025

Based on the t-test results, variable X_1 (brand awareness) has a t-value of $2.260 > 1.661$ and a significance level of $0.026 < 0.05$, indicating that H_1 is accepted; thus, brand awareness has a positive and significant effect on purchase decision. Variable X_2 (price perception) has a t-value of $4.255 > 1.661$ and a significance level of $0.000 < 0.05$, indicating that H_2 is accepted; thus, price perception has a positive and significant effect on purchase decision. Variable X_3 (product quality) has a t-value of $3.442 > 1.661$ and a significance level of $0.001 < 0.05$, indicating that H_3 is accepted; thus, product quality also has a positive and significant effect on purchase decision.

Coefficient of Determination (R^2 Test)

A statistical measure that indicates how well a regression model can explain variation in a dependent variable using independent variables. The results of the research data processing show that:

Table 6. R^2 Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.500 ^a	.250	.226	2.244

a. Predictors: (Constant), Product Quality, Brand Awareness, Price Perception

Source: SPSS Output, 2025

According to the R^2 test, the adjusted R Square value is 0.226, indicating that 22.6% of the variance in the purchase decision is explained by the independent variables included in this study. The remaining 77.4% is influenced by other factors not examined in this research

DISCUSSION

The Effect of Brand Awareness on Purchase Decision

Based on the analysis conducted, it is found that brand awareness has a **positive and significant effect** on purchase decisions. This means that the higher the brand awareness of a product, the higher the likelihood of a purchase decision for that product. These results are in line with the **first hypothesis**, which states that brand awareness has a positive effect on purchase decisions. Brand awareness is a crucial initial step in the purchase decision-making process. When consumers are aware of or familiar with a brand, they are more likely to include it in their list of purchase alternatives. This finding is consistent with studies by Asia (2024) and Dwiputri, Isyanti, & Sumarni (2024), which demonstrate that brand awareness significantly affects purchase decisions.

The Effect of Price Perception on Purchase Decision

Based on the analysis conducted, it is found that price perception has a positive and significant effect on purchase decisions. This indicates that the more appropriate the price is in relation to the product's benefits, the higher the likelihood of a purchase decision. These results are consistent with the second hypothesis, which states that price perception has a positive effect on purchase decisions. Price perception is an important factor influencing purchasing decisions, as price is one of the key indicators in the process of evaluating alternatives. Consumers actively compare the prices of different products or brands and align them with their budgets and expected value. This finding supports previous research by Melindawaty & Istikomah (2024) and Munawaroh, Putri, & Gunaningrat (2024), which also concluded that price perception significantly influences purchase decisions.

The Effect of Product Quality on Purchase Decision

Based on the analysis conducted, it is found that product quality has a positive and significant effect on purchase decisions. This means that the better the product quality, the higher the likelihood of a purchase decision. This result supports the third hypothesis, which states that product quality has a positive effect on purchase decisions. Product quality plays an important role as one of the key evaluative aspects in the purchase decision-making process. Consumers tend to choose products they perceive as higher in quality, believing that these products provide

greater satisfaction and pose lower purchase risks. This finding is in line with the research conducted by Aruna, Hariasih, & Pebrianggara (2024) and Asiah & Manap (2024), which confirm that product quality influences purchase decisions.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the analysis and discussion regarding the effect of brand awareness, price perception, and product quality on purchase decisions, several conclusions can be drawn. Brand awareness has a positive and significant effect on purchase decisions. The higher the brand awareness, the higher the purchase decision. Price perception has a positive and significant effect on purchase decisions. The more appropriate the price is in relation to the product's benefits, the higher the purchase decision. Product quality has a positive and significant effect on purchase decisions. The better the product quality, the higher the purchase decision.

Recommendations

Based on the research results, it is recommended that Aerostreet continue to improve its brand awareness through honest promotions that align with Islamic values, set fair prices based on product benefits, and maintain product quality to remain superior and trusted by consumers. For Muslim consumers in Pacitan, it is advised to support local products while considering price fairness, product quality, and adherence to sharia principles in transactions. For future researchers, it is recommended to include additional variables such as brand image or religiosity, and to expand the research location to obtain more comprehensive results.

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