



The influence of brand image food delivery service content creator credibility and price on cimory product purchasing decisions

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ABSTRACT

Cimory is a brand of fermented milk products which is quite popular in Indonesia. In selling its products, Cimory uses various marketing strategies, such as expanding its reach through delivery services. On the other hand, the phenomenon of social media also has a significant influence on consumer attitudes. Content creators who have great credibility can influence consumer purchasing decisions. This research is expected to provide a more in-depth explanation of the factors that influence consumer purchasing decisions on Cimory products, so that it can help the company in designing a more effective marketing strategy. This type of research is quantitative research. The method used in this study was purposive sampling. Based on the results of the study, it shows that the independent variables Brand Image, Food Delivery Service, Content Creator Credibility and Price simultaneously influence purchasing decisions. Partially the independent variables Brand Image, Food Delivery Service and Content Creator Credibility and Price influence Purchasing Decisions. Then companies can improve consumer purchasing decisions by building better relationships with customers, and increase their overall business profits. ease with which interested parties can locate our article.

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INTRODUCTION

Cimory is a brand of fermented milk products which is quite popular in Indonesia. This brand offers fermented milk products with various flavors and packaging that are claimed to be healthy and of high quality. In selling its products, Cimory uses various marketing strategies, such as expanding its reach through delivery services. On the other hand, the phenomenon of social media also has a significant influence on consumer attitudes. One aspect of social media that has become the focus of this research is content created by content creators and influencers. Content creators who have great credibility can influence consumer purchasing decisions.

Based on the explanation above, this research will explore the effect of food delivery service brand image, content creator credibility, and price on purchasing decisions for Cimory products at

Miss Cimory Bangil. This research is expected to provide a more in-depth explanation of the factors that influence consumer purchasing decisions on Cimory products at certain outlets, so that it can assist companies in designing more effective marketing strategies.

Brand image is what consumers think and feel when they hear or see a brand name (Kotler A., 2012, p. 274). According to (Amalia N., 2019) brand image is related to attitudes in the form of beliefs and preferences of a brand. Positive consumer perception of a brand allows consumers to shop more. Food delivery service is a service that provides food delivery from restaurants or food stores to customer locations, this service is one of the digital marketing strategies carried out by culinary businesses. The number of business actors doing marketing in this way makes it a new trend (Taufik, 2020). Credibility is a collection of insights about benefits that are driven by sources with the aim of being recognized or followed by many people (Rachmawati, 2019) while a content creator is someone whose job is to create interesting and creative content with the aim of helping a marketing strategy for a particular product or service (Nuraeni, 2019). It can be concluded that credibility is a feeling of trust that someone has for a source that has been trusted. In the current era of digitalization, corporate branding can be done through content. Of course, the intended content will be produced by an expert, this profession is usually called a content creator. Price is a monetary unit or other measure (including goods and services) that is exchanged in order to obtain ownership rights for the use of goods and services (Tjiptono, 2012, p. 58). Meanwhile, according to (Ummat, 2022) price is a value that is related to how information about something can be understood by consumers as a whole and provides its own deep meaning for them.

Previous research that underlies this research is research conducted (Fachhruddin, 2021) with the title Effect of Price, Brand Image, and Product Quality on the Purchase Decision of Instant Noodles produce an analysis that price has a significant positive effect on purchasing decisions. (Syahruliyanto, 2022) with the title Influence Brand Image on Purchasing Decisions produces an analysis that brand image has a significant positive effect on purchasing decisions. (Az-zahra, 2021) entitled Online Food Delivery Services in Helping to Increase Sales in Micro Businesses produce an analysis that online food delivery services can increase sales. (Husna, 2022) entitled Effects of Food Delivery (Go-Food) Services on Culinary Business Sales in View of Sharia Economics produce an analysis that food delivery has a significant influence on increasing sales. (Ramdhini, 2020) with the title The Influence of Intensity Watching Youtube Videos and the Credibility of Beauty Vloggers on Purchasing Decisions produce an analysis that the effect of credibility on purchasing decisions is strong. (Kusumah, 2022) with the title Effects of Product Design, Brand Attitude, and Content Creator Credibility on Cimory Squeeze Purchase Decisions Through Purchase Interest in Generation Z in Bandung City produces an analysis that the credibility of content creators has a significant effect on purchasing decisions. (Ahsan, 2020) with the title The Influence of Brand Image, Product Quality and Price on the Decision to Purchase Yakult Products produce an analysis that the price has a significant effect on purchasing decisions. (Irianto, 2022) with the title The Influence of Brand Image Product Quality and Price on Purchase Decisions of Cimory Yoghurt in Surakarta produce an analysis that the price has a significant effect on purchasing decisions. (Anwar, 2022) with the title The Influence of Brand Image, Product Quality and Price on Purchasing Decisions produces an analysis that brand image has a significant positive effect on purchasing decisions. (Azizah, 2021) with the title Online Food Delivery Services in Helping to Increase Sales in Micro Businesses resulted in an analysis that online food delivery services can help increase sales. (Suriyok, 2022) with the title Influence of Brands, Features, Prices, Guarantees and Recommendations on Smartphone Product Purchase Decisions produce an analysis that the price does not affect the purchase decision. (Arianty, 2021) with the title Effect of brand image and brand awareness on purchasing decisions produce an analysis that the brand image has a positive and significant influence on purchasing decisions. (Fatmaningrum, 2020) with the title Effect of product quality and brand image on purchasing decisions for Frestea drinks produces an analysis that brand image has a significant positive effect on purchasing decisions. (Jasmani, 2020) with the title The influence of product mix, promotion mix

and brand image on consumer purchasing decisions of sari roti products in South Tangerang produces an analysis that brand image has a significant effect on consumer purchasing decisions.

Based on the explanation above, previous research may have a different focus, for example the variables studied, the research object, the population or sample taken, the methodology used, and the findings or conclusions from the research. Meanwhile, more recent research has focused on the influence of brand image, food delivery services, content creator credibility, and price on purchasing decisions.

RESEARCH METHOD

In this study using quantitative research methods. Quantitative research is the ability to generalize research results, to what extent research results can be generalized to the population (Mulyadi, 2011). The population in this study are customers of Miss Cimory Bangil. The sampling technique used was purposive sampling, namely a sampling technique with certain criteria, namely consumers who had made purchases at Miss Cimory Bangil, purchased all Cimory product variants, both milk and yogurt products, as many as 62 customers. Sources of data in this study are primary data, data sources that directly provide data to data collectors, including the results of direct observation and the results of filling out questionnaires. secondary data data that does not directly provide data to data collectors through intermediary media such as literature, previous research journals. The data collection techniques through interviews, questionnaires, observation and studies. The stages of data analysis used are as follows:

Reliability Test

The reliability or reliability of a measurement shows the extent to which the measurement is carried out without bias (error-free) (Sarjono, 2011). The Cronbach Alpha value used to assess an acceptable level of reliability is >0.60 .

Validity test

The validity test aims to measure the consistency of one's answers to the question items in a questionnaire (Sarjono, 2011, hal. 35). The validity test was carried out by comparing the calculated r value with r table for a significant level of 5% of the degree of freedom (df) = nk . If $r_{count} > r_{table}$ then the question or indicator is declared valid. To find out whether the score of each question is valid or not, statistics are set as follows:

Classic assumption test:

In regression analysis research there may be problems in fitting the predictive model to the model included in the data set. This test aims to determine whether data analysis for hypothesis testing can be continued or not. The classic assumption test includes multicollinearity tests, and heteroscedasticity, normality:

a. Multicollinearity Test

The multicollinearity test aims to determine whether the relationship between independent variables has multicorrelation problems (symptoms of multicollinearity) or not. (Sarjono, 2011)

b. Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals or observations to other observations. One way to detect the presence or absence of heteroscedasticity is to look at the plot graph between the predicted value of the dependent variable, namely ZPRED and the residual SRESID (Ghozali, 2016)

c. Normality test

The normality test aims to determine whether or not a data distribution is normal (Sarjono, 2011).

Multiple Linear Analysis

The results of multiple linear analysis are in the form of coefficients for each independent variable (Ghozali I., 2016). The regression equation for this study is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \tag{1}$$

Source: Ghozali, 2016

Analysis of the Coefficient of Determination (R2)

The coefficient of determination (R2) essentially measures how far the ability to explain the variety of the dependent variable is. Each additional independent variable, so that R2 certainly increases regardless of whether these variables significantly affect the dependent variable.

$$R^2 = 1 - \frac{SS\ Error}{SS\ Total} = 1 - \frac{\sum(y^i - \hat{y}^i)^2}{\sum(y^i - \bar{y})^2} \tag{2}$$

Hypothesis test

a. Simultaneous Test (Test F)

The F test is often referred to as the Goodness of Fit test, according to Ghozali (2013, p. 98) this test was carried out with the aim of seeing the fit index of a sample result to determine the effect of model feasibility. The model feasibility test is to test whether there is an overall significant effect on the regression model. Testing is done by comparing the value of Fcount with Ftable.

b. Partial Test (T Test)

The partial test (t test) is used to find out the significant relationship between X and Y variables, whether the variables Brand Image, Food delivery service, Content creator Credibility and Price really affect Consumer Purchase Decision partially or separately.

RESULTS AND DISCUSSIONS

In this section the author presents the findings or results of his research, analyzes the data that has been collected and discusses the analysis of the data

Characteristics of Respondents

a. Characteristics of respondents based on gender

Gender characteristics provide information about the distribution of respondents by gender which can help identify differences between buying decisions made by man and woman. The information presented includes the number and percentage of respondents based on gender. From this information, researchers can compare the number of man and woman respondents and analyze whether there are significant differences in purchasing decisions between man and woman.

Table 1. Characteristics of respondents based on gender

		Gender		Valid	Cumulative
		frequency	percent	Percent	Percent
Valid	Man	19	30,6	30,6	30,6
	Woman	43	69,4	69,4	100
	Total	62	100	100	

Source: SPSS 21 output data to be processed in 2023

Based on the table above, it can be seen that more woman respondents bought Cimory products than man respondents.

b. Characteristics of respondents based on age

The age table in this research provides information about the age of the respondents, namely the number of respondents in each age group, the average age, and the age range of the respondents. This can be useful for further analysis of the relationship between the independent variables and the dependent variable studied. By knowing the age distribution of the respondents, the researcher can conduct an analysis to find out whether there are significant differences in purchasing decisions between different age groups.

Table 2. Characteristics of respondents based on age

	frequency	percent	
16-20 yrs	32	51,6	51,6
21-25 yrs	7	11,3	11,3
26-30 yrs	6	9,7	9,7
>30 yrs	17	27,4	27,4

Source: SPSS 21 output data to be processed in 2023

Based on the table above, it shows that the highest number of respondents is at the age of 16-20 years with a total of 32 respondents.

c. Characteristics of respondents based on social media accounts

The table of social media accounts in this study provides information about the social media accounts owned by respondents to find out how much the percentage of consumers is seen from the social media accounts they have because the independent variables in this study are one of them using Content Creator Credibility. The characteristics of the respondents consist of Instagram, Tiktok and Facebook.

Table 3. Characteristics of respondents based on social media accounts

Social media accounts					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Instagram	35	56,5	56,5	56,5
	ticktock	14	22,6	22,6	79
	Facebook	13	21	21	100
	Total	62	100	100	

Source: SPSS 21 output data to be processed in 2023

Based on an analysis of the characteristics of respondents based on social media accounts, it can be concluded that more than half of the sample in this study used Instagram.

d. Characteristics of respondents based on Cimory products purchased

Respondent characteristics based on the product purchased can be used to provide information about Cimory products and consumer preferences for these products. This can help companies to make strategic decisions in developing their cimory products and increasing their market share.

Table 4. Characteristics of respondents based on cimory products purchased

Product Purchased					
		frequency	percent	Valid Percent	Cumulative Percent
Valid	Yogurt Drink	17	27,4	27,4	27,4
	Fresh Milk	14	22,6	22,6	50
	Yogurt Squeeze	31	50	50	100
	Total				

Total 62 100 100

Source: SPSS 21 output data to be processed in 2023

Based on the frequency characteristics of the respondents, it can be concluded that the most frequent respondents are buying Yoghurt Squeeze products with a percentage of 50%.

Validity test

Table 5. Brand image variable validity test (X1)

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	20.7903	5,021	,644	,474	,733
X1.2	21.0645	5,111	,606	,431	,743
X1.3	20.8387	4,826	,601	,542	,743
X1.4	21.0645	5,504	,453	,299	,779

Source: SPSS 21 output data to be processed in 2023

Table 5 data illustrates that each calculated r value or validity coefficient for each question indicator is greater than the r table. It can be concluded that the result of the analysis is that the value of the Brand Image variable fulfills the validity test and can be said to be valid.

Table 6. Test the validity of food delivery service variables (X2)

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	20.5	5,533	,664	,516	,718
X2.2	20.5	6,811	,321	,237	,800
X2.3	20.5645	6,217	,504	,528	,759
X2.4	20.5	6,123	,655	,559	,729

Source: SPSS 21 output data to be processed in 2023

Table 6 data illustrates that each calculated r value or validity coefficient for each question indicator is greater than the r table. It can be concluded that the results of the analysis show that the value of the Food Delivery Service variable fulfills the validity test and can be said to be valid.

Table 7. Test the validity of content creator credibility variables (X3)

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	19.9194	6,469	,375	,420	,764
X3.2	19.9839	6,180	,550	,532	,723
X3.3	20.0484	5,883	,482	,576	,739
X3.4	20.0968	6,089	,506	,380	,732

Source: SPSS 21 output data to be processed in 2023

Table 7 data illustrates that each calculated r value or validity coefficient for each question indicator is greater than the r table. It can be concluded that the result of the analysis is that the value of the Content Creator Credibility can be said to be valid.

Table 8. Price variable validity test (X4)

Item-Total Statistics						
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	
X4.1	21.2903	6,472	,598	,416	,784	

X4.2	21.371	7,188	,428	,247	,818
X4.3	21.2903	6,177	,637	,543	,775
X4.4	21.3226	6,452	,690	,575	,767

Source: SPSS 21 output data to be processed in 2023

Table 8 data illustrates that each calculated r value or validity coefficient for each question indicator is greater than the r table. It can be concluded that the results of the analysis of the value of the variable price meet the validity test and can be said to be valid.

Table 9. Purchasing decision variable validity test (Y)

Item-Total Statistics					
	Scale Mean if Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	20.4194	5,526	,538	,661	,748
Y.2	20.0323	5,343	,527	,526	,749
Y.3	19.9677	5,212	,541	,508	,746
Y.4	20.2742	4,235	,731	,738	,689

Source: SPSS 21 output data to be processed in 2023

Table 9 data illustrates that each calculated r value or validity coefficient for each question indicator is greater than the r table. It can be concluded that the result of the analysis is that the value of the Purchase Decision variable fulfills the validity test and can be said to be valid.

Reliability Test

Table 10. Brand image variable reliability test (X1)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,790	,785	6

Source: SPSS 21 output data to be processed in 2023

The table above shows that the Cronbach alpha value of the brand image variable is $0.790 > 0.60$, this it can be said that the instrument on the brand image independent variable is reliable.

Table 11. Food delivery service variable reliability test (X2)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,785	,787	6

Source: SPSS 21 output data to be processed in 2023

The table above shows that the Cronbach alpha value of the Food Delivery Service variable is $0.785 > 0.60$, this it can be said that the instrument on the independent variable food delivery service is reliable.

Table 12. Content creator credibility variable reliability test (X3)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,766	,766	6

Source: SPSS 21 output data to be processed in 2023

The table above shows that the Cronbach alpha value of the content creator credibility variable is $0.766 > 0.60$, this it can be said that the instrument on the independent variable content creator credibility is reliable.

Table 13. Price variable reliability test (X4)
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,817	,818	6

Source: SPSS 21 output data to be processed in 2023

The table above shows that the Cronbach alpha value of the price variable is $0.817 > 0.60$, this it can be said that the instrument on the independent variable price is reliable.

Table 14. Purchase decision variable reliability test (Y)
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,781	,776	6

Source: SPSS 21 output data to be processed in 2023

The table above shows that the Cronbach alpha value of the purchasing decision variable is $0.781 > 0.60$, this it can be said that the instrument on the purchasing decisions variable is reliable.

Classic assumption test

a. Multicollinearity Test

Table 15. Multicollinearity test results

Model	Collinearity Statistics	
	tolerance	VIF
(Constant)		
1 X1	,430	2,324
X2	,194	5,156

Source: SPSS 21 output data to be processed in 2023

From the test results, the overall tolerance value is greater than 0.1 and the overall VIF value is less than 10.00 so that it can be concluded that there is no multicollinearity between the independent variables.

b. Heteroscedasticity Test

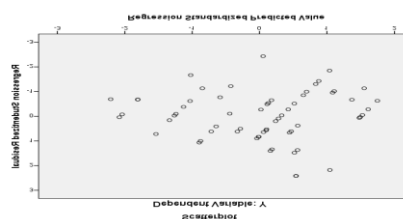


Figure 2. Heteroscedasticity test

Source: SPSS 21 output data to be processed in 2023

From Figure 2 above it can be seen that the scatterplot of the data points is spread randomly and does not form a pattern. So it can be concluded that the multiple linear regression model is free from the classical assumption of heteroscedasticity and is suitable for use in research.

c. Normality test

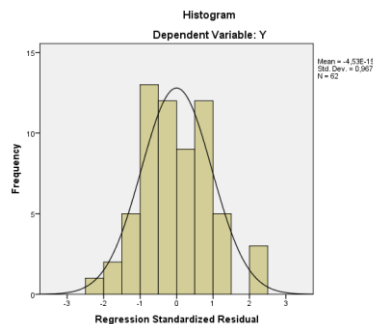


Figure 3. Histogram displays normal curves

Source: SPSS 21 output data to be processed in 2023

Based on the curve generated from the SPSS data processing output, it shows that there is no skew on one side or is balanced. Thus, all independent variables pass the normality test.

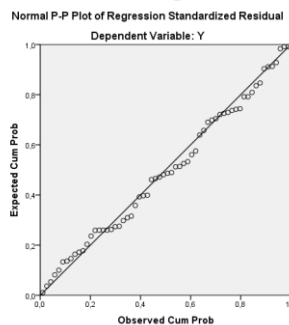


Figure 4. Normal probability plots

Source: SPSS 21 output data to be processed in 2023

Based on the picture it can be seen that the plotting in the picture follows a diagonal line, so it can be concluded that all data is normally distributed.

Multiple Linear Analysis

Table 16. Multiple regression test

Model	Unstandardized Coefficients	
	B	
(Constant)	0.024	,240
X1	,183	,074
X2	,528	,102

Source: SPSS 21 output data to be processed in 2023

Based on the table above, the multiple regression equation is obtained as follows:

$$Y = 0.024 + 0.183X_1 + 0.528X_2 + 0.208X_3 + 0.057X_4 + e$$

The above equation can be explained that: (a) If X1 (Brand Image) is considered 1 then the equation $Y = 0.024 + 0.183$ will be obtained. This means that if X1 rises 1 level, the Purchase Decision increases by 0.183. (b) If X2 (Food Delivery Service) is considered 1 then the equation $Y = 0.024 + 0.528$ will be

obtained. This means that if X2 rises 1 level, the Purchase Decision increases by 0.528. (c) If X3 (Content Creator Credibility) is considered 1 then the equation $Y = 0.024 + 0.208$ will be obtained. This means that if X3 rises 1 level, the Purchase Decision increases by 0.208. (d) If X4 (Price) is considered 1 then the equation $Y = 0.024 + 0.057$ will be obtained. This means that if X4 rises 1 level, the Purchase Decision increases by 0.057.

Determination Coefficient Analysis (R2)

Table 17. Determination coefficient test

Model	R	R Square	Adjusted R Square
1	,931 ^a	,868	,858

Source: SPSS 21 output data to be processed in 2023

The result of the regression calculation of 0.868 means that 86.8% of the purchasing decision variable is influenced by the independent variables, namely Brand Image, Food delivery service, Content creator Credibility and Price while the remaining 14.2% is explained by factors others as not explained in the research such as product quality, purchase intention, etc.

Hypothesis testing

Table 18. Simultaneous test

Model	Sum of Squares	df	F	Sig.
Regression	10,755	4	93.305	,000
residual	1,642	57	2.53	,000

Source: SPSS 21 output data to be processed in 2023

Based on the calculation, the calculated F value is 93.305. While the F table (df1 = 4 and df2 = 57) is 2.53 with a significant level (a) of 0.05 and sig F of 0.000. So it can be concluded that the variables of brand image, food delivery service, content creator credibility and price have a simultaneous and significant effect on purchasing decisions.

Table 19. Partially test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
(Constant)	0.024			,240

Source: SPSS 21 output data to be processed in 2023

Based on the calculation, the t table value is 2.004 (df residual = 62) $nk / 62-5 = 57$. with a significant level (a) of 0.05. And obtained the following results: (a) The brand image variable (X1) has a t count > t table, namely 2.480 > 2.004 and sig < a, namely 0.016 < 0.05, so it can be concluded that there is a partially significant positive effect on purchasing decisions. (b) The Food Delivery Service variable (X2) has a t count > t table, namely 5.157 > 2.004 and sig < a, namely 0.000 < 0.05, so it can be concluded that there is a partially significant positive effect on purchasing decisions. (c) The Content Creator Credibility Variable (X3) has a t count > t table, namely 2.640 > 2.004 and sig < a, namely 0.011 < 0.05, so it can be concluded that there is a partially significant effect on purchasing decisions. (c) The price variable (X4) has a value of t count < t table, namely 1.087 < 2.004 and sig > a, namely 0.282 > 0.05, so it can be concluded that there is a positive effect that is not partially significant on purchasing.

From the explanation above, it shows that the value of unstandardized coefficients B on the Food Delivery Service variable (X2) is greater than other variables, meaning that the Food Delivery Service variable (X2) is a variable that has a more dominant influence on purchasing decisions (Y).

CONCLUSION

Based on the research and analysis conducted, the results of the overall research conducted on Miss Cimory consumers, the primary data obtained from distributing the questionnaires were then tested for reliability to find out that the respondents answers to statements were consistent from time to time. validity testing is carried out to measure whether a questionnaire is valid or not. The results of the reliability and validity tests show that all statements in each variable are reliable and valid. In the classic assumption test which includes the multicollinearity test, heteroscedasticity test and normality test shows that in the regression model there is no multicollinearity between the independent variables, there is no heteroscedasticity and has a normal distribution. From the discussion that has been described, it can be concluded as follows: From the discussion that has been described, it can be concluded as follows : The results of the Anova table show that the dependent variable purchase decision is significantly influenced by brand image, food delivery service, content creator credibility and price together. Variable brand image, food delivery service and content creator credibility significantly affects purchase decision this is evidenced by the results of the partial test with a tcount > ttable and sig < 0.05. The results of the price to purchase decision test show the value of tcount 1.087 and sig 0.282 is grater than 0.05 which means there is no significant influence. Based on the results of the R2 test in this study, the independent variable is able to explain more than 50% of the dependent variable, namely purchasing decisions. Future researchers are expected to be able to use other independent variables in explaining the dependent variable, so that purchasing decisions can be better explained by the independent variables.

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