

The Influence of Price, Brand Image, and Word of Mouth on Purchasing Decisions at Toksik Pinang Lombang Cafe Labuhanbatu Utara

Junita Lestari ^{1✉}, **Pitriyani**², **Abdillah Menri Munthe**³

¹ Student, Department of Management, Universitas Labuhanbatu

^{2,3} Departement of Management, Universitas Labuhanbatu

Abstract

The cafe business in the modern era is growing rapidly along with changes in people's lifestyles, making it a place for social communication and entertainment. This study aims to examine how price, brand perception, and recommendations from others influence consumer purchasing choices at Cafe Toksik Pinang Lombang, North Labuhanbatu, which has been operating since September 2021, with a turnover increasing from IDR 96 million (2021-2022) to IDR 240 million (2024-2025). Using descriptive quantitative methods, the study involved 100 respondents aged 15-40 years through purposive sampling and Likert scale questionnaires. Conducting data analysis using SPSS, looking at the validity test ($r_{\text{count}} > r_{\text{table}}$), reliability (Cronbach's Alpha > 0.60), on classical assumptions (normality sig. 0.052 , VIF < 10 , heteroscedasticity sig. > 0.05), multiple linear regression ($Y = -0.128 + 0.365X_1 + 0.246X_2 + 0.384X_3$), t test (price $t = 5.683$ $p = 0.000$; brand image $t = 3.301$ $p = 0.001$; WOM $t = 4.724$ $p = 0.000$), and F test (182.050 $p = 0.000$). The results showed that all three variables had a significant positive influence partially and simultaneously, with $R^2=0.851$ (85.1% of the variation in purchasing decisions). Price had the strongest influence.

Keywords: *Price, Brand Image, Word of Mouth, Purchasing Decision, Toksik Café*

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✉ Corresponding author :

Email Address : junitalestari237@gmail.com

INTRODUCTION

Nowadays, the cafe business is experiencing quite rapid growth in line with the dynamics of changing lifestyles that continue to evolve. Cafes are no longer simply a place to consume various types of food and drinks, but have also developed into a medium for social interaction, entertainment, and a place to express oneself through activities such as photography or social media content (Widiyaningsih, 2022). Competition among cafes is also getting fiercer with the emergence of many new places offering prices, brand image, and recommendations from friends (word of mouth), so customers are becoming more selective in choosing where to hang out.

One cafe that has experienced significant growth amidst this competition is Cafe Toksik Pinang Lombang Labuhanbatu Utara, which began operating in September 2021. Cafe Toksik is not only a place to enjoy coffee, but also a cool hangout to gather, share stories, and relax.

Cafe Toksik's vision is to advance local MSMEs and become an icon in the area. Being "iconic" means the cafe aspires to be known as a distinctive and memorable place, presenting a unique identity through quality coffee, friendly service, and a unique atmosphere. By becoming an icon in the village, Cafe Toksik hopes can be a benchmark and inspiration for other cafes, while also attracting the attention of the wider community so that the name Cafe Toksik becomes a symbol of quality coffee and a favorite hangout spot in North Labuhanbatu.

Meanwhile, Cafe Toksik's mission is to prove that selling coffee doesn't have to be in a big city. Villages also have significant business potential, and through Cafe Toksik, local entrepreneurs can demonstrate that creativity and hard work can create a successful cafe.

Over time, Cafe Toksik demonstrated a changing business journey through its annual turnover. In its first year of operation (2021–2022), the cafe recorded a turnover of Rp96,000,000, marking a promising start. In the following year, 2022–2023, the cafe's turnover decreased to Rp6,500,000. This decrease occurred because the cafe owner had other work commitments, making it less focused on managing and overseeing the cafe's operations directly. As a result, business management was less than optimal. Nevertheless, this situation provided valuable experience for the owner to evaluate strategies and improve management systems so that the business could grow further in the future.

Thanks to various improvements, turnover increased again in 2023–2024 to Rp216,000,000 and continued to grow in 2024–2025 to reach Rp240,000,000, indicating increasing customer trust and the cafe's success in adjusting its business strategy and building a strong reputation.

Although the growth of turnover indicates the success of the cafe, the number of visitors does not always show consistent stability over a certain period of time, indicating the existence of various important determinants in forming consumer purchasing desires, among which the main factors at Cafe Toksik Labuhanbatu Utara are price, brand image, and recommendations from others (word of mouth). Changes in the number of visitors indicate that consumers do not solely assess the quality of coffee but also consider perceptions of the price offered, the reputation of the cafe, and experiences or suggestions from others before deciding to buy. This phenomenon is the basis for conducting research with the intention of analyzing the level of influence of the three factors that are part of the purchasing desire.

One of the main determinants that contributes to the formation of purchasing decisions is price. According to Julius et al. (2021) Price plays a crucial role in influencing purchasing decisions in the public sector. Price is the monetary amount that must be paid, including certain additional elements, to obtain a combination of products and accompanying services (Dian Dini Permatasari, 2024).

Besides the price aspect, brand image is also a major determinant in the purchasing decision process. Brand image is a perceptual representation formed in the consumer's mind about a brand, an assessment, or a mental representation formed in the customer's perception of a brand based on personal experience, information from other parties, or media exposure Mahiri (2020). This indicates that

brand image has a positive influence on purchasing decisions, meaning the stronger the brand image associated with a product, the greater the consumer's tendency to make a purchase. Brand image is one of the initial aspects consumers consider before deciding to transact with a product or service (Singgalinggi, 2021).

Word of mouth also influences purchasing intentions at Cafe Toksik Pinang Lombang, North Labuhanbatu. Word of mouth: The delivery of information verbally has a very significant impact on the sustainability of a company, because this information can spread quickly and be recognized by potential customers (Mukarromah, 2024). Meanwhile, according to Winalda (2022), the delivery of information verbally is a representation of product recognition carried out through word-of-mouth recommendations regarding positive things related to goods, both products and services that have been purchased.

According to Sitompul (2024) The purchasing decision-making process is the step in determining a product, where individuals consider various alternatives and ultimately choose what they will buy. Purchasing intentions are what consumers use to see the options for a particular product or service, and this process involves several fairly lengthy stages.

METHODOLOGY

Population and Sample

In Research Sugiyono (2020) A population can be defined as a general area encompassing an object or subject with certain characteristics determined by the researcher for analysis and conclusions to be drawn. Meanwhile, a sample is a portion of the totality and the characteristics possessed by the population in question.

Type, Place and Time of Research

This research used a descriptive quantitative approach and was conducted at Cafe Toksik Pinang Lombang, North Labuhanbatu, for 2-3 months. The population included all customers who visited Cafe Toksik throughout the research period.

Sampling Techniques

Because the population size cannot be accurately determined, a non-probability sampling method using a purposive sampling approach is used to select respondents based on specific criteria tailored to the research objectives. The criteria are men and women aged 15-40. Sample size is determined using the formula (Hair, 2023) The requirement is a minimum sample size of 5-10 times the number of research indicators. With four variables, each consisting of five indicators, the total number of indicators is 20, so the minimum number of respondents required for this study is 100.

Data collection technique

The sources of information in this study include primary data collected through questionnaire distribution to respondents, as well as additional data from supporting documents and literature. The research methodology was compiled based on relevant theoretical foundations and assessed using a five-level Likert scale.

Data Analysis Techniques

The data analysis stages were carried out through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-testing, F-testing, and calculating the coefficient of determination (R^2) using SPSS version 23 software support.

Validity Test

Validity testing is conducted to evaluate the ability of a questionnaire statement to measure the variables of Price (X_1), Brand Image (X_2), Word of Mouth (X_3), and Purchase Decision (Y). The validity process is carried out using the Pearson Product Moment correlation method. A statement is considered valid if the calculated r_value exceeds the table r_value .

Reliability Test

Reliability testing is used to evaluate the consistency of the research instrument in assessing the variables of Price (X_1), Brand Image (X_2), Word of Mouth (X_3), and Purchase Decision (Y). This testing process utilizes the Cronbach's Alpha coefficient. An instrument is considered reliable if its Cronbach's Alpha value exceeds 0.60.

Classical Assumption Test

Classical assumption test to see whether the part of the regression model used meets statistical requirements, which include:

Normality Test

A normality test is needed to ensure that the distribution of data in a study follows a normal distribution pattern. This test uses the Kolmogorov-Smirnov method. Data are considered normally distributed if the significance value exceeds 0.05. To assess whether the remaining data in the regression model follows a normal distribution, this test uses the Kolmogorov-Smirnov method. Data are considered normally distributed if the significance value exceeds 0.05.

Multicollinearity Test

A multicollinearity test was conducted to determine which independent variables had a significant relationship, namely Price (X_1), Brand Image (X_2), and Word of Mouth (X_3). A regression model is considered free of multicollinearity if the Tolerance is above 0.10 and the Variance Inflation Factor (VIF) is less than 10.

Heteroscedasticity Test

The heteroscedasticity test asks whether there is a difference in variation in the residuals. A regression model is considered free of heteroscedasticity if no specific pattern is visible on the scatterplot or if the significance value is greater than 0.05.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the impact of Price (X_1), Brand Image (X_2), and Word of Mouth (X_3) on Purchasing Decisions (Y) at Cafe Toksik.

The formula: $Y=b_0+b_1X_1+b_2X_2+\dots+b_kX_k+\varepsilon$

t-test (Partial Test)

The t-test was conducted to see the impact of each independent variable, namely Price (X_1), Brand Image (X_2), and Word of Mouth (X_3), separately on the Purchase Decision (Y). An independent variable has a significant influence if the calculated t value is higher than the t table.

F Test (Simultaneous Test)

This test aims to produce the impact of Price (X_1), Brand Image (X_2), and Word of Mouth (X_3) simultaneously on Purchasing Decisions (Y). A regression model is considered significant if the calculated F value is greater than the F table.

Coefficient of Determination (R^2)

The coefficient of determination is used to measure the extent to which the variables Price (X_1), Brand Image (X_2), and Word of Mouth (X_3) can see variations in Purchasing Decisions (Y). The closer the R^2 value is to 1, the stronger the ability of the independent variable to explain the dependent variable.

Respondent Characteristics

The respondents of this study were analyzed based on age and gender distribution. Of the 100 respondents who participated, the majority were in the 15–23 age group, namely 82 respondents (82%). Furthermore, respondents in the 24–33 age group numbered 9 respondents (9%), and the 34–40 age group also numbered 9 respondents (9%). The distribution believes that the sample in this study was dominated by young respondents who were included in the early productive age category. Based on gender, there were 79 female respondents (79%), while there were 21 male respondents (21%). This composition indicates that female participation in the study was relatively higher than male. This difference in proportion needs to be considered in interpreting the research results because it can influence the tendency of perceptions and behaviors analyzed.

RESULT AND DISCUSSION

Validity Tests

Table 1. Validity Test Results

Variables	Indicator	r Count	r Table	Significant	α	Description
Price (X1)	X1.1	0.817	0.1946	0,000	0.05	Valid
	X1.2	0.799	0.1946	0,000	0.05	Valid
	X1.3	0.782	0.1946	0,000	0.05	Valid
	X1.4	0.789	0.1946	0,000	0.05	Valid
	X1.5	0.807	0.1946	0,000	0.05	Valid
Brand Image (X2)	X2.1	0.851	0.1946	0,000	0.05	Valid
	X2.2	0.834	0.1946	0,000	0.05	Valid
	X2.3	0.854	0.1946	0,000	0.05	Valid
	X2.4	0.800	0.1946	0,000	0.05	Valid
	X2.5	0.838	0.1946	0,000	0.05	Valid
Word of Mouth (X3)	X3.1	0.783	0.1946	0,000	0.05	Valid
	X3.2	0.814	0.1946	0,000	0.05	Valid
	X3.3	0.793	0.1946	0,000	0.05	Valid

(X3)	X3.4	0.759	0.1946	0,000	0.05	Valid
	X3.5	0.799	0.1946	0,000	0.05	Valid
Purchase Decision (Y)	Y.1	0.773	0.1946	0,000	0.05	Valid
	Y.2	0.836	0.1946	0,000	0.05	Valid
	Y.3	0.793	0.1946	0,000	0.05	Valid
	Y.4	0.791	0.1946	0,000	0.05	Valid
	Y.5	0.834	0.1946	0,000	0.05	Valid

Based on the Validity Test Results Table, it can be explained that the test results show that all indicators used to measure the variables in this study have a correlation coefficient value that is greater than r_{table} in a sample of 100 respondents, namely 0.1946. From these findings, it can be concluded that all indicators are declared valid.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach's alpha	Standard	Information
Price (X1)	0.858	0.60	Reliable
Brand Image (X2)	0.892	0.60	Reliable
Word of Mouth (X3)	0.847	0.60	Reliable
Purchase Decision (Y)	0.862	0.60	Reliable

Based on the reliability test results table, testing using the Cronbach's Alpha coefficient with a limit of 0.60 indicates that all variables used in this study, both independent and dependent, are considered to have good reliability. This is indicated by an Alpha number higher than 0.60, thus it can be stated that the instrument used in this study has met reliability standards, namely consistency and is suitable for use as a measuring tool.

Classical Assumption Test

Traditional assumption tests are conducted to detect possible deviations from a parameter generated in the model study. In this study, the traditional assumption tests used include the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Normality Test

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters(a,b)	Mean	,0000000
	Standard Deviation	1.67728186
Most Extreme Differences	Absolute	,135
	Positive	,071
	Negative	-,135
Kolmogorov-Smirnov Z		1,352
Asymp. Sig. (2-tailed)		,052

In the normality test results table, the Kolmogorov-Smirnov significance value was 0.052, which is higher than 0.05, so it can be stated that the regression model in this study is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,387	2,581
	X2	,235	4,258
	X3	,256	3,902

Based on the Multicollinearity Test Results Table, the values are as follows;

1. The coefficient of the Price variable (X_1) indicates that the Tolerance value is 0.387 which is higher than 0.10 and the VIF value is 2.581 which is smaller than 10. These results prove that the variable part is not in multicollinearity symptoms and can stand independently. proving that the regression model is good for further testing.
2. The coefficient of the Brand Image variable (X_2) indicates a Tolerance value of 0.235 which is higher than 0.10 and a VIF value of 4.258 which is less than 10. These results prove that this variable does not experience multicollinearity symptoms and is independent. . proving that the regression model is good for further testing.
3. The coefficient of the Word of Mouth variable (X_3) indicates a Tolerance value of 0.256 which is higher than 0.10 and a VIF value of 3.902 which is less than 10. These results prove that this variable part is not in multicollinearity symptoms and can stand independently. proving that the regression model is good for further testing.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1,500	,567		2,644	,010
	X1	-,023	,043	-,088	-,540	,590
	X2	,045	,050	,187	,893	,374
	X3	-,036	,055	-,130	-,650	,517

The heteroscedasticity test results table shows that all independent variables – Price, Brand Image, and Word of Mouth – have significance values greater than 0.05. Therefore, it can be concluded that the regression model in this study does not exhibit heteroscedasticity.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Result

Model		Unstandardized Coefficients	
		B	
1	(Constant)		-,128
	X1		,365
	X2		,246

$$X_3 \qquad \qquad \qquad ,384$$

$$Y = -0.128 + 0.365X_1 + 0.246X_2 + 0.384X_3$$

Based on the analysis results table, namely multiple linear regression, it shows that all independent variables, namely Price, Brand Image, and Word of Mouth, show a positive influence on the dependent variable.

1. If the Price variable increases by 1 point, the Purchase Decision increases by 0.365.
2. If the Brand Image variable increases by 1 point, the Purchase Decision increases by 0.246.
3. If the Word of Mouth variable increases by 1 point, the Purchase Decision increases by 0.384.

Coefficient of determination (R²)

Table 7. Results of the coefficient of determination (R²)

Model	R	R Square	Adjusted Square	R Standard Error of the Estimate
1	,922(a)	,851	,846	1,70329

Based on the coefficient of determination (R²) table, the R Square value obtained is 0.851. This means that 85.1% of the variation in the Purchasing Decision section is proven to be understood through the variables Price, Brand Image, and Word of Mouth, while the remaining 14.9% can be influenced by other factors not included in this research model.

Hypothesis Test Results

Table 8. t-Test

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta	B		
1	(Constant)	-,128	,840			-,152	,879
	X1	,365	,064	,360		5,683	,000
	X2	,246	,074	,269		3,301	,001
	X3	,384	,081	,368		4,724	,000

Based on the t-test results table, this test is conducted to measure the magnitude of the impact of the independent variable (X) on a dependent variable (Y). The decision-making process uses the suitability of the calculated t_value with the t_table. If the calculated t_value has a higher value than the t_table, it means that the independent variable has an influence on the dependent variable. Conversely, if the calculated t_value produces a lower value than the t_table, then the independent variable is considered to have no effect on the dependent variable.

a. Price Variable (X₁)

The results of the t-analysis on the Price variable (X₁) show a calculated t of 5.683 with a significance value of 0.000. Based on the significance limit of 0.05, the obtained t-table is 1.984. Because the calculated t (5.683) exceeds the t-table (1.984), the first hypothesis (H₁) is acceptable.

b. The results of the t-test on the Brand Image variable (X₂) show that the t-count value reaches 3.301 with a significance value of 0.001. By limiting a

significance of 0.05, the t-table value that can be obtained is 1.984. Considering that the t-count (3.301) exceeds the t-table (1.984), the second hypothesis (H2) is acceptable.

- c. The t-value obtained from testing the Word of Mouth variable (X_3) is 4.724 with a significance level of 0.000. By using a significance level of 0.05, the t-table value obtained is 1.984. Because the calculated t-value (4.724) exceeds the t-table (1.984), the third hypothesis (H3) can be accepted.

F test

Table 9. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1584,486	3	528,162	182,050	,000(a)
	Residual	278,514	96	2,901		
	Total	1863,000	99			

Based on the F-test results table, this test is used to assess the simultaneous contribution of the Price, Brand Image, and Word of Mouth variables to the dependent variable. The calculation results show an $F_{\text{calculation}}$ value of 182.050 with a significance level of 0.000, while at a certain F_{table} value it reaches 2.699. Considering that the $F_{\text{calculation}}$ exceeds the F_{table} , it can be said that the three independent variables have a significant influence simultaneously. Therefore, the resulting regression model is declared suitable to be used as a prediction reference, so the proposed hypothesis is considered accepted.

Overall, the results of this study show that descriptive analysis proves that respondents' assessments of the studied variables are at a high level, as indicated by the predominance of affirmative responses for each indicator. Furthermore, inferential analysis reveals that the three independent variables—Price, Brand Image, and Word of Mouth—can have a significant influence on Purchasing Decisions at Cafe Toksik. The description of each variable is explained as follows:

The Influence of Price on Purchasing Decisions

The results of the analysis of the first hypothesis (H1) explain that the price factor has a significant impact on purchasing choices at Cafe Toksik, with a calculated t value reaching 5.683 which is higher than a t table value of 1.984 and a significance level of 0.000 (<0.05). This finding indicates that price is an important factor in the customer decision-making process. Empirically, this empirical is consistent with previous research which revealed that menu prices are one of the main determinants in restaurant selection in various types and consumption situations. The study emphasized that customers tend to judge restaurants based on their perceptions of the price paid and its usefulness (value for money), so that the perception of prices that are considered reasonable can increase the likelihood of a purchasing decision (Chua dkk, 2020).

Furthermore, research conducted in the context of restaurants and cafes in Indonesia indicates that price has a positive and significant impact on purchasing choices, as determined through multiple linear regression analysis. The study revealed that consumers consider aspects of coverage, the suitability between price

and product quality, and price comparability compared to competitors before deciding to purchase. This finding aligns with the conditions at Cafe Toksik, where a very strong significance level ($p = 0.000$) indicates that consumers are highly sensitive to price factors in determining purchasing decisions (Pangemanan and Ropa, 2020).

Therefore, this study is consistent with recent literature that places price as a strategic variable influencing purchasing decisions in the restaurant and cafe industry. Prices perceived as fair, competitive, and in line with existing product standards will increase the likelihood of customers making a purchase, both as an initial purchase and as a repeat purchase.

The Influence of Brand Image on Purchasing Decisions

The second decision hypothesis test (H2) shows that the Brand Image factor has a significant impact on Purchasing Decisions at Cafe Toksik, with a t_{count} value of 3.301 which is greater than the t_{table} of 1.984 and a significance level of 0.001 (<0.05). This finding indicates that brand image has an important role in influencing consumer decisions to make a purchase. Statistically, these results show that the more positive consumers' perceptions of the Cafe Toksik brand image, the greater their errors in determining purchasing decisions.

Research by shows that brand image has a significant impact on consumer purchasing choices in the food and beverage industry. The results indicate that consumers prefer brands with a positive image because they perceive them to offer better quality. This is relevant to Cafe Toksik's situation, where a positive brand image can be a differentiating factor in the increasingly competitive cafe business (Sanny et al, 2020).

Thus, the significance of the p -value of 0.001 in this study can strengthen the argument that brand image is a strategic element that has a significant influence in shaping a consumer's purchasing decision. A positive brand image will increase the perception of quality, strengthen trust, and reduce consumer uncertainty, thereby encouraging the formation of stronger purchasing decisions.

The Influence of Word of Mouth on Purchasing Decisions

The results of a third hypothesis test (H3) show that Word of Mouth (WOM) has a significant influence on a Purchasing Decision at Cafe Toksik, with t_{count} reaching 4.724 which exceeds t_{table} of 1.984 and a recorded significance level of 0.000 indicating that communication starting from a word of mouth has a strong role in encouraging consumers to make purchasing decisions. Statistically, very high significance shows that the more positive the information, recommendations, and experiences shared between consumers, the greater the likelihood of a purchasing decision.

Research by found that WOM has a direct influence on purchasing decisions because it can shape brand image and quality perceptions. The study explained that consumers tend to rely on the experiences of others when evaluating services, especially in experience-based businesses like restaurants and cafes. Therefore, informal communication between customers is a strategic factor in attracting new customers (Matute et al, 2020).

Thus, the significance value of 0.000 in this study strengthens the argument that word of mouth significantly influences purchasing decisions at Cafe Toksik. Marketing strategies that encourage customer satisfaction and generate positive recommendations will be key to increasing the number of purchases and the sustainability of the cafe's business.

CONCLUSION

The results of the hypothesis testing show that the variables Price, Brand Image, and Word of Mouth have a significant influence separately on consumer purchasing decisions. Pinang Lombang Toxic Cafe. The price variable shows the most significant impact with the maximum t-count (5.683), followed by the Word of Mouth (4.724) and Brand Image (3.301) variables, where all t-count numbers are above t-table (1.984) and have a significance level below 0.05. This indicates that the three variables have a crucial role in encouraging consumers to make purchases. Thus, improving competitive pricing strategies, strengthening brand image, and spreading positive recommendations from consumers can play a major role in improving purchasing decisions.

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