



The influence of consumer perception of brand on purchase decisions at Mie Gendowor Pringsewu

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ABSTRACT

Purchasing decisions are consumer actions whether they want to buy products or not, whether there is an influence on consumer perceptions on purchasing decisions, because everyone has a different object, perception has a subjective nature, brand is a reflection of the associations that exist in consumer minds, is there any influence on decisions purchases, whether brand and consumer perceptions influence simultaneously on purchasing decisions at Mie Gendowor Pringsewu. This type of research uses quantitative methods, the data collection uses documentation and questionnaires, with the customer population; the sample was calculated using the Cochran Formula to produce 96 samples, but the questionnaires returned by customers were 88. Data analysis used multiple linear regression with hypothesis testing using t-test and f-test. Conclusions in this study; There is an influence of consumer perceptions on purchasing decisions which is indicated by the presence

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INTRODUCTION

Marketing is an activity carried out by companies with the aim that their business continues to run well, because marketing deals directly with consumers. Marketing is about creating and providing special value to potential customers to gain long-term competitive advantages. (Novarianti & Djuanda, 2022) Everyone who wants to make a purchase will usually choose first what is good and in accordance with what they want before deciding what to buy. They will choose according to their taste, after which their minds feel satisfied. (Ari et al., 2021).

Food and beverage business people are challenged to create a unique differentiation and clear positioning so that consumers can differentiate this type of business from its competitors. Business people must prepare experiences in consuming products and services, so that it will impress them. strategy in order to be able to please and build a sense of consumer enthusiasm to become something (Agung Gita Subakti, Darwin Tenironama, 2018). Every company continues to focus on activities to create value for its customers, how a company can make money in the long term, which contains what the company will sell, to whom products and services are sold, how the company earns income, what technology will be used, and so on. (Paramita et al., 2022). Consumer behavior is the behavior

shown by consumers in searching for, buying, using, evaluating and spending products and services that they expect will satisfy their needs, that consumer behavior is all psychological activities, actions and processes that encourage actions such as before buying, when buying, using products and services after doing the things mentioned above or evaluation activities. (Rahman, 2021)

Purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are well known to the public before consumers decide to buy, usually consumers go through several stages first, namely, (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) decision to buy or not, (5) post-purchase behavior. (Junia, 2021). Purchasing decision is a process in which the consumer recognizes the problem, seeks information about a particular product or brand and evaluates how well each of these alternatives can solve the problem, which then leads to a purchase decision. (Arianto & Pamulang, 2020). The decision or intention to buy is something related to the consumer's plan to buy a particular product, as well as how many units of the product are needed in a certain period. Consumer purchasing decisions are consumer mental statements that reflect plans to purchase a number of products with a particular brand. (Musholikhah, Ni Wayan Eka Mitariani, n.d., 2020)

The consumer's decision to make a purchase is a manifestation of the intention to buy. Or purchase intention is customer behavior that appears in response to objects indicating the customer's desire to make a purchase. Purchase intention is a consumer's desire for a product to be purchased with an evaluation to determine the consumer's intention to make a purchase or delay making a purchase. (Triatmaja & Ekawati, 2023). Purchase intention is a person's activity or behavior that arises through the response so that it shows the customer's desire to make purchases on an object, and purchase intention as a desire to be able to have a product if this intention is driven by the influence of the quality and quality of a product and the existence of information that is support the existence of the product. (Purwa & Ardani, 2018)

Purchasing decision is a decision that is influenced by economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process, so that an attitude on consumers to process all information and draw conclusions in the form of responses that appear products what to buy. Purchasing decisions are a final process and activity when a person deals with the search and selection of products and services to meet needs and wants. (Iwan Sahara & Adi Prakoso, 2020)

Purchasing decisions are actions and social relations carried out by individual consumers, groups or organizations to assess, obtain and use the desired goods. Purchasing decisions are a process of identifying problems by consumers, followed by searching for information about certain products or brands that are considered to be able to solve the problem and evaluate them first which then lead to purchasing decisions. According to (Tjiptono, 2018) in (Mardiana & Sijabat, 2022). Purchasing decision making is an important sub-discussion in the field of marketing, which studies how individuals, groups and organizations select, buy, use and utilize goods, services, ideas or experiences in order to satisfy their needs and wants. (Isa & Istikomah, 2019).

Kotler, (2011:206), in (Sunarto, 2018) reveals the decision to buy taken by consumers is a collection of a number of decisions. Every buying decision has a structure that consists of several components, among others. 1) Decisions about the type of product, 2) Decisions about the form of the product, 3) Decisions about the brand, which brand consumers will choose to buy, 4) Decisions about the seller, where the product is purchased and at what store, 5) Decisions about the number of products, the number of products to be purchased, 6) Decisions about the time of purchase. 7) Decision on the method of payment. According to (Alma, 2011) in (Nyoman Suardhita, Ahmad Rafik, 2019) Purchasing decisions are consumer decisions that are influenced by the financial economy, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude towards consumers to process all information and draw conclusions in the form of responses that appear what product to buy.

Consumer perceptions will greatly influence the continuity of a business or business and are very difficult to measure, therefore it is very necessary for a business actor to be able to understand how to read the target market in detail and quality in order to improve consumer purchasing decisions. According to Suryani, (2012: 97), in (Gustini, 2018) Consumer Perception is a process in which individuals choose, organize and interpret stimuli into something meaningful.

A person's perception arises because of opinions caused by verbal communication, the form of objects both physical and visual forms, a way that arises due to sensations in a person when carrying out activities that cause a cheerful emotional state within him and can also arise feelings of sadness or disappointment towards something. events that are happening. (Lestari & Rahmawan, 2022)

Everyone's perception of an object will be different. Therefore perception has a subjective nature. The perception that a person forms is influenced by the contents of his memory. The first person's perceptual process is derived from stimuli (sight, sound, smell, taste, and texture) which are then responded to quickly by the recipient's senses. according to Kotler and Armstrong (2010: 218) in (Sunarto, 2018) argues that perception is the process of selecting, organizing/regulating, and interpreting information inputs. Stimuli (stimulus) is any form of physical, visual that can affect individual responses. Kotler (2005) in (Isa & Istikomah, 2019) explain perception is the process used by an individual to select, organize interpret information input to create an image. Perception does not only depend on physical stimulation, but also depends on the environment and the circumstances of the individual concerned.

The factors that influence perception are: (1) Perceived Actors Individual perspectives in trying to interpret and are influenced by the personal characteristics of individual actors. (2) Target Or Object The characteristics of the target to be initiated can affect what is perceived. (3) Situation Environmental elements affect one's perception of those elements for example place, time, light, heat, or any number of situational factors. (Agung Gita Subakti, Darwin Tenironama, 2018)

According to Caputo (2021), Aaker (2020), Kotler, Keller, Brady, Goodman, Hansen (2019), (Wardhana, 2022: 107) in that consumer perception of brand image is formed from information related to the brand or various types of brand associations that exist in the minds of consumers.

The existence of a brand is considered as a business pillar so that it can attract consumers' intention to use the product. Each brand offered has its own characteristics that distinguish it from competing products. Brand is one of the considerations for consumers to use a product, so companies must have a strong brand image in the minds of consumers (Triatmaja & Ekawati, 2023). Brand or brand, in a company is an identifier. More than just a symbol or a name. According to Jeff Bezos-CEO of amazon.com in (Nyoman Suardhita, Ahmad Rafik, 2019) put forward "a brand for a company like a reputation for a person".

Brand Image is the consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers (Kotler & Keller, 2016) in (Devanagiri & Rastini, 2022), The view of a brand that is formed from information and past experiences with the brand is said to be Brand Image. According to Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009), in (Wardhana, 2022: 105) argues that brand image (brand image) is the reinterpretation of all perceptions of the brand formed from information and experiences of consumers and customers in the past towards the brand.

Brand value is the financial value of a brand that can be measured from the total net sales value of a product with a certain brand on the market. Several studies have found that brand names influence consumer perceptions regarding a product that is represented by a certain brand name. Brands can even influence the experience of consuming a product (Susanto et al., 2022: 165)

Concept Framework, according to (Sugiyono, 2019: 95), states that the framework is a conceptual model of how the theory relates to various factors that have been identified as important

issues. This study aims to determine whether there is influence of consumer perceptions of the brand on purchasing decisions at Mie Gendowor Pringsewu.

RESEARCH METHOD

Type or research design. This type of research is quantitative. According to Sugiono, (2019: 13) Quantitative method can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses.

Data is important in research, because data describes the variables studied. the method used in this study uses a quantitative approach, namely by collecting data using research instruments (Iwan Sahara & Adi Prakoso, 2020). This study aims to study and find out the consumer perception variable on the brand variable on purchasing decisions at Mie Gendowor Pringsewu.

The operational definition of a variable determines, assesses or measures a variable that will be used for research. According to Sugiyono (2019: 153) is an attribute or characteristic or value of an object or activity that has certain variations that have been determined by researchers to be studied and then drawn conclusions. The definition of research variables must be formulated to avoid errors in collecting data.

The variables used in this study are the dependent variable or the dependent variable, namely the purchase decision (Y); the moderating variable is consumer perception (X_2) and the independent variable or independent variable is brand (X_1) are the perceptions and beliefs held by consumers, as reflected by the associations embedded in consumer memory (Devanagiri, Aditya, Rastini, Ni Made 2022).

Population and research sample, are two things that are interconnected with one another. The population is the total number of research objects, the sample is defined as a small portion of the research objects chosen by the researcher. One of the concepts that is closely related to the sample is population, that is, all the symptoms/units to be studied, the sample is part of the population to be studied. (Dr. Priyono, n.d.2016: 104)

The following are the population and research samples, namely:

- 1) Population is a generalization area which consists of: objects/subjects that have certain quantity and characteristics determined by the researcher to be studied and then conclusions drawn. . (Marjaya & Pasaribu, 2019). The population is consumers who buy Mie Gendowor Pringsewu;
- 2) The sample is part of the number and characteristics possessed by the population. (Gustini, 2018) The sample of this research is in this study using data from consumers of Gendowor Pringsewu Noodles who have purchased and who will buy Gendowor Pringsewu Noodle products. Due to the large population, the number of consumers is unknown and unlimited, the researchers used the Cochran formula to determine the number of samples. The Cochran formula in (Sarwono, 2012: 25), is as follows:

$$\text{No} : z^2pq/e^2 \quad (\text{No} = \text{Sample size}; z^2 = 96\% \text{ confidence level}; e^2 = \text{Degree of accuracy } 10\%; \\ P = \text{Proportion } 0.5; \text{ and } Q = 1-p \text{ of } 0.5)$$

Based on the formula above, the number of samples can be obtained as follows:

$$\text{No} : \frac{(1,96^2)(0,5)(0,5)}{0,1^2} \quad \text{No} : \frac{(3,84)(0,5)(0,5)}{0,01} \quad \text{No} : \frac{0,96}{0,01} = 96 \text{ sample}$$

Data collection techniques and instruments can be described as ways or methods used by researchers to collect various information, data and other supporting facts that will be used for research purposes. According to (Marjaya & Pasaribu, 2019) Data collection technique is a step that is considered strategic in research, because it has the main goal of obtaining data.

RESULTS AND DISCUSSIONS

Research Results

Situation and Conditions of the Research Site

The consumption of the younger generation, such as millennials and Gen Z, compared to the consumption of previous generations, can be seen clearly from their consumption pattern, which prefers to spend their money on interesting experiences such as culinary experiences and travel, rather than saving or investing as the previous generation did (Ni Nyoman Rsi Respati, 2022). Mie Gendowor Pringsewu is a culinary business that sells its own unique noodles with attractive names and appearance. Mie Gendowor Pringsewu is a business built by young people who want to create. Mie Gendowor Pringsewu is located on Jalan Pringadi, No. 45 RT 03 / RW 03, North Pringsewu Lampung, next to Indomart. This business uses a combination of noodles, special sprinkled chicken, fried dumplings filled with chicken, wonton crackers, with an increased spiciness level. Mie Gendowor Pringsewu uses Instagram, WhatsApp, Facebook and endorsements as advertising media. In this study, researchers will examine the influence of consumer perceptions of the brand on purchasing decisions.

Characteristics of Respondents, This study used consumers of Gendowor Pringsewu Noodles as respondents. It was conducted on 96 samples by distributing questionnaires to countless consumers of Gendowor Pringsewu Noodles. Of the countless consumers except for the 96 samples, 10 people were taken to carry out the trial

Table 1. Results of collection and rate of return of questionnaires

Number of questionnaires distributed	96
Number of questionnaires that were not returned	8
Aborted questionnaire	0
The questionnaire used	88

Source: Data processed

Based on the table above, it is known that there are 88 returned questionnaires, and 88 of these questionnaires can be used.

Analysis of instrument data

- Validity test, Before the questionnaire is distributed to the sample, it is necessary to do a trial run to check each statement item, so that later it will provide valid results if it is distributed to the actual sample. Valid research results if there is a similarity between the data collected and the data that actually occurs in the object under study. (Setiawan et al., 2017: 184).
- Reliability Test, a reliable measuring instrument is a measuring instrument which, when used several times to measure the same object, will produce the same data. (Setiawan et al., 2017: 184)

Table 2. Reliability test results for 10 respondents

Variable	Cronbach alpha	r-table	Description
Brand (X ₁)	0,973	0,576	Reliable
Consumer Perception (X ₂)	0,970	0,576	Reliable
Purchase Decision (Y)	0,975	0,576	Reliable

Source: Primary data processed with SPSS

The results of the reliability calculation can be seen from Cronbach Alpha on the brand variable, consumer perceptions and purchasing decisions have met the requirements of being

reliable because according to Prof.H.Imam Ghozali, M.Com, Ph.D, CA, n.d. (2018: 38) a construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70.

Research Data Analysis

a. Descriptive Statistical Analysis

The results of the descriptive analysis of consumer perceptions of the brand and purchasing decisions on Gendowor Pringsewu Noodles, are presented in tabular form on variables consisting of moderating consumer perceptions, brand independent variables and the dependent variable on purchasing decisions of Gendowor Pringsewu Noodles as follows:

Table 3. Results of descriptive statistical analysis

		Statistics		
		TOTAL_X1	TOTAL_X2	TOTAL_Y
N	Valid	88	88	88
	Missing	0	0	0
Mean		58,1818	58,4091	79,5455
Median		58,5	59	80
Std. Deviation		3,98718	4,29016	5,76934
Variance		15,898	18,405	33,285
Range		19	23	29
Minimum		47	47	63
Maximum		66	70	92

Source: Primary data processed with SPSS

From the descriptive statistics table above, it shows that the amount of data used in this study is 88 data. So that the results can be explained as follows: (a) Consumer perception shows a minimum value of 47 and a maximum of 66 with a standard deviation of 3.98718, while the mean (average) is 58.1818 meaning that all samples have an average consumer perception of 58.1818. (b) The brand shows a minimum value of 47 and a maximum of 70 with a standard deviation of 4.29016, while the mean (average) is 58.4091 meaning that all samples of the average brand are 58.4091. (c) The purchase decision shows a minimum value of 63 and a maximum value of 92 with a standard deviation of 5.76934, while the mean (average) is 79.5455 meaning that all samples of the average purchase decision are 79.5455.

Multiple Linear Regression Analysis

To answer the hypothesis and see the magnitude of the influence of consumer and brand perceptions on purchasing decisions, multiple linear regression statistical tools are used. Following are the results of calculations using multiple linear regression based on the results of distributing questionnaires to 96 consumers of Mie Gendowor Pringsewu, returning 88.

Table 4. Summary of multiple linear regression analysis results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	
	B	Std. Error				
1 (Constant)	32,410	9,585		3,381	0,001	
Persepsi konsumen	0,905	0,122	0,626	7,400	0,000	
Brand	-0,095	0,114	-0,070	-0,832	0,408	

a. *Dependent Variable:* Keputusan pembelian

Source: Primary data processed with SPSS

Based on multiple regression calculations, the following equation is obtained:

$$Y = 32,410 + 0,905 X_1 - 0,095 X_2$$

Hypothesis Testing

Hypothesis 1, To find out how much influence consumer perception has on the Mie Gendowor Pringsewu brand, it will be tested using the one sample T test as follows:

Table 5. The results of the one sample T test for the one-sample test consumer perception variable

	T	Df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Consumer perception	18,387	87	0,000	0,000	8,40909	7,5001	9,3181

Data source: Processed results of questionnaire data via SPSS

From the results of the table above, the value is obtained t_{count} of 18.387 when compared with t_{table} with degrees of freedom (dk) = $n-1 = (88-1=87)$ with a significance level $\alpha=0,05/2$ because for two sides it becomes 0.025, so the t_{table} value is 1.991. With a t_{count} value greater than t_{table} ($18.387 > 1.991$) then H_0 is rejected and H_a is accepted.

Hypothesis 2, To find out how much influence the purchase decision has on the Mie Gendowor Pringsewu brand, it will be tested using the *One-Sample Test*.

Table 6. The results of the one sample T test for the purchasing decision variable
One-Sample Test

	T	Df	Significance		Mean Difference	95% Confidence Interval of the Difference	
			One-Sided p	Two-Sided p		Lower	Upper
Consumer perception	18,387	87	0,000	0,000	8,40909	7,5001	9,3181

Sumber data : Hasil olah data Angket melalui SPSS

From the results of the table above, a t_{count} value of 48.040 is obtained when compared to t_{table} with degrees of freedom (dk) = $n-1 = (88-1=87)$ with a significance level of $\alpha=0.05/2$ because for two sides it becomes 0.025, so the value t_{table} 1.991. With a t_{count} value greater than t_{table} ($48.040 > 1.991$) then H_0 is rejected and H_a is accepted.

Hypothesis 3

a. Partial Testing (T Test)

This test is used to determine whether the independent variable Brand (X_1) and moderating variable (X_2) partially or independently affect the dependent variable Purchase Decision (Y). The test criteria is if the t -count value $>$ t -table value, then H_a is accepted and H_0 is rejected. With a t -table value (dk) = $(a / 2 ; n-k-t) = 0.05/2 = 0.025, 88-2-1 = 85$, a t -table value of 1.992 is obtained.

Table 7. T test results

Variable	t-count	t-table	Information
Brand (X_1)	-0,832	1,992	Not significant
Consumer perception (X_2)	7,400	1,992	Significant

a. Dependent variable: Purchase decision
Source: data processed with SPSS

Based on the above calculations, the following results are obtained: (a) The calculated T value of consumer perception is $7.400 < T\text{-table } 1.992$. So it can be concluded that H_a is accepted and H_o is rejected, which means that there is an influence on consumer perceptions (X_2) on purchasing decisions (Y). (b) Value of T-count Brand $-0.832 > T\text{ table } 1.992$ so it can be concluded that H_a is rejected and H_o is accepted, which means there is no influence of Brand(X_1) on purchasing decisions (Y). (c) Simultaneous testing (Test F)

In carrying out the F test, the parameter used is to compare the calculated F value with F table:

Table 8. Results of the F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1139,109	2	569,555	27,558	0,000
	Residual	1756,709	85	20,667		
	Total	2895,818	87			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Brand, Consumer perception

Source: data processed with SPSS

Based on the results of multiple regression calculations, the calculated F value is $27.558 > f\text{ table } 3.09$ ($df = 88 - 2 = 86$), so it can be concluded that H_a is accepted and H_o is rejected, which means that there is an influence of Brand variables (X_1) and Consumer Perceptions(X_2) simultaneously on the purchasing decision variable (Y).

b. Coefficient of Determination

Testing the determination hypothesis (R-Square) is shown to see whether the purchase decision variable (Y) on the purchasing decision of Gendowor Pringsewu Noodles can be explained by the Brand variable (X_1) and consumer perception (X_2). In other words, use the coefficient of determination to find out the contribution of the influence of Brand variables (X_1) and Consumer Perceptions (X_2) to Purchase Decisions (Y). The results of calculations using SPSS can be seen in the following table.

Table 9. Brand determination coefficient results, consumer perceptions and purchase decisions

Model	R	Model Summary		Std. Error of the Estimate
		R Square	Adjusted R Square	
1	,627 ^a	0,393	0,379	4,54612

a. Predictors: (Constant), Brand, Consumer perception

Source: data processed with SPSS

It can be concluded that purchasing decisions at Mie Gendowor Pringsewu can be explained 39.3% by Brand variables and Purchase Decisions. In other words, the Brand and Consumer Perception variables contribute 39.3% to purchasing decisions at Mie Gendowor Pringsewu and the other 61% are influenced by other factors not identified in this study. The purchase decision at Mie Gendowor Pringsewu is explained by 39.3% in the low category, namely with a correlation coefficient of 0.200-0.399

Discussion

1. The test criteria is if the t-count value $> t\text{-table value}$, then H_a is accepted and H_o is rejected. With a t-table value ($dk = (a / 2 ; n-k-t) = 0.05/2 = 0.025, 88-2-1 = 85$), the t-table value is 1.992, that: (a) The calculated T value of consumer perceptions is $7.400 < T\text{ table } 1.992$; that H_a is accepted and H_o is rejected; there is the influence of consumer perceptions (X_2) on purchasing decisions (Y). (b) Value of T count Brand $-0.832 > T\text{ table } 1.992$; that H_a is rejected and H_o is accepted, which means there is no influence of Brand (X_1) on purchasing decisions (Y).
2. Simultaneous testing (F test), by comparing the calculated F value with F table, the results of multiple regression calculations calculated F value $27.558 > f\text{ table } 3.09$ ($df = 88 - 2 = 86$), so it can

- be concluded that there is an influence of the Brand variable (X1) and consumer perceptions (X2) simultaneously on the purchase decision variable (Y).
3. The coefficient of determination (R-Square) to see whether the purchase decision variable (Y) on the purchasing decision of Gendowor Pringsewu Noodles can be explained by the Brand variable (X1) and consumer perception (X2). In other words, the use of the coefficient of determination to determine the contribution of the variable influence of Brand (X1) and Consumer Perceptions (X2) on Purchasing Decisions (Y). that purchasing decisions at Mie Gendowor Pringsewu can be explained 39.3% by Brand variables and Purchase decisions. In other words, the Brand and Consumer Perception variables contribute 39.3% to purchasing decisions at Mie Gendowor Pringsewu and the other 61% are influenced by other factors not identified in this study. The purchase decision at Mie Gendowor Pringsewu is explained by 39.3% in the low category, namely with a correlation coefficient of 0.200-0.399

CONCLUSION

There is no brand influence on purchasing decisions at Mie Gendowor Pringsewu, this is indicated by the absence of a positive influence between the t-count value of $-0.832 > T$ table 1.992, There is an influence of consumer perceptions on purchasing decisions at Mie Gendowor Pringsewu, this is indicated by the positive influence between T count of $7.400 > T$ table of 1.992, and Brand variables and consumer perceptions simultaneously influence the purchase decision variable, where the calculated F value is $27.558 > f$ table 3.09 ($df = 88 - 2 = 86$),

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