Enrichment: Journal of Management, 15 (4) (2025)

Published by: Instiute of Computer Science (IOCS)

Enrichment: Journal of Management

Journal homepage: www.enrichment.iocspublisher.org

The effect of product quality and price on mask purchase decisions mediated by promotion at pt. wom finance int the jabodebek area

Budi Prasetya[1], Budi Haryono[2]
Master of Management, Krida Wacana Christian University

ARTICLE INFO

Article history:

Received Oct 02, 2025
Revised Oct 13, 2025
Accepted Oct 28, 2025

Keywords:

Gold Installment Product;
Product Quality;
Promotion;
Purchase Decisions;

ABSTRACT

Making money, investing wisely, and saving are inseparable parts of human life, regardless of how rich or poor they are (Kotler & Keller in Aprila, Born N., 2021). Gold is one of the most popular investment instruments for Indonesian society amidst the unstable currency values, as investing in gold is considered to have relatively safe value from inflation and is also a liquid product that can be easily resold. In the midst of the phenomenon where many people are returning to invest in gold, MasKu product in Jabodebek Area has never reached its annual financing targets, although financing has consistently increased. Hence, there is a need for efforts to boost sales to encourage profit growth. This research aims to determine the effect of promotion in mediating the influence of product quality and price on the purchasing decisions of MasKu product in Jabodebek Area. Population in this study was all consumers of MasKu product who live in the Jabodebek Area, with a sample size of 105 respondents. Data was obtained through a questionnaire in the form of google form distributed via WhatsApp blasts to consumers in the Jabodebek Area. The data analysis technique used SmartPLS 4.1. From the analysis results, it was found that product quality and price each have a significant positive effect on purchasing decisions. Product quality and price each have a significant positive effect on promotion. Promotion has a significant positive effect on purchasing decisions. Promotion significantly positively mediates the effect of product quality on purchasing decisions, and promotion significantly positively mediates the effect of price on purchasing decisions.

Corresponding Author:

Budi Prasetya
Master of Management, Krida Wacana Christian University
Ukrida Building E, Jl. Tanjung Duren Raya No. 4, Jakarta, Indonesia, 11470
Email: bprast13@gmail.com

INTRODUCTION

PT. Wahana Ottomitra Multiartha, better known as WOM Finance, was established in 1982 as PT. Jakarta Tokyo Leasing, specializing in motorcycle financing, particularly for Honda. In 2000, the company underwent a business transformation, changing its name to PT. Wahana Ottomitra Multiartha, Tbk. It provides financing not only for Honda motorcycles but also for other Japanese

motorcycle brands. Furthermore, in 2012, WOM Finance launched multi-purpose products with motorcycles and cars as collateral, called MotorKu and MobilKu. Most recently, WOM Finance also launched a sharia-compliant gold financing product, MasKu, in August 2021.

In 2021, WOM Finance launched the MasKu product in the middle of the year and the Greater Jakarta Area recorded financing of IDR 328.5 million, then in 2022 there was an increase in financing to IDR 1.95 billion. Although in 2023 the amount of financing was recorded to decrease to IDR 1.79 billion, the MasKu product recorded its best sales figure in 2024, namely IDR 2.61 billion with a target achievement of 63.7%. The still far number of MasKu financing in the Greater Jakarta Area compared to the target, the author suspects because WOM Finance is still focused on its long-operating flagship products, namely new motorcycles and consumer financing with vehicle collateral, both MotorKu and MobilKu. The MobilKu product is indeed the largest profit contributor for WOM in the Greater Jakarta Area, in 2024 the total net profit of the MobilKu product is around IDR 15 billion (WOW Finance system data, 2024).

The amount of MasKu financing in the Jabodebek area is still far from the target, the author suspects because WOM Finance is still focused on its long-operating flagship products, namely new motorbikes and consumer financing with vehicle collateral, both MotorKu and MobilKu. The MobilKu product is indeed the largest profit contributor for WOM Jabodebek area, in 2024 the total net profit of the MobilKu product is around IDR 15 billion (WOM Finance 2024 data system). In addition, there are still limited branches that already have sales staff (manpower) for MasKu products, currently MasKu products for the Jabodebek area can only be sent to the nearest branch offices of the Antam Boutique, namely the WOM Finance West Bekasi, Depok, Central Jakarta, and East Jakarta Duren Sawit branches. And there is still limited public knowledge regarding this MasKu product because in the minds of the WOM community it is only for vehicle financing.

Compared to other companies that have already offered similar products, such as Bank Syariah Indonesia (BSI), BCA Syariah, or Pegadaian, WOM Finance's MasKu sales growth lags significantly behind. Where according to BisnisIndonesia.id in November 2024 BSI gold installment financing nationally jumped more than 200% year on year (YoY) with a financing value of IDR 6.8 trillion, while at Bank BCA for its sharia unit as of November 2024, gold installment sales shot up by 203.4% YoY with a financing value reaching IDR 10.4 trillion nationally (Fajarihza, Reyhan F., Januari, 2025). However, previous research has identified a gap in research examining the relationship between product quality and price variables in purchasing decisions. (Dinata & Khasanah, 2022) found that product quality significantly impacted consumer purchasing decisions at Eden Internasional Daily Food in Semarang. Furthermore, (Nurlaila et al. 2021) reported that product quality was not influenced by product quality when purchasing IndiHome products at PT. Telkom in Medan. Wolff et al. (2021) found that price significantly impacted iPhone purchasing decisions among millennial women in Tahuna District. However, (Yuliana & Maskur, 2022) found that price perceptions were not influential in customers' purchasing decisions for the Sinestesa Coffee Shop in Pati. Promotion is one way to attract customer interest in purchasing a product. It aims to communicate and inform the public about product specifications, including benefits, advantages, attributes, price, location, and how to obtain it (Kotler & Keller, 2016). WOM Finance, as a relatively new company offering sharia-compliant precious metal products compared to its competitors, must find the most effective way to communicate its products to the public.

Based on the above background, the title of this study is "The Influence of Product Quality and Price on MasKu Purchasing Decisions Mediated by Promotion at PT. WOM Finance in the Greater Jakarta Area."

RESEARCH METHOD

This research was conducted at PT. WOM Finance in the Greater Jakarta area. Respondents were consumers of WOM Finance's MasKu product at several branches in the Greater Jakarta area, including WOM Finance branch offices in Jakarta, Bogor, Depok, and Bekasi. The sample population consisted of all WOM Finance MasKu customers residing in the Greater Jakarta area, with a sample size of 105 respondents. Data were obtained through a Google Form questionnaire distributed via WhatsApp to consumers in the Greater Jakarta area. Data analysis used SmartPLS 4.1 software. Based on this formula, a sample size of 105 respondents was deemed sufficient for the study. This is in line with (Hair et al. 2014) This suggests that structural equation modeling (SEM) research, which involves three or more observed variables, with each variable having at least five indicators or less, can be adequately achieved with a sample size of between 100 and 150.

In SEM-PLS, there is no minimum sample size limit, this is because the bootstrapping procedure or random duplication, where the assumption of normality is not a problem (does not require the data to be normally distributed), thus allowing research with small sample sizes to still be conducted (Hussein, 2015). In addition to the above reasons, PLS can calculate direct and indirect influences in a model.

RESULTS AND DISCUSSIONS

The relevance of consumer behavior theory in this study is that consumer behavior is consumer activity in using digital banking technology in Jabodetabek.

a. Outer Model Test Results

The suitability of the research model construct with the data characteristics was tested with the help of SmartPLS software version 4. The research model whose influence will be tested can be seen in the following figure:

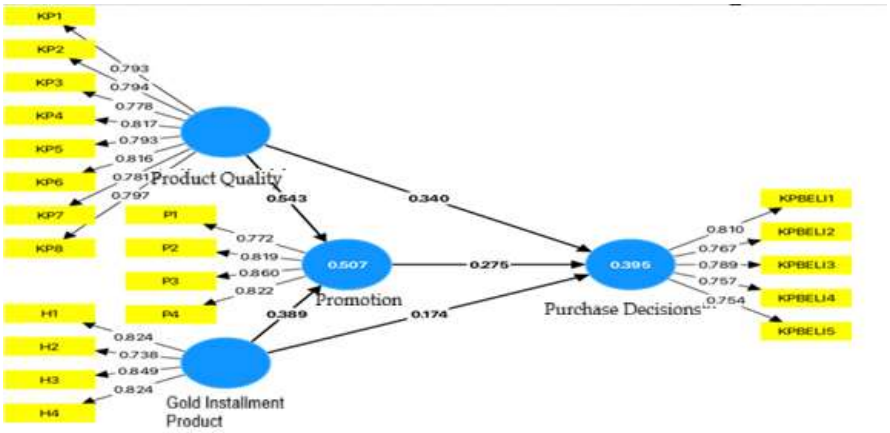

Figure 1. Initial Research Model

Based on the image above, it shows that the initial research model construct in study.

b. Convergent Validity (Convergent Validity)

Validity testing in SmartPLS aims to ensure the validity of the constructs that make up the model. Evaluation of the outer model using reflective indicators uses convergent validity, which is measured through the correlation between item scores and the constructs calculated by SmartPLS.

Table 1. Validity Test Result

Latent Variables	Construct Variables	Loading Factor (>0.70)	AVE (>0.5)
X1 Product Quality	KP1	0.793	0.634
	KP2	0.794	
	KP3	0.778	
	KP4	0.817	
	KP5	0.793	
	KP6	0.816	
	KP7	0.781	
	KP8	0.797	
X2 Gold Installment Product	H1	0.824	0.656
	H2	0.738	
	H3	0.849	
	H4	0.824	
Z Promotion	P1	0.772	0.671
	P2	0.819	
	P3	0.860	
	P4	0.822	
Y Purchase Decisions	PD1	0.810	0.601
	PD2	0.767	
	PD3	0.789	
	PD4	0.757	
	PD5	0.754	

Based on the table above, it can be seen that the loading factor value of all variable indicators is greater than 0.70 (> 0.70), the AVE value of all variables is above 0.50 (> 0.50), based on the results of the loading factor calculation, each statement on the variable indicator is declared valid and based on the Average Variance Extracted (AVE) value, the variable meets the criteria so that it can be used for further testing.

c. Discriminant Validity

Cross Loading, One way to test discriminant validity is to look at the cross-loading values obtained by comparing the correlation between indicators within the construct.

Table 2. Cross Loading

Variable	Indicator	X1 Product Quality	Gold Installment Product	Promotion	Purchase Decisions
XProduct Quality	KP1	0.793	0.115	0.506	0.451
	KP2	0.794	0.161	0.486	0.482
	KP3	0.778	0.180	0.318	0.530
	KP4	0.817	0.124	0.401	0.447
	KP5	0.793	0.033	0.351	0.470
	KP6	0.816	0.133	0.437	0.481
	KP7	0.781	0.126	0.449	0.500
	KP8	0.797	0.035	0.401	0.453
Gold Installment Product	H1	0.114	0.824	0.319	0.428
	H2	0.062	0.738	0.270	0.261
	H3	0.158	0.849	0.297	0.424
	H4	0.120	0.824	0.248	0.371
Promotion	P1	0.455	0.357	0.772	0.495
	P2	0.420	0.358	0.819	0.381
	P3	0.567	0.395	0.860	0.497
	P4	0.503	0.415	0.822	0.450
Purchase	PD1	0.389	0.342	0.438	0.810

Decisions					
	PD2	0.411	0.205	0.389	0.767
	PD3	0.394	0.242	0.407	0.789
	PD4	0.396	0.297	0.439	0.757
	PD5	0.458	0.269	0.487	0.754

The table shows that the cross-loading value of each indicator on its construct is greater than the cross-loading value of other constructs. The cross-loading value of indicator KP1 on product quality is 0.793, which is greater than the cross-loading value of KP1 on price (0.115) and other indicators on each construct. Therefore, it can be concluded that the research model is discriminatively valid based on the cross-loading analysis.

d. Inner Fornell Larcker Crierion

In addition to cross-loading values, discriminant validity can also be assessed from the Fornell-Larcker Criterion (either one can be used). The Fornell-Larcker Criterion compares the correlation of the AVE root values of each latent construct in the research model.

Table 3. Inner fornell larcker crierion

Variable	X1 Product Quality	X2 Gold Installment Product	Y Purchase Decisions	Z Promotion
X1 Product Quality	0.796			
X2 Gold Installment Product	0.144	0.810		
Y Purchase Decisions	0.530	0.352	0.776	
Z Promotion	0.599	0.467	0.560	0.819

The table shows that the correlation between the AVE root value or Fornell-Larcker Criterion for each latent construct is greater than the correlation with other latent constructs. Therefore, it can be said that this research model is discriminantly valid.

e. Composite Reliability

Reliability testing is conducted to determine the consistency or reliability of a research model's instruments. A construct is considered reliable if the Cronbach's alpha and composite reliability values are greater than 0.7.

Table 4. Composite Reliability

Variable laten	Cronbach's alpha	Somposite reliability (rho_e)	Information
X1 Product Quality	0.918	0.933	Reliable
X2 Gold Installment Product	0.826	0.884	Reliable
Z Promotion	0.836	0.890	Reliable
Y Purchase Decisions	0.834	0.883	Reliable

From the data above, it can be seen that the Cronbach's alpha and composite reliability values for each construct are more than 0.70 (> 0.70), so it can be concluded that all constructs in this study are reliable or can be used in further testing.

f. Multicollinearity Test

Collinearity assessment in a structural model is carried out by considering the VIF (Variance Inflation Factor) value.

Table 5. Goodness of Fit (GoF) Test Results

Latent Variable Path Coefficient	VIF	Multicollinearity
X1 Product Quality -> Y Purchase Decisions	1.619	No
X1 Product Quality -> Z Promotion	1.021	No
X2 Gold Installment Product -> Y Purchase Decisions	1.328	No
X2 Gold Installment Product -> z Promotion	1.021	No
Z Promotion -> Y Purchase Decisions	2.028	No

Based on the table above, the information can be seen that all VIF values of latent variables are less than 5 (<5), and based on the results of the VIF calculation, all latent variable paths in the research model do not show symptoms of multicollinearity and can be used in further analysis.

g. Coefficient of Determination (R-Square)

The coefficient of determination, or R-square (R^2), describes the predictive power (estimate) of the extent to which the independent variables explain the dependent variable in the model.

Table 6. Coefficient of determination (R square)

Matriks	R-square	Information
Product Quality and Gold Installment Product to Promotion	0.507	Moderat
Product Quality, Gold Installment Product and Promotion to Purchase Decisions	0.395	Moderat

Based on the table above, the information can be seen, namely the accuracy of the promotion R-square Z estimation is 0.507, based on this value, X1 Product Quality and X2 Price influence 50.7% of the Promotion, while the remaining 49.3% is influenced by other variables outside the research and the accuracy of the Y R-square model estimation of the Purchase Decision is 0.395, based on this value, X1 Promotion Quality, X2 Price and Z Promotion influence 39.5% of the Purchase Decision, while the remaining 60.5% is influenced by other variables outside the research.

h. Predictive Relevance (Q-Square)

Predictive relevance is a test to show how well the resulting observation values are. In SmartPLS, this test uses a blindfolding procedure by looking at the Q-square (Q^2) value. A Q-square value greater than 0 (zero) indicates that the model has predictive relevance.

Table 7. Q square

Variable Laten	SSO	SSE	Q2 (=1-SSE/SSO)	Information
X1 Product Quality	840	840	0	
X2 Gold Installment Product	420	420	0	
Y Purchase Decisions	0.530	404.301	0.230	Having Predictive Relevance
Z Promotion	0.599	0.467	0.315	Having Predictive Relevance

Based on the test results in the table above, the information obtained is that the Q^2 value of the Z Promotion construct model is 0.315 > 0, which means it has predictive relevance where the exogenous variables X1 Product Quality and X2 Price are relevant if used as predictors of the Z construct as an endogenous variable and the Q^2 value of the Y Purchase Decision construct model is 0.230 > 0, which means it has predictive relevance where the exogenous variables X1 Product Quality, X2 Price and Z Promotion are relevant if used as predictors of the Y construct as an endogenous variable.

i. Effect Size (F-Square)

F-square (F^2) is used more specifically to assess the magnitude of the relationship between variables qualitatively at the structural level. SmartPLS 3 and 4 only output the F-square for direct and moderation effects, not the mediation effect size. In general, an F-square value of 0.02 for direct effects is considered a small effect size, 0.15 for moderate effects, and 0.35 for large effects (Ghozali in Meiryani, 2021).

Tabel 8. Effect size

Latent variable path	F-square	Information
X1 Product Quality -> Y Purchase Decisions	0.118	Small
X1 Product Quality -> Z Promotion	0.586	Big
X2 Gold Installment Product -> Y Purchase Decisions	0.038	Small
X2 Gold Installment Product -> Z Promotion	0.300	Medium
Z Promotion -> y Purchase Decisions	0.062	Small

Based on the table above, the following information is obtained: The effect of X1 Product Quality on Y Purchase Decision has an F^2 effect size of 0.118 and is classified as a small estimate, The effect of X1 Product Quality on Z Promotion has an F^2 effect size of 0.586 and is classified as a large estimate, The effect of X2 Price on Y Purchase Decision has an F^2 effect size of 0.038 and is classified as a small estimate, The effect of X2 Price on Z Promotion has an F^2 effect size of 0.300 and is classified as a moderate estimate, The effect of Z Promotion on Y Purchase Decision has an F^2 effect size of 0.062 and is classified as a small estimate.

j. Hypothesis Testing

Hypothesis testing is done by comparing the statistical value of the t-statistic to the statistical value of the t-table. The measurement of the hypothesis is that the mandatory P-value is greater than 0 with a significance of P-values <0.05.

Table 9. hypothesis testing

Hypothesis	Latent variable path	Original Sample (O)	T Statistic	P Value	Information
H1	X1 Product Quality -> Y Purchase Decisions	0.340	2.892	0.004	Accepted

H2	X2 Gold Installment Product -> Y Purchase Decisions	0.174	2.682	0.007	Accepted
H3	X1 Product Quality -> Z Promotion	0.543	5.898	0.000	Accepted
H4	X2 Gold Installment Product -> Z Promotion	0.389	4.785	0.000	Accepted
H5	Z Promotion -> y Purchase Decisions	0.275	2.879	0.004	Accepted

Based on the table above, the following information can be obtained: (a) Testing the First Hypothesis (H1), based on the statistical test table for the influence of the Production Quality construct (X1) on Purchasing Decisions (Y), a significant value (P-value) of 0.004 < 0.05 (significant) was obtained, with a T-statistic of 2.892 > 1.96 (influential) and a path coefficient (original sample) of 0.340 (positive). Therefore, it is concluded that product quality has a significant and positive effect on purchasing decisions, and the first hypothesis is accepted.(b) Testing the Second Hypothesis (H2), based on the statistical test table for the influence of the Price construct (X2) on Purchasing Decisions (Y), a significant value (P-value) of 0.007 < 0.05 (significant) was obtained, with a T-statistic of 2.682 > 1.96 (influential) and a path coefficient (original sample) of 0.174 (positive). Therefore, it is concluded that price has a significant positive effect on purchasing decisions, and the second hypothesis is accepted. (c) Testing the Third Hypothesis (H3), based on the statistical test table for the influence of the Product Quality construct (X1) on Promotion (Z), obtained a significant value (P-value) of 0.000 < 0.05 (significant) with a T-statistic value of 5.898 > 1.96 (influential) and a path coefficient value (original sample) of 0.543 (positive). Therefore, it is concluded that product quality has a significant positive effect on promotion, and the third hypothesis is accepted. (d) Testing the Fourth Hypothesis (H4), based on the statistical test table for the influence of the Price construct (X2) on Promotion (Z), obtained a significant value (P-value) of 0.000 < 0.05 (significant) with a T-statistic value of 4.785 > 1.96 (influential) and a path coefficient value (original sample) of 0.389 (positive). Therefore, it is concluded that price has a significant positive effect on promotion, and the fourth hypothesis is accepted. € Testing the Fifth Hypothesis (H5), based on the statistical test table for the influence of the Promotion construct (Z) on Purchasing Decisions (Y), obtained a significant value (P-value) of 0.004 < 0.05 (significant) with a T-statistic value of 2.879 > 1.96 (influential) and a path coefficient value (original sample) of 0.275 (positive). Therefore, it is concluded that promotion has a significant positive effect on purchasing decisions, and the fifth hypothesis is accepted.

CONCLUSION

Based on the results of research conducted on MasKu consumers at PT. WOM Finance in the Greater Jakarta area, to determine the effect of product quality (X1) and price (X2) on purchasing decisions (Y), with promotion (Z) as a mediator, the following conclusions can be drawn: Product quality has a significant and positive effect on purchasing decisions for MasKu precious metal financing products at PT. WOM Finance in the Greater Jakarta area, Price has a significant and positive effect on purchasing decisions for MasKu precious metal financing products at PT. WOM Finance in the Greater Jakarta area, Product quality has a significant and positive effect on the promotion of MasKu precious metal financing products at PT. WOM Finance in the Greater Jakarta area, Price has a significant and positive effect on the promotion of MasKu precious metal financing products at PT. WOM Finance in the Greater Jakarta area, Promotion has a significant and positive effect on purchasing decisions for MasKu precious metal financing products at PT. WOM Finance in the Greater Jakarta area, Promotion has a significant and positive mediating effect on the influence of product quality on purchasing decisions for MasKu precious metal financing products at PT. WOM Finance in the Greater Jakarta area, Promotion has a significant

positive effect, mediating the influence of price on purchasing decisions for PT. WOM Finance's MasKu precious metal financing product in the Greater Jakarta area.

Considering that most respondents are in the productive age range and are generally accustomed to accessing social media or other digital media, perhaps the company can increase promotions through digital media while providing education on the benefits of investing in precious metals in the long term or simplify the digital MasKu financing ordering method with a secure cyber security system so that consumers do not have to come to the branch office.

In this research model where the accuracy of the R-square model estimation of the Y Purchase Decision is 0.395, based on this value it means that X1 Promotion Quality, X2 Price and Z Promotion influence 39.5% of the Purchase Decision, while the remaining 60.5% is influenced by other variables outside the research. Although the research model is valid and reliable/fit based on the data and can be used for the next estimation stage, the resulting R-square value is still relatively small, which means that these three variables still have a small estimation number for the purchase decision. The author suggests that in further research, other variables can be added such as: consumer motivation, lifestyle, brand image, specific promotional media, etc. It can also change the research framework according to the problems to be studied further and can also increase the number of respondents to obtain more accurate results.

ACKNOWLEDGEMENTS

On this occasion the author expresses his deepest gratitude and highest appreciation to those involved in this research. Co-authors and customers who have provided a lot of assistance have played a role in facilitating the research and writing of this thesis.

References

Adwimurti, Yudhistira, and Sumarhadi, 2023. "The Effect of Price and Promotion on Purchasing Decisions with Product Quality as a Moderating Variable." Journal of Management and Business Vol. 3 No. 1 Pages: 74-90

Annur, Cindy Mutiara. 2022. "JakPat Survey: Majority of Indonesians Invest from a Young Age," https://databoks.katadata.co.id/keuangan/statistik/3224bc8596a4a8c/survei-jakpat-mayoritas-masyarakat-indonesia-investasi-sejak-usia-muda accessed June 2025

Aprila, Bord N., 2021. "The Relationship between Demographic Factors and Gold Purchasing Decisions in Pekanbaru City in 2021." Procuratio: Scientific Journal of Management, Vol. 9 No. 4 Pages: 405 – 414

Baali, Yongker, et al., 2023. Quality Management. Padang: Get Press Indonesia

Darsana, I Made, et al., 2022. MARKETING STRATEGY, Bali: INFESS MEDIA

Dinata, Mahendra S. and Imrotul Khasanah, 2022. "The Influence of Price Perception, Product Quality Perception, and Service Quality on Consumer Purchasing Decisions at Eden Internasional Daily Food, Semarang." Diponegoro Journal of Management, Vol. 11 No. 2, Pages 1-9

Erwin, et al., 2024. MARKETING MANAGEMENT (Theory and Strategy). Yogyakarta: Green Pustaka Indonesia

Fajarihza, Reyhan F.. 2025. "Sharia Bank Gold Business Projected to Remain Shining in 2025", https://finansial.bisnis.com/read/20250104/90/1828852/bisnis-emas-bank-syariah-diproyeksi-tetap-berkilau-pada 2025 accessed January 2025

Fauziah, Ismi, A. Ratna P., and Eni Erwantingingsih, 2022. "The Influence of Price Perception, Product Quality Perception, and Service Quality on Consumer Purchasing Decisions at Eden International Daily Food, Semarang". Diponegoro Journal of Management Vol. 11 No. 2 Pages: 1 – 9

Gischa, Serafica. 2023. "Factors Influencing the Promotional Mix," https://www.kompas.com/skola/read/2023/08/03/120000469/faktor-faktor-yang-memengaruhi-bauran-promosi accessed March 2025

Gozali, Imam and Henky Latan, 2021. Partial Least Square: Engineering Concepts and Applications of SmartPLS 2.0 M3, Semarang: Diponegoro University Publishing House

Indriani, Elis. 2022. The Influence of Marketing Strategy and Gold Price on Public Interest in Using Gold Savings Products (Case Study at Pegadaian Syariah and BSI Yogyakarta). Islamic Economics Thesis, Faculty of Religious Studies. Yogyakarta: Islamic University of Indonesia

Kotler, Philip and Kevin Lane Keller, 2016. Marketing Management, 15th Edition, New Jersey: Pearson Education, Inc.

Mardiana, Anggi. 2025. "The Advantages and Disadvantages of Gold Investment That Are Important for Investors to Know," https://katadata.co.id/ekonopedia/istilah-ekonomi/6791a87a77b62/kekurangan-dan-kelebihan-investasi-emas-bagi-investor-yang-penting-diketahui, accessed January 2025.

Meiryani. 2021. "Understanding the Inner Model (Structural Model) in SmartPLS," https://accounting.binus.ac.id/2021/08/12/memahami-inner-model-model-struktural-dalam-smsrt-pls/, accessed June 2025.

Mendur, Miranda E. M., Hendra N. Tawas, and Fitty Valdi Arie, 2021. "The Influence of Perceived Price, Product Quality, and Store Atmosphere on Purchasing Decisions at Immanuel Sonder Store." EMBA Journal: Journal of Economics, Management, Business, and Accounting, Vol. 9, No. 3, pp. 1077–1086

Nugroho, Hastomo. 2023. The Effect of Service Quality in Moderating the Influence of Brand Image and Marketing Mix on Consumer Purchasing Decisions for MotorKu Multipurpose Products at PT. WOM Finance, Purwokerto Branch. Master of Management Thesis, Faculty of Economics and Business. Jakarta: Krida Wacana Christian University

Nurlaila, Nopi, Winda Nadya Nainggolan, and Nurlinda. 2021. "The Influence of Brand Image and Product Quality on Indihome Product Purchasing Decisions at Witel Medan". JAKP: Journal of Accounting, Finance, and Taxation, Medan State Polytechnic, Vol. 4 No. 1, Pages: 33-43

Oktariansyah, Budi Haryono, and Soegeng Wahyoedi, 2024. "Analysis of the Influence of Price and Product on Purchasing Decisions Mediated by Brand Image at Maybank Indonesia Finance Lampung Branch". Nomico Journal, Vol. 1 No. 8, Pages: 103-112

Perdana, R. Kusuma. 2024. "Understanding the Factors Influencing Gold Prices", https://dataindonesia.id/berita.detail/mengenal-faktorfaktor-yang-memengaruhi-harga-emas, accessed January 2025

Rusmiyati and Sri Hartono, 2022. "The Influence of Product Quality, Brand Image, and Promotion on Financing Decisions with Customer Interest as a Mediating Variable". Journal of Consumer Sciences, Vol. 7 No. 1, Pages: 20-33

Tecoalu, Melitina, Hery Winoto Tj, and Ferdian, 2021. "The Effect of Price Perception and Brand Awareness on Service Quality Mediated by Purchasing Decision." Journal of Humanities, Social Science, Public Administration and Management (HUSOCPUMENT) Vol. 1 No. 4 Pages: 183-195

Tegowati, et al., 2024. PRODUCT DEVELOPMENT. Purbalingga: EUREKA MEDIA AKSARA

Tonibun, Saparso, and Soegeng Wahyoedi, 2021. "Product Quality and Service Quality on Purchase Decisions Mediated by Brand Image in Four-Wheeled Motor Vehicle Sales." Journal of Management and Business (JOMB) Vol. 3 No. 2 Pages: 113 – 129

Wardhana, Aditya, 2024. CONSUMER BEHAVIOR IN THE DIGITAL ERA, Purbalingga: EUREKA MEDIA AKSARA

Yuliana, Sinta, and Ali Maskur. 2022. "The Influence of Product Quality, Price Perception, Service Quality, and Location on Purchasing Decisions (A Study at Sinestesa Coffee Shop, Pati)." SEIKO Journal of Management & Business Vol. 5 No. 1 Pages: 559–573

Zohir, Muhammad. 2024. "The Influence of Product Quality and Product Innovation on Purchasing Decisions with Brand Image as an Intervening Variable (A Case Study of Supermie Instant Noodle Consumers in Serang City)." Tirtayasa EKONOMIKA Vol. 19 No. 2 Pages: 254–274