



Original Article

Analysis of the Influence of Price, Product Quality, and Brand Image on Consumer Purchase Decisions at Matahari Departement Store in Palopo City

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Abstract:

This study aims to analyze the influence of price, product quality, and brand image on consumer purchasing decisions at Matahari Department Store in Palopo City. As competition intensifies in the modern retail sector, especially in fashion, understanding the factors that drive consumer choices becomes increasingly vital. The research employed a quantitative method using multiple linear regression analysis to process data collected through observation, interviews, and questionnaires from 50 respondents. The findings reveal that price and brand image have a significant influence on consumer purchase decisions, while product quality does not have a statistically significant effect. This suggests that in this retail context, consumers place greater emphasis on perceived value and brand reputation rather than product quality, which is assumed to meet standard expectations. These results underscore the need for retail businesses to focus on competitive pricing and brand development strategies in order to enhance consumer engagement and purchasing behavior. The study provides valuable insights for marketing practitioners seeking to align business strategies with evolving consumer preferences in mid-sized urban markets.

Keywords: Consumer Behavior, Price, Product Quality, Brand Image, Purchase Decision

Introduction

In an increasingly competitive era of the creative industry, particularly in the fashion sector, fulfilling consumer needs has become a crucial aspect. Companies are required to face inevitable competitive challenges within the dynamic context of the modern market. Therefore, a deep understanding of consumer preferences and the ability to adapt to changes in the external environment are essential prerequisites for companies to maintain their existence and competitive advantage. In this endeavor,



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companies must minimize internal weaknesses and optimize their existing strengths and potentials. One of the retail companies that has shown rapid growth in Indonesia is Matahari Department Store, which operates the Matahari retail chain. As of 2013, the company had operated 155 outlets across 74 cities throughout Indonesia ([Ginting, 2024](#)). This expansion reflects Matahari's strategic position as a key player in the national retail industry, including in Palopo City. In this region, Matahari Department Store has become one of the prominent modern shopping centers experiencing significant development. In its operations, the company offers a wide range of products to meet consumer needs, and this product diversity serves as an attraction that encourages consumers to make purchasing decisions.

PT Matahari Department Store Tbk recorded a relatively strong financial performance, as reflected in the growth of several key indicators. During the reporting period, the company posted a gross profit of IDR 10,370 billion, marking a 3.5% increase from the previous year's figure of IDR 10,017 billion. Additionally, net revenue rose by 3.1% to IDR 5,915 billion. The company also recorded a net profit of IDR 1,345 billion, a slight increase of 0.5% compared to the prior period ([PT Matahari Department Store Tbk, 2024](#)). One of the main drivers of this growth was the 4.6% increase in Same Store Sales Growth (SSSG), primarily driven by strong sales performance during the Eid al-Fitr season. This improvement was also supported by more focused promotional strategies and the expansion of merchandise offerings that are increasingly aligned with current market demands. In addition to financial factors, Matahari Department Store's success in attracting consumer interest is also influenced by several important non-financial elements, such as competitive pricing, adequate product quality, and a strong brand image in the eyes of the public. These three aspects serve as key considerations in consumers' purchasing decisions. Matahari Department Store is widely recognized as one of the largest and most popular shopping centers in Palopo City. Its strategic location and wide range of available products make it a primary shopping destination for residents of Palopo and surrounding areas. The high customer traffic at the Matahari store in Palopo reflects strong consumer trust in the brand and indicates that the company's business and marketing strategies are being implemented effectively.

Consumers of Matahari Department Store come from various backgrounds, including housewives, career women, and university students. Not only women, but men also represent an active market segment that regularly makes purchases to fulfill their needs and desires ([Irmayani, Wujarso, Julyanthry & Silalahi, 2022](#)). This indicates that Matahari Department Store is capable of reaching a broad and diverse market, unconfined by gender segmentation. Matahari Department Store offers high-quality products supported by well-known and reputable brands, thereby providing added value to consumers and enhancing their shopping satisfaction. The company primarily targets middle-class consumers, which constitutes the core of its market segment. Its image as a leading apparel retailer is well-established among the residents of Palopo City, reinforced by its consistency in offering products that are not only of high quality but also aligned with current fashion trends. Furthermore, the store's modern layout, friendly customer service, and various promotional programs contribute to strengthening consumer loyalty and increasing Matahari's appeal as a preferred shopping destination in the region.

Matahari Department Store offers a wide range of products to meet consumers' needs and desires, including clothing, sandals, shoes, and bags in various

models and contemporary designs. As a modern retail company, Matahari is committed to maintaining the quality of each product it sells as part of its effort to preserve and strengthen its brand image in the eyes of consumers. Consistency in providing high-quality products not only enhances customer satisfaction but also fosters long-term brand loyalty. [Schiffman and Wisenblit \(2019\)](#) explain that consistent product quality directly contributes to customer satisfaction and, over time, strengthens brand loyalty. This information is obtained from various sources, such as personal experience, prior knowledge, recommendations from others, and the ease of access to digital technology. In today's digital era, consumers are becoming increasingly selective, carefully considering quality, trend relevance, and the economic value of products. Matahari Department Store responds to this demand by offering products that are not only high in quality and fashionably up-to-date, but also available at competitive prices that correspond with the level of quality and brand value. This flexible pricing strategy, tailored to consumers' purchasing power, positions Matahari as an appealing and relevant shopping destination for a wide range of market segments.

A brand is a representation of identity inherent in a company, product, or service, aimed at distinguishing itself from competitors in the market ([Siyamto, Saputro, Fathoni, 2022](#)). Beyond being just a name or symbol, a brand reflects the values, character, and promises that a company offers to its consumers. In the context of modern marketing, a brand plays a vital role as a strategic element in building long-term relationships with consumers ([Farida, Fitria, Kusumo & Kom, 2024](#)). The success of a brand is not solely measured by its popularity, but also by its ability to instill a strong and positive impression in the minds of consumers. A successful brand is one that can create deep emotional and rational associations, leading consumers not only to recognize it, but also to trust and choose it over alternative options. In this regard, brand strength serves as a foundation for generating customer loyalty and market preference. One of the most crucial aspects of a brand is brand image, which refers to the set of perceptions formed in the minds of consumers about a particular brand. According to [Kotler and Armstrong \(Rukmayanti & Fitriana, 2022\)](#), brand image is a collection of interconnected perceptions held by consumers regarding the characteristics, benefits, and value of a brand. This image is shaped through consumer experiences, marketing communications, product quality, and direct interactions with the brand itself. A positive brand image enhances consumer trust and significantly influences their purchasing decisions ([Putri & Saputra, 2023](#)). When a brand image is firmly embedded in consumers' minds, the decision-making process becomes quicker and tends to favor the well-established brand. Therefore, companies must consistently maintain and strengthen their brand image to remain aligned with the evolving expectations and needs of the market.

The urgency of this research lies in the increasingly competitive dynamics of the creative industry, particularly in the fashion retail sector, where consumer behavior is rapidly evolving alongside technological advancements and shifting market preferences. As demonstrated by the performance and strategic positioning of Matahari Department Store, especially in Palopo City, the ability of retail companies to attract and retain consumers is no longer driven solely by pricing strategies or product variety. Instead, intangible factors such as brand image, product quality, and value perception have become pivotal in influencing consumer purchase decisions.

This study is essential because it aims to explore how these non-financial factors—namely, brand image, product quality, and pricing strategies—interact in shaping consumer behavior within the specific context of a well-established, modern retail environment. What sets this research apart from similar studies is its contextual focus on Matahari Department Store in Palopo City, a regional market often overlooked in consumer behavior research that tends to concentrate on major metropolitan areas. While numerous studies have examined the influence of brand image or product quality in general retail settings, few have investigated their role in mid-sized urban markets where consumer profiles are more diverse, and market segmentation is less rigid. Furthermore, this study integrates the analysis of consumer perception and purchasing decisions with real-world performance indicators—such as Same Store Sales Growth (SSSG), financial trends, and consumer traffic data—providing a more comprehensive understanding of how intangible brand-related variables translate into tangible outcomes. The findings of this research are expected to offer valuable insights not only for academic discourse but also for practitioners in retail marketing who seek to enhance competitive advantage through consumer-centered strategies in similar market environments.

Methods

This study focuses on examining the influence of price, product quality, and brand image on consumer purchasing decisions at Matahari Department Store in Palopo City. The selection of this research object is based on Matahari's strategic role as one of the dominant modern shopping centers in the region. The research is designed to be conducted over a two-month period, from April to May 2025, with the aim of obtaining relevant and in-depth data to support hypothesis testing. In collecting the data, the researcher employed three main methods: observation, interviews, and the distribution of questionnaires to respondents. Observation was conducted to gather direct empirical data from consumer behavior, interviews were used to explore deeper consumer perceptions, and questionnaires were distributed to systematically obtain quantitative data. The collected data includes both qualitative and quantitative types, with primary sources (from direct respondents) and secondary sources (such as documents, reports, and related publications) ([Mamuaya, dkk., 2025](#)).

The population in this study comprises the residents of Palopo City, with the sampling technique using non-probability sampling through incidental sampling. The sample size was set at 50 respondents, in accordance with Sugiyono's guideline which recommends a minimum of 10 times the number of independent variables used. The data collected was analyzed using a statistical approach, beginning with descriptive analysis to present the data in terms of mean, variance, maximum, minimum, skewness, and kurtosis. The research instruments were tested for validity and reliability to ensure that the questionnaires accurately measured the intended variables and produced consistent responses. Validity was determined by comparing the calculated *r*-value with the critical *r*-table value (0.361), while reliability was measured using Cronbach's alpha, with a minimum accepted value of 0.60 to ensure the instrument's reliability ([Subhaktiyasa, 2024](#)).

Furthermore, to assess the influence of price (*X*₁), product quality (*X*₂), and brand image (*X*₃) on purchasing decisions (*Y*), multiple linear regression analysis was used. This model serves to examine the relationship between several

independent variables and a single dependent variable, as well as to predict the direction and magnitude of each variable's influence. The testing involved the F-test to determine whether all independent variables jointly have a significant effect, and the t-test to assess the individual effect of each independent variable on the dependent variable. In addition, the coefficient of determination (R^2) was used to measure how much of the variation in the dependent variable can be explained by the independent variables (Darma, 2021). The results of this analysis are expected to provide a comprehensive overview of the key factors influencing consumer decisions to purchase products at Matahari Department Store, and to serve as a foundation for strategic decision-making in the field of retail marketing.

Results

Simultaneously Significance Test (f-test)

The f-test in this study was used to simultaneously examine the significance of the influence of the variables Price (X_1), Product Quality (X_2), and Brand Image (X_3) on Purchase Decision (Y). Based on the results of the statistical analysis, a significance value of 0.000 was obtained, which is below the significance level of 0.05, and the calculated t-value was 4.612, which is greater than the t-table value of 1.680. Therefore, it can be concluded that the first hypothesis (H_1) is accepted, indicating that there is a significant simultaneous influence of Price, Product Quality, and Brand Image on consumers' Purchase Decisions.

Table 1. Results of Simultaneously Significance Test (f-test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-2.351	2.294		.311
	TotalX1	.312	.100	.269	.003
	TotalX2	.016	.077	.029	.836
	TotalX3	.423	.092	.675	<.001

a. Dependent Variable: TotalY

Partial Significance Test (t-test)

Partial test (in regression analysis) is a statistical method used to determine the influence of each independent variable individually on the dependent variable while keeping other variables constant. This test is commonly conducted using a t-test, which aims to assess whether the regression coefficient of each independent variable significantly differs from zero (0). If the significance value (p-value) is less than 0.05 (at a 95% confidence level), it can be concluded that the independent variable has a significant partial effect on the dependent variable.

Table 2. Results of Partial Significance Test (f-test)

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-2.351	2.294		.311
	TotalX1	.312	.100	.269	.003
	TotalX2	.016	.077	.029	.836
	TotalX3	.423	.092	.675	<.001

a. Dependent Variable: TotalY

The Influence of Price, Product Quality, and Brand Image on Purchase Decision

Based on the data analysis conducted in this study, it was found that among the three independent variables examined—namely price, product quality, and brand image—only two variables, price and brand image, were proven to have a significant influence on consumer purchasing decisions. Meanwhile, product quality did not show a statistically significant effect. This suggests that, in the context of consumers at Matahari Department Store in Palopo City, purchasing decisions are more heavily influenced by how consumers perceive the price of a product and their perception of the brand itself. Prices considered affordable and commensurate with the product's value, along with a strong and positive brand image, tend to encourage consumers to make purchases. Conversely, product quality is perceived to have met a certain standard and therefore is not a distinguishing factor in consumer comparisons between one product and another.

Although product quality was not statistically significant, it does not mean that this aspect should be completely disregarded. This finding more likely reflects that consumers may have assumed the quality of Matahari's products to be a "given" or already assured, thus no longer serving as a key consideration in purchasing decisions. This may occur when the perception of product quality has become well-established and stable in the minds of consumers, rendering it less prominent as a distinguishing factor among brands. In such situations, brand image and price take on greater significance, as both have the potential to create flexible perceptions of value that can be further shaped through various marketing communications and promotional strategies.

The interaction between the three variables—price, product quality, and brand image—remains an integral part of effective retail marketing strategy. Although only two of them were found to be statistically significant in this study, the management of Matahari Department Store appears to have made efforts to manage all three aspects in an integrated manner. Consumers who shop at Matahari typically consider a combination of attractive prices, products that meet expectations, and a trustworthy brand reputation. When these three elements align harmoniously, purchasing decisions are strengthened. On the other hand, if one of these elements is inconsistent or disappointing, it may reduce consumer buying intentions or even drive them toward competitors. Therefore, a holistic strategy that maintains alignment across all three factors remains necessary.

The managerial implications of these findings are significant. Matahari Department Store managers, particularly in Palopo City, must recognize that focusing on just one aspect is not sufficient to sustain long-term sales performance. For instance, aggressive discount strategies might be effective in the short term, but without the support of a strong brand image and the consumer's perception that the product consistently maintains high quality, customer loyalty will be difficult to achieve. Thus, marketing strategies must be directed toward brand strengthening through consistently positive customer experiences, as well as price adjustments that reflect the perceived value by consumers. Furthermore, innovation in promotions and customer service also plays an essential role in reinforcing the three discussed aspects.

This study's findings are also supported by other research, such as the study conducted by [Nugraha, Guritno, Kalatiku, Lestari, Nurjannah \(2023\)](#), which examined purchasing decisions at Café Immune in Palopo City. That study found that

price, product quality, and brand image simultaneously have a significant effect on consumer purchasing decisions. This implies that even though product quality was found insignificant in the current study, in different contexts and consumer segments, product quality still plays a crucial role in influencing purchasing behavior. This reinforces the understanding that the relevance of each variable can be affected by consumer characteristics, product types, and general perceptions of the brand in different regions.

Finally, these findings align with the marketing theory proposed by Kotler and Keller ([Rachmawati, Syah, Indradewa & Fajarwati, 2021](#)), which states that purchasing decisions are the result of the interaction between various internal and external factors, including consumer perceptions of a product's value. Consumers tend to make purchasing decisions not only based on functional needs but also on emotional and psychological satisfaction derived from a brand or product. Therefore, companies aiming to excel in a competitive market must understand these dynamics and design strategies that meet both the functional and emotional needs of consumers. This study offers practical contributions toward that understanding, particularly for modern retail sectors such as Matahari Department Store.

The Influence of Price on Purchase Decision

Based on the results of data analysis obtained in this study, it is evident that the price variable has a significant influence on consumer purchasing decisions at Matahari Department Store in Palopo City. This finding indicates that price is one of the main factors considered by consumers in the purchasing decision-making process. In the context of the modern retail market such as Matahari, consumers are highly sensitive to price and tend to compare product prices with the perceived value or benefits they expect to receive. When the price is perceived to match the quality or even offer greater value, consumers feel more confident and motivated to make a purchase. Therefore, an appropriate pricing strategy is essential to ensure that consumers feel they are receiving a worthy product at a reasonable cost.

Furthermore, consumer perception of price is also closely linked to perceptions of fairness and transparency. Consumers tend to evaluate prices not only by their nominal value but also based on context, such as past purchasing experiences, competitors' pricing, and the quality of service provided by the store. If the product price is perceived as transparent and proportionate to its benefits, consumer trust increases, potentially encouraging long-term loyalty. On the contrary, if the price is considered too high without clear justification, or if consumers feel deceived due to significant price discrepancies with other places, their trust may be damaged, prompting them to seek alternatives. In this regard, price functions not only as a functional element but also as an emotional component in shaping consumer perceptions of a brand.

This finding also illustrates that competitive pricing aligned with consumer expectations plays a crucial role in encouraging immediate purchasing decisions. Consumers who believe that the price is appropriate are less likely to engage in prolonged comparisons or deliberation, making them more inclined to proceed with the purchase. This is particularly important in today's competitive market, where consumers are presented with numerous options and purchase decisions can be influenced by even slight price differences. Therefore, Matahari Department Store must maintain consistency in its pricing strategy, including promotional programs, seasonal discounts, or product bundling, to continually attract consumer interest and

increase sales volume.

The results of this study are also supported by previous research conducted by [Fitri, Hanum, Nurjannah & Mahmut \(2023\)](#). Their study found that price significantly influences consumer purchasing decisions for Es Teh Poci products on Jl. Andi Kambo, Palopo City. The study emphasized that affordable prices aligned with consumer expectations stimulate quicker purchasing actions. This confirms that across various sectors—whether in food and beverage or apparel retail like Matahari—price perception remains a critical factor shaping final consumer decisions. Thus, managing a pricing strategy that is adaptive, transparent, and oriented toward perceived consumer value should be a top priority in every retail marketing plan.

The Influence of Product Quality on Purchase Decision

Based on the data analysis conducted in this study, it was found that the product quality variable does not have a significant effect on consumer purchasing decisions at Matahari Department Store in Palopo City. This finding indicates that although product quality is generally considered a crucial element in attracting consumer buying interest, in the specific context of this research, the factor did not make a meaningful contribution in influencing purchase decisions. In other words, consumers do not consider product quality as a primary basis for making purchasing decisions at the store.

One possible explanation behind this result is the consumer perception that the product quality at Matahari Department Store is already at an acceptable or standard level. Consumers likely believe that all products sold there have met a minimum quality expectation, so they no longer feel the need to consider quality as a key factor in the purchasing process. When quality is perceived as a given or guaranteed, consumers tend to shift their attention to other aspects that differentiate one product from another, such as price and brand image.

This finding reinforces the understanding that in the modern retail environment, purchasing decisions are not solely determined by product quality, but rather by a combination of various factors that create a perceived value in the minds of consumers. In this case, price and brand image appear to be more dominant in shaping purchasing decisions. This could be influenced by marketing strategies that emphasize price offerings and brand perception more than product quality, or because consumers already have a positive perception of quality, making it a less significant factor in their decision-making process.

This study is also consistent with previous research conducted by [Nugraha, Guritno, Kalatiku, Lestari, Nurjannah \(2023\)](#), which stated that product quality does not significantly influence purchasing decisions. Their study explained that when product quality declines, purchasing decisions also tend to decrease. However, if quality is considered stable, other factors such as price and brand tend to have a greater influence on consumer actions. This underscores that while product quality must be maintained at an acceptable standard, it alone is not sufficient to drive increased sales.

Therefore, even though product quality did not show a significant effect in this study, it does not mean that this aspect can be overlooked by management. In fact, maintaining product quality within consumer expectations is a basic requirement that must always be fulfilled. Meanwhile, price and brand image should be the main focus in strategies aimed at improving purchasing decisions. An effective

marketing strategy is one that balances quality assurance, competitive pricing, and strong brand positioning in order to shape positive perceptions and encourage customer loyalty.

The Influence of Brand Image on Purchase Decision

Based on the data analysis conducted in this study, it was found that the brand image variable has a significant influence on consumer purchasing decisions at Matahari Department Store in Palopo City. This finding emphasizes that brand image plays an essential role in the consumer decision-making process. A brand with a positive image creates a sense of confidence and psychological comfort for consumers when deciding to purchase a product. This sense of security arises because consumers believe that the product they are buying comes from a brand with a proven reputation and quality.

A strong brand image is capable of providing added value that is not only functional but also emotional. Consumers tend to prefer products from well-known brands with good reputations and those that instill a sense of pride when used. In the modern retail world, such as at Matahari, brand image becomes one of the most important strategies for capturing consumer attention and maintaining their loyalty. Positive experiences associated with a brand make consumers feel a sense of attachment, which ultimately increases the likelihood of repeat purchases in the future.

Furthermore, the results of this study indicate that brand image not only shapes positive perceptions of a product but also directly influences trust and purchase intention. Brands that are widely recognized and associated with attributes such as high quality, social status, and reliability are more easily accepted by consumers. This positions brand image as a critical element in product differentiation, especially in a competitive market where many choices are available. In this context, brand image is not merely about logos or names but also about how consumers perceive and evaluate the value attached to a product.

This research supports the findings of a previous study conducted by Faizal, Irgi, Nurjannah & Mahmut (2024) which found that brand image significantly influences consumer purchasing decisions for Celcius products in Palopo City. In that study, consumers were more likely to choose familiar brands that were perceived as more trustworthy and of better quality. This highlights that a strong brand image can serve as a key competitive advantage in marketing strategies, as it can build trust, attract purchase interest, and foster long-term customer loyalty.

Conclusion

Based on the comprehensive results of this study, it can be concluded that Price and Brand Image play significant roles in influencing consumer purchasing decisions at Matahari Department Store in Palopo City. The f-test results confirmed a significant simultaneous effect of the three independent variables—Price, Product Quality, and Brand Image—on Purchase Decisions. However, when examined individually through the t-test, only Price and Brand Image showed significant influence, while Product Quality did not. This suggests that consumers are more sensitive to pricing strategies and brand perceptions when making purchase decisions. Price, perceived as fair and aligned with the product's value, and a strong brand image that offers emotional assurance and trust, are the most powerful motivators for consumers to buy. These findings highlight the importance for

retailers to prioritize competitive pricing and consistent brand development in their marketing strategies.

Although Product Quality did not show a statistically significant impact in this particular context, it should not be disregarded. The insignificant result is likely due to the assumption among consumers that product quality at Matahari already meets expected standards, making it less of a concern in comparison to price and brand image. Nevertheless, consistent product quality remains essential to prevent negative perceptions that could harm the brand's reputation in the long run. A comprehensive marketing strategy should, therefore, focus on maintaining quality standards while optimizing pricing policies and strengthening brand equity. Additionally, the findings support existing marketing theories and align with previous research, suggesting that consumer behavior is driven by a complex interaction of factors—both emotional and rational—that form the perceived value of a product. For retail managers, especially in competitive environments, these insights provide actionable guidance to enhance purchase intentions and customer loyalty through balanced, data-informed strategies.

Suggestion

Matahari Department Store is advised to enhance its marketing effectiveness by focusing on competitive and value-driven pricing strategies, reinforcing brand image through positive customer experiences, and maintaining consistent product quality as a fundamental standard. Although product quality did not show a significant influence in this study, it remains essential for long-term brand trust. Additionally, implementing targeted market segmentation will allow for more personalized and efficient strategies, while regular evaluations and strategic adjustments are crucial to staying relevant and competitive in the dynamic retail environment.

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