**The Influence of Brand Image, Price and Product Quality on the Decision to Purchase Mamypoko Baby Diaper Products at the Funkids Store Through Customer Satisfaction as an Intervening Variable**

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**Abstract.** This study aims to determine the Influence of Brand Image, Price, and Product Quality on Customer Purchase Decisions of Mamypoko Baby Diaper Products at Funkids Stores through Customer Satisfaction as an Intervening Variable. This study uses a quantitative research method. The population used in the study was customers of Mamypoko Baby Diaper Products at Funkids Stores and the sample used was 384 customers of Mamypoko Baby Diaper Products at Funkids Stores using probability sampling. Data analysis in the study used SmartPLS 4.0 software. PLS The results of this study show that there is a customer satisfaction variable of (0.940), which proves that the strength of the variables of brand image, price, and product quality can be explained through the customer satisfaction variable of 94% (moderate category). The R-Square value of the purchase decision variable was (0.653), which shows that the strength of the variables of brand image, price, and product quality along with customer satisfaction can be explained through the purchase decision variable of 65.3% (moderate category).

**Keywords:** Brand Image; Price; Product Quality; Purchase Decision; Customer

 Satisfaction

**INTRODUCTION**

In the current era of globalization, competition in the business world is increasingly tight and dynamic. Competitive market conditions require every company to always monitor market developments and adapt to changes in the business environment. In the face of increasingly strong competition, companies are required to utilize their economic resources optimally to increase product competitiveness, as well as design and implement effective and sustainable marketing strategies. In the midst of the development of globalization, changes in lifestyle and consumer behavior are being greatly influenced by technology, especially through social media which has an important role in shaping consumer preferences in Indonesia.

One industry that is also feeling the impact of this change is the baby products industry, especially disposable diapers. The MamyPoko diaper brand is one of the main players that has long been known among mothers in Indonesia, offering quality products that have been proven to be comfortable for babies. MamyPoko not only focuses on product quality, but also develops various types and sizes of diapers to suit the diverse needs of babies. This brand has succeeded in building a positive image by emphasizing comfort, quality and innovation in product design, such as the world's first self-adhesive diaper that fits tightly around the baby's body but is still comfortable.

However, even though MamyPoko is a well-known brand, sales data in several stores shows a decline in the sales volume of this brand of diapers. Based on sales data from Funkids stores in the 2024 period, MamyPoko is recorded as occupying fifth position in the list of baby diaper products sold, while other brands such as Merries are in first position. This indicates that MamyPoko needs to improve its brand image, as well as develop a more effective marketing strategy in order to increase consumer buying interest, especially in dealing with competing brands that have built a stronger brand image.

This decline in sales points to the importance of understanding the factors that influence consumer purchasing decisions for MamyPoko products, including brand image, price and product quality. This research aims to analyze the influence of brand image, price and product quality on purchasing decisions for MamyPoko baby diapers at Funkids stores, by measuring customer satisfaction as a mediator in this relationship. Thus, it is hoped that this research can provide deeper insight into the factors that can increase the competitiveness of MamyPoko products and improve the market position of this brand among Indonesian consumers.

One of the main factors that influences consumers' decisions to buy is that brand image plays an important role in promoting the products offered to consumers. A relationship with a brand is stronger when it is based on the experience and knowledge of others. Perceived quality can change the image when consumers have higher expectations and encounter technical and functional quality. When consumers perceive the perceived quality to be very good with the quality of the image, the image is enhanced or enhanced. However, if a company does not provide the experienced image it has, the results will be the opposite (Dharma N, 2020). A company must be able to improve its brand image in the eyes of consumers in order to increase profits and product sales. A brand with a positive or well-liked image provides benefits to the company because it can be recognized by consumers. As a result, consumers often consider brand image as a benchmark when making purchasing decisions (Silvia, 2021).

**METHOD**

This research is a type of quantitative research using a survey method by distributing a Google Form questionnaire. In this study, the population used was customers of Mamypoko Baby Diaper Products at the Funkids Store. In this research, samples were taken using a purposive sampling method where samples were taken based on certain criteria that had to be met. The criteria used in this research are real people who have purchased Mamypoko Baby Diaper Products at the Funkids Store. Because the population in this study is not known with certainty, it is calculated using the Lameshow formula.

$n=\frac{z^{2}.p. (1-p)}{d²}$ = $\frac{1,96^{2}.0,5. (1-0,5)}{(0,05)²}$ = $\frac{0,9604}{0,0025}$ = 384,16

Information:

n = sample

Z = Z score at 95% confidence = 1.96%

P = prevalence of outcome, data has not been obtained so 50% = 0.5 is used

d = sampling error= 5% = 0.05

Based on the calculation results above, the number of samples used in this research was 384 respondents.

The type of scale that will be used to answer the questions in the questionnaire is the Likert scale method which is designed to answer how strongly the subject agrees or disagrees. According to Sugiyono (2020), the Likert scale is a method used to measure attitudes, opinions and perceptions of individuals or groups of society towards social phenomena. In choosing each answer, a value or score is given which can be calculated to represent a statement that supports (positive) or does not support (negative). The following are the score levels used in this research.

|  |  |  |
| --- | --- | --- |
| **Answer** | **Score** | **Code** |
| **Strongly Disagree**  | **1** | **STS** |
| **Disagree**  | **2** | **TS** |
| **Less Agree** | **3** | **KS** |
| **Agree** | **4** | **S** |
| **Strongly Agree**  | **5** | **SS** |

**RESULTS AND DISCUSSION**

**Data Analysis Techniques**

In this research, data analysis uses the Partial Least Square (PLS) method using SmartPLS version 4 software. Partial Least Squares (PLS) is a quite powerful analysis technique in social science research because it is not based on many assumptions. In addition, the data do not need to be normally distributed or multivariate (indicators with categorical, ordinal and interval contrast scales can be used in the same model). The number of samples in PLS analysis also does not need to be large. In this research, technical data analysis uses several tests, including:

1. Descriptive Analysis

Descriptive analysis is an analytical method for describing and analyzing existing data. Researchers who carry out descriptive analysis can classify respondents based on these characteristics. The information presented in descriptive analysis is displayed in tabular form. In this way, researchers can find out the general characteristics of respondents to the research being conducted. The following are the results of distributing the questionnaire.

**Table of questionnaire distribution results**

|  |  |  |
| --- | --- | --- |
| **Information** | **Total** | **Percentage (%)** |
| Questionnaires were distributed | 384 | 100 |
| The questionnaire is processed | 384 | 100 |

**Characteristics of Respondents Based on Gender**

|  |  |  |
| --- | --- | --- |
| **Gender** | **Total** | **Percentage (%)** |
| Male | 102 | 27,7 |
| Woman | 282 | 72,3 |
| **Total** | **384** | **100** |
|  |  |  |

Based on the results of the questionnaire data processing shown in Table 4.2 above, it can be seen that the characteristics of respondents based on gender are dominated by respondents who come from the female gender or 72.3%, meaning that customers of Mamypoko Baby Diaper Products at the Funkids Store are more interested in women than men.

**Characteristics of Respondents Based on Age**

|  |  |  |
| --- | --- | --- |
| **Age** | **Total** | **Presentase (%)** |
| < 20 Years | 54 | 14 |
| 21 – 25 Years | 105 | 27,3 |
| >26 Years | 225 | 58,7 |
| **Total** | **384** | **100** |

Based on the results of the questionnaire data processing shown in Table 4.3 above, it can be seen that the characteristics of respondents based on age are dominated by respondents aged > 26 years or 58.7%, meaning that customers of Mamypoko Baby Diaper Products at the Funkids Store have many interested people aged > 26 Years.

1. Evaluation of the Measurement Model or Outer Model

The purpose of evaluating a measurement model is to determine validity and reliability. Estimation of the measurement model uses confirmatory factor analysis, namely the MTMM (MultiTrait-MultiMethod) approach. The validity test can be seen using the Convergent Validity and Discriminant Validity tools, while the reliability test can be seen using the Cronbach's alpha and Composite Reliability tests.

1. Validity Test
* Convergent Validity measures the extent to which indicators can describe the latent variable in question, using Outer Loading and Average Variance Extracted (AVE) criteria to assess validity.

|  |  |  |
| --- | --- | --- |
| **Variable** | **AVE Value** | **Caption** |
| Brand Image  | 0,813 | Valid |
| Price | 0,643 | Valid |
| Product Quality | 0,631 | Valid |
| Customer Satisfaction | 0,610 | Valid |
| Purchase Decision | 0,691 | Valid |

In the table above, it can be seen that all indicators for each variable can be declared valid or meet validation standards with an AVE value above 0.5 (>0.5) (Andrea Wijaya 2019:101).

* Discriminant Validity aims to ensure that different constructs have significant differences, as measured by the Fornell-Larcker Criterion, namely comparing the square root of the construct's AVE with the correlation between constructs.

|  |  |
| --- | --- |
| **Variable** |  |
|  | Brand Image | Price | Customer Satisfaction | Purchase Decision | Product Quality |
| Brand Image  | 0,901 |  |  |  |  |
| Price | 0,755 | 0,802 |  |  |  |
| Customer Satisfaction | 0,748 | 0,972 | 0,781 |  |  |
| Purchase Decision | 0,542 | 0,743 | 0,785 | 0,832 |  |
| Product Quality | 0,567 | 0,767 | 0,780 | 0,672 | 0,785 |

The table above shows that the root value is higher than the correlation between latent variables, so that the discrimination validity is valid and meets the validity test standards.

1. Reliability Test

Reliability testing is carried out to show the validity, consistency and precision of a construct measurement instrument, and this measurement can be done by checking Cronbach's alpha and composite reliability values. A measurement can be said to be reliable if it is true. The reliability test is seen from the Cronbach's alpha value, and if the calculated value is 0.60 then the reliability test result value is considered to be passed, and is also found in Composite Validity, namely the calculated value is 0.70.

|  |  |  |
| --- | --- | --- |
| **Variable** | ***Cronbach’s Alpha*** | **Caption** |
| Brand Image  | 0,882 | Reliable |
| Price | 0,722 | Reliable |
| Product Quality | 0,722 | Reliable |
| Customer Satisfaction | 0,786 | Reliable |
| Purchase Decision | 0,777 | Reliable |

Based on the table above, it shows that all research variable indicators are declared reliable and have met the test standards. This is proven by the Cronbach's alpha value for each variable above 0.7 (> 0.7). Testing the reliability of the PLS-SEM analysis research instrument can be seen through the composite reliability test.

|  |  |  |
| --- | --- | --- |
| **Variable** | ***Composite Reliability*** | **Caption** |
| Brand Image  | 0,928 | Reliable |
| Price | 0,844 | Reliable |
| Product Quality | 0,837 | Reliable |
| Customer Satisfaction | 0,862 | Reliable |
| Purchase Decision | 0,870 | Reliable |

The table above shows that the indicators for each variable have met the reliability test requirements with a composite reliability value of > 0.7.

1. Evaluation of the Structural Model or Inner Model
2. Test the goodness of fit model

Evaluation of the structural model from PLS-SEM analysis that can be tested using goodness of fit (GOF). In PLS-SEM analysis there are six model suitability test statistics, including: Standardize Root Mean Square Residual (SRMR), Unweighted Least Squares Discrepancy (d\_ULS), Geodesic Disrepancy (d\_G), Chi-Square, Normed Fit Index (NFI) and Root Mean Square Residual Covariance (Rms\_Theta). The following are the results of testing the goodness of fit model.

|  |  |  |
| --- | --- | --- |
|   | **Results** | **Description** |
| SRMR | 0.094 < 0.10 | Model fit |
| d\_ULS | 0.184 < 0.95 | Model fit |
| d\_G | 0.176 < 0,95 | Model fit |
| Chi-square | 97,720 > 0,05 | Model fit |
| NFI | 0.716 < 0,90 | Marginal fit |
|  |  |  |

Based on the table data presented, it can be concluded that the SRMR value is 0.094, which indicates the suitability of the research model because the value is smaller than 0.10, the criterion used to assess model suitability. In addition, d\_ULS, d\_G, and chi-square also show the suitability of the construct model. However, the NFI used to compare the model with the baseline has a value of 0.184, which is less than 0.95, indicating that the model is included in marginal fit because it is close to the prerequisites, even though the NFI value of 71.6% shows sufficient model strength in the study.

1. R-square

R-square is a value that shows how much influence the independent variable has on the dependent variable that has a significant influence. Changes in the R-square value can be used to show the existence of a relationship between several exogenous latent variables that have a significant influence on the latent variable. Ghozali (2021) explains that the R-squared value is set at 0.75 for the strong model, 0.50 for the medium model, and 0.25 for the weak model. The following table is the output of the R-Square test:

|  |  |
| --- | --- |
| **Variable** |  ***R-Square* Value**  |
| Customer Satisfaction  | 0,940 |
| Purchase Decision  | 0,653 |

The table above shows that the R-Square value of the customer satisfaction variable is (0.940), this proves that the strength of the brand image, price and product quality variables can be explained through the customer satisfaction variable of 94% (moderate category). The R-Square value of the purchasing decision variable is (0.653), this shows that the strength of the brand image, price and product quality variables together with customer satisfaction can be explained by the purchasing decision variable of 65.3% (moderate category).

1. F-Square (Effect Size)

F-square is a measure used to evaluate the influence of an external variable (influencer) on the final variable (influencer). F-Square values ​​and effect sizes can also be used to evaluate structural models. The F-square value is classified into three categories: 0.02 can be interpreted as a prediction of a latent variable whose influence is small, 0.15 as a prediction of a latent variable whose influence is moderate, and 0.35 can be interpreted as such an interpretation. Latent predictor variables and main effects. The following table is the output of the F-Square test:

|  |
| --- |
|  |
|  | Brand Image | Price | Customer Satisfaction | Purchase Decision | Product Quality |
| Brand Image |  |  | 0,011 | 0.007 |  |
| Price |  |  | 3.926 | 0.018 |  |
| Customer Satisfaction |  |  |  | 0.160 |  |
| Purchase Decision |  |  |  |  |  |
| Product Quality |  |  | 0.059 | 0.026 |  |

The table above shows that the influence of Brand Image on Customer Satisfaction is 0.011, so it can be stated that Brand Image on Customer Satisfaction has a weak influence. Price on Customer Satisfaction has a big influence, this is indicated by an F-Square value of 3,926. Product quality on customer satisfaction has a weak influence on purchasing decisions, this is proven by the F-Square value of 0.059. Customer satisfaction with purchasing decisions has a medium influence, this is proven by the F-Square value of 0.160. Brand image has a weak influence on purchasing decisions, this is proven by the F-Square value of 0.007. Price has a weak influence on purchasing decisions, this is proven by an F-Square value of 0.018 and product quality has a weak influence on purchasing decisions, this is proven by an F-Square value of 0.026.

1. Path Coefficients Test
2. Direct Effect Test

|  |  |  |  |
| --- | --- | --- | --- |
| **Variable** | **Original Sample (O)** | **T Statistics**  | **P Values** |
| Brand Image -> Customer Satisfaction | 0.332 | 4.556 | 0.000 |
| Price -> Customer Satisfaction | 0.460 | 5.715 | 0.000 |
| Product Quality -> Customer Satisfaction | 0.229 | 4.017 | 0.000 |
| Customer Satisfaction -> Purchase Decision  | 0.792 | 6.751 | 0.000 |
| Brand Image -> Purchase Decision  | 0.203 | 1.939 | 0.053 |
| Price -> Purchase Decision | 0.041 | 0.291 | 0.771 |
| Product Quality -> Purchase Decision | 0.553 | 5.322 | 0.000 |

The table above shows that the P-values ​​for each variable are less than 0.05. Therefore, it can be concluded that the hypothesis which states that there is an influence between Brand Image and Customer Satisfaction, Price and Customer Satisfaction, Product Quality and Customer Satisfaction, Product Quality and Purchasing Decisions is acceptable. While the P-values ​​for each variable are more than 0.05, it can be concluded that the hypothesis which states that there is an influence between Brand Image and Customer Purchase Decisions, Prices and Purchase Decisions is rejected.

1. Indirect Effect Test

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Original Sample (O)** | **T Statistics** | **P Values** | **Categories** |
| Brand Image -> Customer Satisfaction-> Purchase Decision | 0.263 | 3.406 | 0.001 | Complementary (partial mediation) |
| Price -> Customer Satisfaction-> Purchase Decision  | 0.364 | 5.195 | 0.000 | Noncomplementary (partial mediation) |
| Product Quality -> Customer Satisfaction-> Purchase Decision | 0.181 | 3.222 | 0.001 | Noncomplementary (partial mediation) |

The table above explains that the hypothesis states that Brand Image influences purchasing decisions mediated by Customer Satisfaction because it has a P-value of 0.001 or less than 0.05. Price influences purchasing decisions mediated by Customer Satisfaction because it has a P-value. of 0.000 or less than 0.05 and product quality influences purchasing decisions mediated by Customer Satisfaction because it has P-values ​​of 0.001 or less than 0.05. accepted. In this case, it can be concluded that Customer Satisfaction acts as a complementary (partial mediation) intervening variable, which means that the indirect and direct influences are significant and lead in the same direction (positive).

This is because the test results state that the P-values ​​are greater than 0.05 and the direct influence and indirect influence tests have no effect, so it can be said that the mediation results are non-complimentary (partial mediation).

**Path analysis results**

| **Research Hypothesis** | **Connection** | ***T-Statistic*** | ***P-Value*** | **Information** |
| --- | --- | --- | --- | --- |
| H1 | The influence of brand image on purchasing decisions for Mamypoko baby diapers at Funkids stores | 1.939 | 0.053 | Influential |
| H2 | The influence of price on the decision to purchase Mamypoko baby diapers at the Funkids store. | 0.291 | 0.771 | Influential |
| H3 | The influence of product quality on the decision to purchase Mamypoko baby diapers at the Funkids store. | 5.322 | 0.000 | Influential |
| H4 | The influence of customer satisfaction on the decision to purchase Mamypoko baby diapers at the Funkids store. | 6.751 | 0.000 | Influential |
| H5 | The influence of brand image on customer satisfaction with Mamypoko baby diapers at Funkids stores. | 4.556 | 0.000 | Influential |
| H6 | The influence of price on customer satisfaction with Mamypoko baby diapers at Funkids stores. | 5.715 | 0.000 | Influential |
| H7 | The influence of product quality on customer satisfaction with Mamypoko baby diapers at the Funkids store. | 4.017 | 0.000 | Influential |
| H8 | The influence of brand image on purchasing decisions for Mamypoko baby diapers at Funkids stores through customer satisfaction. | 3.406 | 0.001 | Influential |
| H9 | The influence of price on the decision to purchase Mamypoko baby diapers at the Funkids store through customer satisfaction. | 5.195 | 0.000 | Influential |
| H10 | The influence of product quality on purchasing decisions for Mamypoko baby diapers at Funkids stores through customer satisfaction. | 3.222 | 0.001 | Influential |

**CONCLUSION**

1. The results of this study state that the Brand Image variable has no influence on the decision to purchase Mamypoko baby diapers at the Funkids store. The research results show that a poor brand image will reduce the decision to purchase Mamypoko baby diapers at Funkids stores.
2. The results of this study state that the price variable has no influence on the decision to purchase Mamypoko baby diapers at the Funkids store. The research results show that poor prices will reduce the decision to purchase Mamypoko baby diapers at Funkids stores.
3. The results of this study state that the product quality variable has a positive and significant effect on the decision to purchase Mamypoko baby diapers at the Funkids store. The research results show that increasing product quality will increase purchasing decisions for Mamypoko baby diapers at Funkids stores.
4. The results of this study state that the customer satisfaction variable has a positive and significant effect on the decision to purchase Mamypoko baby diapers at the Funkids store. The research results show that increasing customer satisfaction will increase purchasing decisions for Mamypoko baby diapers at Funkids stores.
5. The results of this study state that the brand image variable has a positive and significant effect on customer satisfaction for Mamypoko baby diapers at Funkids stores. The research results show that increasing brand image will increase customer satisfaction for Mamypoko baby diapers at Funkids stores.
6. The results of this study state that the price variable has a positive and significant effect on customer satisfaction for Mamypoko baby diapers at Funkids stores. The research results show that increasing prices will increase customer satisfaction for Mamypoko baby diapers at Funkids stores.
7. The results of this study state that the product quality variable has a positive and significant effect on customer satisfaction for Mamypoko baby diapers at Funkids stores. The research results show that increasing product quality will increase customer satisfaction for Mamypoko baby diapers at Funkids stores.
8. The results of this study state that the brand image variable has a positive and significant effect on the decision to purchase Mamypoko baby diapers at the Funkids store through customer satisfaction. The research results show that increasing brand image will increase purchasing decisions for Mamypoko baby diapers at Funkids stores through customer satisfaction.
9. The results of this study state that the price variable has a positive and significant effect on the decision to purchase Mamypoko baby diapers at the Funkids store through customer satisfaction. The research results show that increasing prices will increase purchasing decisions for Mamypoko baby diapers at Funkids stores through customer satisfaction.
10. The results of this study state that the product quality variable has a positive and significant effect on the decision to purchase Mamypoko baby diapers at the Funkids store through customer satisfaction. The research results show that increasing product quality will increase purchasing decisions for Mamypoko baby diapers at Funkids stores through customer satisfaction.

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