



THE INFLUENCE OF BRAND IMAGE AND LIFESTYLE ON PURCHASE DECISIONS OF VESPA PIAGGIO MOTORCYCLES IN THE CITY OF MATARAM

Muhammad Nauval Daffa Din Hadi^{*1}, Rusminah HS², Hilmiati³

^{1,2,3}Fakultas Ekonomi dan Bisnis, Universitas Mataram, Indonesia

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ABSTRACT

This study aims to determine the significance of the influence of Brand Image and Lifestyle on the decision to purchase a Vespa Piaggio motorcycle in the city of Mataram. The type of research used is quantitative research with an associative approach, taking a sample of 48 respondents who are members of the public who have purchased an automatic Piaggio vespa in the city of Mataram. The results of the study show that the brand image variable has a positive and significant effect on purchasing decisions. this is indicated by the t value of the brand image variable (X_1) 2.367 which is greater than the t table value of 2.014. Likewise, the lifestyle variable has a positive and significant effect on purchasing decisions, with the calculated t value of the lifestyle variable (X_2) 3.288 greater than the t table value of 2.014.

Research Paper

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Keywords: Brand Image Lifestyle; Buying Decision; Vespa Matic Piaggio.

INTRODUCTION

Technological developments in the current era of globalization have grown rapidly in almost all fields, including automotive. With the development of the times and lifestyles of people who are increasingly modern, consumer needs are increasing, one of which is the need for means of transportation. Currently, many motorcycle brands have sprung up, especially Matic, including: Mio, Beat, Vario, Vespa Piaggio, Nmax and others. Each brand continues to innovate to release its superior products. One of the motorbikes that consumers are interested in in Indonesia is the Matic Vespa Piaggio motorcycle. The main key to win market competition is to create innovation. Innovation will create a new product that can provide a better solution for solving problems faced by consumers, (Hummers, 2007).

In addition to product innovation, one of the company's strategies to build a strong brand in the minds of consumers is to develop and support a brand image. According to Kotler et al., (2003) a brand is the identity of a product that not only differentiates it from competing products, but must have a distinct impression in the hearts of consumers so that it will be more convincing to make a purchase, (Keller, 2001).

In this study, the researcher took the object of an automotive company, namely Piaggio Vespa from Italy. Vespa began promoting its first product in April 1946. Piaggio Vespa motorcycles began to be known as motor products that had a distinctive and unique shape. Piaggio Vespa products under the 2000s are usually called classic Vespas. Piaggio Vespa was first in Indonesia in the early 1960s and only PT. And Motor Indonesia (DMI) as an importer at that time. Along with the development of modern technology,

* Correspondence Address

E-mail: nauvaldaffadinhadi16@gmail.com

similar competing companies began to innovate their products by making automatic motorcycle products. Matic motorbikes are considered to be a breakthrough for motorbike riders because the motorbike design is easy to ride and very suitable for beginners. Reporting from the official Piaggio website, in 2005 Piaggio Vespa began to make new products with a modern and technical style to compete with Matic motorbike products which are currently selling well in the market, especially in Indonesia. The Piaggio Vespa company still maintains the shape of its classic motorbike and also renews its engine by using an automatic engine or what is commonly called a motorcycle with an automatic engine, (Mazzanti, 2005).

Consumers in deciding to buy a motorbike will certainly find out in advance the specifications of the motorbike such as the quality of the motorbike, seeing the shape of the motorbike, and all the benefits of the motorbike product which can be known from previous consumers or through media such as the internet. Companies are required to create good quality of their products in order to get a good perception from every consumer. According to [Alzoubi et al., \(2022\)](#) perceived quality is the result of evaluations made by consumers after consumers use a product. The effect of using a product can make customers feel satisfied after using the product or customers feel dissatisfied after using the product. The quality of the products issued must have a positive impact on customers in order to increase the level of customer satisfaction with the products issued. Piaggio Vespa Matic motorbikes prioritize their brand image, ([Purwadi & Lina, 2020](#)).

The role of brand image is important because it contributes to consumers in deciding the choice of a particular brand. A good brand is also the basis for building a positive corporate image and influencing consumers in making purchasing choices, ([Marin & Ruiz, 2007](#)). Consumers often form preferences for a brand or company because of its image, while from that preference consumers will determine their interest in buying a product or not. The thought process and learning carried out by consumers can shape buying interest behavior. The better the

brand image formed by the company, the consumer's buying interest will also increase, so that brand image has a significant influence on consumer purchase intentions for a product ([Hendri, 2019; Marakanon & Panjakajornsak, 2017](#)). Suggested that brand image is an assumption about a brand that is reflected by consumers who hold on to consumer memories. Brand image is one of the attractions of consumers towards products, so companies must build a positive brand image in the eyes of consumers, which will increase consumers' desire to buy a product.

The concept of consumer-oriented marketing is important and companies must pay attention to and understand the lifestyle or behavior of consumers in deciding to purchase products. Lifestyle is part of human needs that can change depending on the times or someone's desire to change their lifestyle. Marketers use the concept of lifestyle as a closer factor in reflecting consumer interests and values that are constantly changing and in the end these values will be able to influence their behavior. According to [Nurjaya et al., \(2021\)](#) lifestyle can be identified how a person's life patterns in spending time (activities), interests (interest) and behavior in daily activities (opinions).

[Ittaqullah et al., \(2020\)](#) states that lifestyle is an indicator that has an important role in influencing consumer behavior in various purchasing decisions, therefore companies seek product innovation according to consumer lifestyle needs and can attract consumer interest and decide to buy or use their products. Based on the description above, the researcher is interested in conducting research with aims to inform the influence of brand image and lifestyle on purchase decisions of vespa piago motorcycles in the city of mataram.

LITERATURE REVIEW

The Effect of Brand Image on Purchasing Decisions

The brand image of a company or product plays a crucial role in influencing consumers' purchasing decisions. Brand image refers to the perception or impression that consumers have about a particular brand ([Prihatini & Gumlilang, 2021](#)). It encompasses

various elements such as brand reputation, brand identity, brand personality, and the overall associations and emotions evoked by the brand. Here are some key ways in which brand image affects purchasing decisions: (1) Trust and Credibility: A strong brand image builds trust and credibility among consumers. When a brand is known for delivering high-quality products or services consistently, consumers are more likely to trust the brand and feel confident in their purchase decisions. Positive brand image helps consumers perceive the brand as reliable, which can lead to increased sales. (2) Differentiation: In competitive markets, a strong brand image helps differentiate a company or product from its competitors (Junior et al., 2019). It allows consumers to associate unique attributes, values, and benefits with the brand, making it stand out in their minds.

A positive brand image can create a competitive advantage by highlighting what sets the brand apart and why consumers should choose it over other options. (3) Emotional Connection: Brand image has the power to evoke emotions and create a strong emotional connection with consumers. When consumers have positive emotional associations with a brand, they are more likely to form a bond with it and develop brand loyalty. Emotional connections can be built through consistent messaging, brand storytelling, and aligning the brand with consumers' values and aspirations. (4) Purchase Decision Simplification: In today's crowded marketplace, consumers are faced with numerous choices and options. A strong brand image can simplify the purchase decision-making process for consumers (Junior et al., 2019).

When faced with multiple alternatives, consumers often rely on familiar and trusted brands as shortcuts to reduce the complexity and uncertainty associated with their purchase decisions. (5) Price Premium: A positive brand image can justify higher price points for products or services. When consumers perceive a brand as prestigious, exclusive, or superior in quality, they are often willing to pay a premium price. Brand image can create perceived value in the minds of consumers, allowing companies to command

higher prices and increase profitability. (6) Word-of-Mouth and Recommendations: A favorable brand image can lead to positive word-of-mouth recommendations and referrals (Afandy & Prabowo, 2021). Satisfied customers who have a positive brand experience are more likely to share their experiences with others, both offline and through digital platforms. Positive word-of-mouth can significantly impact purchasing decisions, as consumers tend to trust recommendations from friends, family, or online reviews.

It is important for companies to actively manage and nurture their brand image through consistent branding efforts, delivering on brand promises, providing excellent customer experiences, and maintaining a positive reputation. A strong brand image can significantly influence consumers' purchasing decisions and contribute to long-term business success.

Effect of Lifestyle on Purchasing Decisions

The effect of lifestyle on purchasing decisions is a significant aspect of consumer behavior. Lifestyle refers to the way individuals live their lives, including their activities, interests, opinions, and values. It encompasses various aspects such as hobbies, social interactions, attitudes, and personal preferences (Susmonowati & Royani, 2020). Here are some key ways in which lifestyle influences purchasing decisions: (1) Product Alignment: Consumers with a particular lifestyle tend to choose products and services that align with their interests, values, and activities. For example, individuals with an active and health-conscious lifestyle may prioritize purchasing fitness equipment, organic food, or outdoor gear.

Lifestyle choices and preferences shape the consumer's perception of what products or brands are suitable for their needs, leading to specific purchase decisions. (2) Self-Expression: Purchasing decisions are often driven by the desire to express one's identity and personality (Saputri & Setyawati, 2020). Lifestyle plays a crucial role in this aspect, as individuals choose products that reflect their desired self-image or social group affiliation. For instance, someone with a luxurious and sophisticated lifestyle may opt for high-end

fashion brands or luxury cars to showcase their status and personal style.

Social Influence: Lifestyle choices are influenced by social factors, such as peer groups, family, and media. Consumers often look to others who share similar lifestyles for inspiration and guidance on what products or services to purchase (Basarah, 2019). Social influence can shape purchasing decisions through recommendations, social norms, and aspirations to belong to a specific group. (4) **Brand Associations:** Consumers associate certain brands with specific lifestyles. Brands build their identities and images based on the values and aspirations of their target audience. Consumers who identify with a particular lifestyle may be more inclined to purchase products from brands that align with their desired image or values. Branding strategies that effectively communicate and resonate with a specific lifestyle can influence consumers' purchasing decisions. (5) **Convenience and Practicality:** Lifestyle factors can also influence decisions based on practical considerations.

Consumers may choose products or services that fit seamlessly into their daily routines or provide convenience in line with their lifestyle preferences (Bernarto et al., 2019). For instance, busy professionals with limited time may opt for meal delivery services that cater to their health-conscious and time-saving needs. (6) **Emotional Satisfaction:** Lifestyle choices are often driven by emotional satisfaction and well-being. Consumers seek products or experiences that enhance their overall lifestyle and contribute to their happiness or fulfillment (Brata et al., 2017; Chou & Chen, 2018; Lukito & Ikhsan, 2020). For example, someone with an adventurous lifestyle may prioritize purchasing travel-related products or experiences that align with their desire for exploration and new experiences.

Understanding the effect of lifestyle on purchasing decisions is crucial for businesses to target and connect with their desired consumer segments. By identifying the lifestyle factors that influence their target audience, companies can tailor their marketing strategies, product positioning, and

messaging to effectively resonate with consumers and drive purchase behavior.

METHOD

The type of research used in this research is qualitative research with an associative approach, (Firestone, 1993). Location The research was conducted in the city of Mataram, West Nusa Tenggara. The population in this study were all people who had bought an automatic Piaggio vespa in the city of Mataram. The sample in this study is that which has passed the criteria in the study as many as 40 people. This study uses a non-probability purposive sampling technique, (Mason, 2010).

The data collection method used in this study is the sample survey method. Data collection techniques used in this study were literature studies, interviews, and documentation (Sugiyono, 2018). The data source used in this study is primary data in the form of the results of respondents' answers based on a list of questions posed in an online questionnaire. Secondary data used by researchers, one of which is data obtained indirectly or through other sources available before the author conducted the research, for example, in the format of references in books, articles, journals and other relevant scientific articles.

The three variables that will be discussed in this study consist of two independent variables, namely (X1) brand image, (X2) lifestyle, and one dependent variable, namely purchasing decisions (Y) on the Vespa Piagio. Each variable studied can be measured using a score that refers to the use of a Likert scale 1-5. The research instrument was tested for its validity and reliability. The data were then analyzed using statistical tests.

RESULTS AND DISCUSSION

Characteristics of Respondents

Characteristics of respondents is one aspect of research to determine the condition of respondents, (Lambert et al., 2009). Characteristics of respondents in this study include gender, age, salary, and length of use. These characteristics are presented in the following table:

Table 1. Characteristics of Vespa Matic Piaggio Users by Gender

Gender	Frequency	Percentage (%)
Man	27	56.3
Woman	21	43.7
Total	48	100

The results of this study indicate that the sex of Vespa matic Piaggio users in the city of Mataram, it is known that there are more

male sex, namely 27 people (56.3%), and female sex as many as 19 people (43.7%).

Table 2. Characteristics of Vespa Matic Piaggio Users by Age

Age	Frequency	Percentage (%)
< 20 Years	7	14.6
20-40 Years	36	75.0
> 40 Years	5	10.4
Total	48	100

The results of this study indicate that the age of Vespa matic Piaggio users in the city of Mataram, is known to be more vulnerable

aged 20-40 years, namely 36 people (75.0%), <20 years, namely 7 people (14.6%), and finally age > 40 years, namely 5 people (10.4%).

Table 3. Characteristics of Vespa Matic Piaggio Users Based on Monthly Pocket Money (Salary)

Amount of Monthly Pocket Money	Frequency	Percentage (%)
< 500,000	10	20.8
500,000 - 1,000,000	22	45.8
1,000,000 - 1,500,000	16	33.3
> 1,500,000	0	0
Total	48	100

The results of this study indicate that the salary of Vespa matic Piaggio users in the city of Mataram is known to be more with pocket money of 500,000 - 1,000,000/month,

namely 22 people (45.8%), and the lowest with pocket money > 1,500,000/month, namely 0 people (0%).

Table 4. Characteristics of Vespa Matic Piaggio Users Based on the Age of Use of the Vespa Matic

Length of Use	Frequency	Percentage (%)
1 - 6 Months	7	14.6
12 months	14	29.2
13 - 18 Months	12	25.0
19 - 24 Months	8	16.7
> 24 Months	7	14.6
Total	48	100

The results of this study indicate that the duration of using Vespa matic Piaggio in the city of Mataram, it is known that the most time for using Vespa matic is 12 months, namely 14 people (29.2%), followed by 13-18

months, namely 12 people (25.0%), 19-24 months, namely 8 people (16.7%), and at least 1-6 months and > 24 months, namely 7 people (14.6%) each.

Normality Test Results

The normality assumption test aims to determine whether the residual variables are normally distributed in the regression model or not, (Mason, 2010). To test whether the residuals are normally distributed or not, it

can be known through the Kolmogorov-Smirnov test. The test criteria stated that if the probability resulting from the Kolmogorov-Smirnov test, significance ≥ 0.05 , then the residuals are declared to be normally distributed.

Table 4 Normality test results

	Sig
Asymp. Sig. (2-tailed)	0.652

Based on the results of the SPSS table output above the P-Value or Asymp. Sig. (2-tailed) is $0.652 > 0.05$. This indicates that the data meets the assumption of normality.

Partial t test results

The results of multiple linear regression calculations can be seen in the following calculations:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 0,347 + 0,350 X_1 + 0,500 X_2$$

Ya = Buying decision

X1= Brand Image

X2= Life style

$$a = 0,367$$

This means that the value of the decision to purchase a vespa piaggio motorbike is 0.347 if there is no Brand Image and Life style. Based on this equation, it is obtained that the regression coefficient of X_1 has a positive value of 0.350. This means that for each increase in the brand image variable, the purchase decision will increase by 0.350. Also based on this equation, the regression coefficient of X_2 or life style is obtained with a positive value of 0.500. This means that for every increase in the life style variable by one unit, it will increase the purchasing decision by 0.500.

Table 1 Estimating Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	0.347	0.444	-	0.781
	Brand Image	0.350	0.148	0.340	2.367
	Lifestyle	0.500	0.152	0.472	3.288

F Test Results (ANOVA)

The F test functions as a provider of information about the influence of brand image and lifestyle on the dependent variable of purchasing decisions simultaneously, (Mappesona et al., 2020). Besides that, the F test also functions as a determinant of the

correctness of the multiple linear regression analysis used. The accuracy of the model in this case was also tested using the F test. The model used can be said to be feasible when the significance value of F is less than 0.05 and the Fcount obtained is higher than Ftable. The results of the F test are shown in the ANOVA table or table 4.

Table 5 F Test Results

Model	Sum of Squares	df	Mean Square(10^6)	F	Sig.
Regression	21.288	2	10.644	30.485	0.000b
Residual	15.712	45	0.349		
Total	37.000	47			

Based on the output table above it is known that the significance value (Sig.) in the

F test is 0.000. Because $0.000 < 0.05$, then as the basis for decision making in the F test it can

be concluded that Brand Image (X1) and Lifestyle (X2) can be used to test the accuracy of the model. Thus, the requirement that we can interpret the value of the coefficient of determination in multiple linear regression analysis has been fulfilled.

Determination Coefficient Results

Based on the SPSS output table, it is known that the coefficient of determination or R Square is 0.575. The R Square value of 0.575

comes from squaring the value of the correlation coefficient or "R", which is $0.556 \times 0.556 = 0.528$. The magnitude of the coefficient of determination (R Square) is 0.575 or equal to 57.5%. This figure means that the Brand Image variable (X1) and the Lifestyle variable (X2) have a contribution to the Purchase Decision variable (Y) of 57.5%. While the rest ($100\% - 57.5\% = 42.5\%$) is influenced by other variables outside the p variables that are not examined.

Table 6 Coefficient of Determination

Model	R	R ²	Adjusted R ²	Std. Error
1	0.759	0.575	0.556	0.591

The Effect of Brand Image on Purchasing Decisions

Based on the SPSS output above, it is known that the calculated t value of the interest variable is 2,367. Because the t value is $2.367 > t$ table 2.014, it can be concluded that H1 or the first hypothesis is accepted. This means that there is an influence of Brand Image (X1) on Purchase Decision (Y). Based on the SPSS "Coefficients" output table above, it is known that the Brand Image Significance (Sig) value (X1) is 0.475. Because the value of Sig. 0.022 < probability of 0.05, so it can be concluded that H1 or the first hypothesis is accepted. This means that there is influence between Brand Image and Purchase Decision.

This further supports the acceptance of H1, indicating that there is indeed an influence between brand image and purchase decisions. These findings imply that the brand image of Vespa Piaggio motorcycles plays a significant role in shaping consumers' purchasing decisions in the city of Mataram. A positive brand image can influence consumers to choose Vespa Piaggio motorcycles over competing brands, as it creates a favorable perception of the brand and its offerings. A strong brand image associated with Vespa Piaggio, which may include factors such as reliability, quality, style, and prestige, can contribute to the appeal and desirability of the motorcycles in the eyes of consumers. It can also create a sense of social status and prestige, as Vespa Piaggio motorcycles are often associated with a fashionable and sophisticated lifestyle.

These results highlight the importance for Vespa Piaggio to continue managing and enhancing their brand image in Mataram. Maintaining a positive brand reputation, consistently delivering high-quality products, and engaging in effective marketing and communication strategies can help strengthen the brand image and further influence purchasing decisions. However, it's essential to note that the analysis and conclusions are based on the provided SPSS output and assumptions. To obtain a comprehensive understanding of the impact of brand image on purchasing decisions in Mataram, further research, including a larger sample size and specific data from the local market, would be beneficial.

Effect of Lifestyle on Purchasing Decisions

Based on the SPSS output table, the t value above shows that the Significance (Sig) Lifestyle value is 0.002. Because the value of Sig. 0.002 < probability of 0.05, so it can be concluded that H2 or the second hypothesis is accepted. This means that there is influence between Lifestyle and Purchase Decision. Based on the SPSS output above, it is known that the calculated t value of the interest variable is 3,288. Because the t value is $3.288 > t$ table 2.014, it can be concluded that H2 or the second hypothesis is accepted. This means that there is an influence of Brand Image (X1) on Purchase Decision (Y).

These findings suggest that both lifestyle and brand image play important roles in shaping consumers' purchasing decisions of Vespa Piaggio motorcycles in Mataram. The

lifestyle of the target consumers can influence their preferences and choices, as individuals with specific lifestyles may be drawn to the unique features, design, and appeal of Vespa Piaggio motorcycles. Lifestyle factors such as fashion-consciousness, urban living, or a preference for eco-friendly transportation options may contribute to the attractiveness of Vespa Piaggio motorcycles.

Moreover, the strong influence of brand image implies that the perception and reputation of the Vespa Piaggio brand significantly impact consumers' purchase decisions. A positive brand image, characterized by attributes such as reliability, quality, style, and prestige, can enhance the appeal of Vespa Piaggio motorcycles and create a sense of trust and confidence among consumers in Mataram.

These findings are consistent with similar studies conducted in other contexts. Previous research examining the effect of brand image and lifestyle on purchasing decisions of Vespa Piaggio motorcycles or similar products have highlighted the importance of these factors in influencing consumer behavior. They provide further support to the notion that both brand image and lifestyle factors are critical considerations for consumers when deciding to purchase Vespa Piaggio motorcycles.

However, it's important to note that while these findings contribute to our understanding of the relationship between brand image, lifestyle, and purchase decisions in Mataram, they should be interpreted within the context of the study limitations. Further research, including a larger and more diverse sample size, is recommended to validate and generalize these findings in the specific context of the city of Mataram.

CONCLUSION

Based on the description in the discussion, the conclusions that can be drawn from this study are as follows: (1) The brand image variable has a positive and significant effect on the decision to buy a Vespa Matic Piaggio in the city of Mataram. This is evidenced by the results of the t value for the Brand Image variable which is 2.367 greater than t table 2.014. (2) The lifestyle variable has

a positive and significant effect on the decision to purchase a Vespa Matic Piaggio in the city of Mataram. This is evidenced by the t value of the Lifestyle variable 3.228 which is greater than the t count of 2.014.

Author Declarations

Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data is available from the author.

Competing interests

The authors declare no competing interests.

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