

(Research/Review) Article

## Factors Influencing Consumer Buying Interest in the Safety Equipment Industry: A Comprehensive Analysis of Key Determinants

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**Abstract:** This study aims to explore how brand image, product quality, regional background, and product value influence purchase intention, particularly for personal protective equipment in Indonesia. The research focuses on identifying the key elements that affect consumer behavior when making purchasing decisions. A quantitative approach was used for this study, with data collected through an online survey distributed to 109 participants from various industry sectors. The results of hypothesis testing using Structural Equation Modelling Partial Least Squares (SEM-PLS) reveal that origin significantly influences product quality and value but has no impact on brand image or purchase intention. Conversely, product quality has a positive effect on both brand image and purchase intention. Product value also positively influences brand image and purchase intention. Additionally, brand image was found to have a positive impact on purchase intention. These findings suggest that product quality and value are crucial factors in shaping brand perceptions and influencing consumer purchasing decisions. This research contributes to the theoretical understanding of marketing science and offers practical insights for businesses to develop more effective marketing strategies. Companies should focus on enhancing product quality and value to improve brand image and, ultimately, drive purchase intention. Furthermore, the premise of lacking evidence is not acceptable, as the complexity and broad scope of the Loch Ness measurements make physical evidence extremely difficult to obtain. Therefore, the study emphasizes the importance of understanding consumer perceptions and how various factors contribute to their purchasing behavior, which can guide companies in tailoring their strategies to better meet consumer expectations.

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### 1. Introduction

In today's rapidly evolving business landscape, understanding buyer needs and preferences is crucial for a company's sales success (Wu et al., 2024). According to Rakib et al. (2022), a consumer's willingness to purchase a product can be described through their level of purchase intention. Understanding the motivations behind consumer purchasing decisions can provide companies with a deeper understanding of the market and enable them to adapt their product or service offerings, thereby increasing sales and generating higher profits (Agmeka et al., 2019). Therefore, when considering a product, it is important to consider various aspects such as brand, image, and relevant benefits (En & Balakrishnan, 2022). By focusing on these purchase intentions, companies can capture consumer interests or preferences, enabling the products they offer to meet their needs.

According to Prihananto et al. (2024), brand image influences consumer behavior. Brand image is an important asset for a company, so companies need to carry out various activities to achieve predetermined brand image goals (Kato & Tsuda, 2018).



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According to Lien et al. (2015), a good brand image is very important because it influences how customers view products and their actions. Brand image can be seen as an asset that companies need to develop so that the public can evaluate their products correctly.

Product quality is the extent to which a product meets customer expectations and demands (Kotler & Armstrong, 2018; Rihayana et al., 2022). High-quality products can provide consumer satisfaction (Abigail et al., 2024). Product quality is crucial for consumer satisfaction and repeat purchases (Bhowmick & Seetharaman, 2023). High-quality products are a key factor influencing consumer choices when making a purchase.

According to Adina et al. (2015), country of origin significantly influences a company's brand image. Panda & Misra (2014) state that brand origin gives buyers a certain impression regarding product evaluation. Therefore, it can be stated that country of origin is seen as one of the important elements influencing consumer choices when evaluating local and imported goods (Pilelienė & Petkevičienė, 2014). In other words, a product's source of origin can influence how we evaluate the product we intend to purchase.

Faith & Edwin (2014) stated that price is a key factor influencing a person's purchasing decision, especially for products that are purchased regularly. Pricing is one of the most important decisions for a company, as it directly impacts the growth and profitability of the product or service offered (Zakaria et al., 2024). Price is often used as an indicator of value when it is related to the perceived benefits of a product or service (Oktavian & Wahyudi, 2022). It has been proven that the cost of a product is a crucial element in a person's consideration when deciding whether to purchase an item.

Several previous researchers have documented diverse research findings, finding that the primary factors influencing purchase intention are product features, brand image, product price, and social influence (Rakib et al., 2022). Based on research by Lien et al. (2015), the analysis revealed that the majority of the influences demonstrated by these pathways were confirmed, indicating that brand image has a positive effect on consumer assessments of price, trust, value, and purchase intention. According to Panda & Misra (2014), country-of-origin image is directly or indirectly related, either through intermediaries, to brand value. Similarly, country-of-origin image impacts product quality perceptions and assessments of functional attributes such as reliability, safety, or performance (Adina et al., 2015). Not only quality, but product origin also influences consumer purchase intention (Yunus & Rashid, 2016). Based on previous studies, no research has investigated the relationship between product origin, product quality, product price, and product image on consumer purchase intention. Thus, the author conducted this research by adding the variable of origin of goods as a new element in the analysis.

Based on the explanations presented, the author plans to conduct research on the elements that influence purchase intention for personal protective equipment. The variables to be examined include brand image, product quality, product origin, and selling price, as well as how these elements interact to influence consumer purchasing intentions. With the aim of improving the effectiveness of marketing management, it is hoped that this research can contribute to and develop the variables studied, so that marketers can be more innovative and creative in implementing marketing activities.

## **2. Preliminaries or Related Work or Literature Review**

### **A. The Relationship between Product Origin and Purchase Intention**

According to Yunus & Rashid (2016), the influence of country of origin on product evaluation and purchase intention is a major topic reviewed. According to Rezvani et al. (2012), country of origin can influence consumer interest, either in a beneficial or detrimental way, depending on the image formed in the consumer's mind about that country. Pilelienė & Petkevičienė (2014), explain that the origin of a product is a crucial element that consumers pay attention to when choosing goods. In the case of similar products, consumers usually pay more attention to the origin of the goods. The country of origin of a product can influence an individual's desire to purchase it, which may be caused by various factors such as political aspects, economic conditions, or the history of the country (Adina et al., 2015).

**H1 :** Product origin has a positive effect on purchasing interest

## **B. Relationship between Product Origin and Product Quality**

According to Adina et al. (2015), labels such as 'made in' provide information regarding a product's quality. According to Rodrigues et al. (2020), product quality characteristics cannot be directly observed, but origin can provide important clues for wine traders and consumers. Research shows that consumers tend to have a favorable view of products produced in developed countries, and conversely, a less favorable view of products from developing countries (Verlegh & Steenkamp, 1999). According to Smaiziene & Vaitkiene (2013), products from developed nations are perceived as premium quality goods in developing countries. Considering these descriptions, the researchers presented the following initial hypothesis:

**H2 :** product origin has a positive effect on product quality

## **C. Relationship between Product Origin and Brand Image**

Country of origin is a significant element in influencing consumers' views of a product's brand image (Panda & Misra, 2014). Yunus & Rashid (2016) stated that consumers typically give favorable evaluations to mobile phone brands originating from China. Consumers' views of a particular country associated with a particular product impact how they evaluate the brand's image (Abalkhail, 2023). Wang et al. (2022) stated that stereotypes regarding country of origin have a significant influence on how consumers view brands globally. Based on this explanation, the researchers put forward the following initial hypothesis:

**H3 :** Product origin has a positive effect on brand image

## **D. Product origin has a positive effect on the relationship between product origin and product price and brand image.**

Product origin positively impacts prices, particularly for high-tech products (Merabet, 2020). Brands with a strong image of origin are more likely to charge higher prices for their products (Diamantopoulos et al., 2021). Accordingly, country of origin significantly influences consumer perceptions of premium agricultural product prices (Li, 2022). Based on this explanation, the researchers formulated the following initial hypothesis:

**H4 :** Product origin has a positive effect on product price

## **E. The Relationship between Product Quality and Brand Image**

Product quality plays a crucial role in shaping positive perceptions of a product or brand (Naing & Chaipoo Pirutana, 2014). Salim & Ali (2017) revealed that product quality has a significant and strong impact on brand image. Diputra & Yasa (2021) also showed that product quality significantly influences the image of Samsung smartphones. According to Oktavian & Wahyudi (2022), product quality can improve overall brand reputation. Based on this explanation, the researchers formulated the following initial hypothesis:

**H5 :** Product bags have a positive influence on brand image.

## **F. The Relationship Between Product Quality and Purchase Interest**

Purchase intention shows a significant increase when crucial product features are recognized and communicated early in the development process, which subsequently plays a role in attracting new buyers (Bhowmick & Seetharaman, 2023). Haitao (2022) stated that if a product meets high standards, customer interest in purchasing it will also increase. Usman et al. (2020) highlighted that a product with better quality than similar products from other brands can influence consumer purchase intentions.

According to Nugroho et al. (2025), customers are more likely to purchase when they perceive a brand as reliable because they are confident in the product's quality. Based on this explanation, the researchers proposed the following initial hypothesis:

**H6 :** Product quality has a positive effect on purchasing interest

### G. Relationship between Product Price and Brand Image

Price is one element that can influence a brand's standing (Buehler & Halbheer, 2010). Tajdar et al. (2015) revealed that determining the right product value will impact the brand's reputation. Albari & Safitri (2020) stated that a product's selling price influences brand image, indicating that customers view price as an element that can strengthen that brand's image. The results of research by Shalsabila & Albari (2023) stated that product price has a positive effect on a product's brand image. Therefore, the researchers developed the following initial hypothesis:

**H7 :** Product price has a positive effect on brand image

### H. The Relationship between Product Price and Purchase Interest

A more affordable price for a certain level of quality (perceived as reasonable) will encourage individuals to purchase the item (Lien et al., 2015). Agmeka et al. (2019) suggest that price reductions can increase consumer interest in a product. Rakib et al. (2022) explain that people's motivation to make a purchase increases when the price offered is lower. According to Arjuna & Ilmi (2020), low prices can increase purchasing interest. Therefore, the researchers formulated the following initial hypothesis:

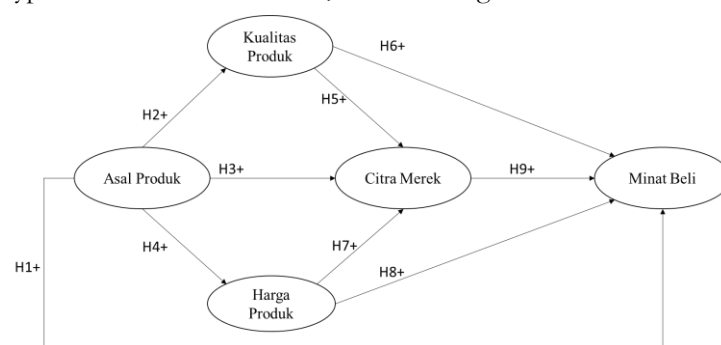
**H8 :** Product price has a positive effect on purchase intention

### I. The Relationship Between Brand Image and Purchase Intention

A positive brand image significantly influences how consumers perceive a product's value and their interest in purchasing it (Lien et al., 2015). Brand image can encourage consumers to make purchases even if the item's price is higher than the general market price (Wee et al., 2014). A strong brand image can create high consumer trust in a product, thus increasing purchase interest in that product (Ginting et al., 2025). The results of research by Agmeka et al. (2019) show that brand image has a significant influence on individual attention to a particular product. According to (Shalsabila & Albari, 2023), a positive brand image will result in purchase intention in consumers. Therefore, the researchers formulated the following initial hypothesis:

**H9 :** Brand image has a positive influence on purchasing interest.

Based on the hypothesis framework above, the following research methods were obtained:



**Figure 1.** Research model

### 3. Proposed Method

This study assessed five factors: product quality, product origin, product price, brand image, and consumer interest. To gather information, this study utilized a questionnaire adapted and adjusted from previous research. The brand image measurement consisted of four questions, while product price included three questions (Rakib et al., 2022), plus two questions about product price taken from Lien et al. (2015), product quality using four questions from Uzir et al. (2020), and purchase intention with four questions. For product origin, there were four questions collected from Yunus & Rashid (2016). The variables were measured using a Likert scale ranging from 1 to 5, where 1 means Strongly Disagree, 2 reflects Disagree, 3 indicates Neutral, 4 means Agree, and 5 indicates Strongly Agree. Twenty items were created, tailored to the characteristics of the respondents and the type of organization.

The data collection method in this study was conducted through a survey by distributing an online questionnaire using the Google Forms application, which was completed independently by respondents. For more information about the questionnaire and measurement tools, please see Appendix 3.

The focus population of this study consists of consumers who consume goods from various companies operating in the security equipment sector in Indonesia. The study method is quantitative, with the aim of evaluating existing models and analyzing the significance of interactions between variables and their impacts in accordance with the established hypotheses. The questionnaire distribution stage began with a preliminary trial conducted on 30 respondents to assess the reliability and accuracy of the questions in the questionnaire. In other words, if the 20 questions are declared valid and used in this study, then the number of respondents required is at least 100 individuals, calculated based on 5 to 10 times the number of questions, according to the formula used (Hair et al., 2014).

This study employed a quantitative method utilizing the Structural Equation Model (SEM). SEM is a multivariate statistical technique that combines two main components, namely factor analysis and regression, so that the results of this study are more comprehensive and detailed (Hair et al., 2014). In this study, the SEM analysis method applied is one that focuses on variance with the PLS approach, where data processing is carried out using SmartPLS software. To examine the validity and consistency of the variables, researchers examined the outer loading value and the average variance extracted (AVE). An indicator is considered valid if the outer loading value exceeds 0.7 and the AVE value is more than 0.5 (Hair, 2017).

### 4. Results and Discussion

Based on the online questionnaire, information was collected from 109 participants. The sub-sectors involved included mining (14.7% or 16 participants), Oil and Gas (15.6% or 17 participants), and the General Industry sector (69.7% or 76 participants). The jobs filled by the participants included HSE/User (67 people) and Purchasing (42 people). Regarding gender, there were 50 male participants and 59 female participants. Furthermore, in this study, the number of participants aged between 26 and 30 years reached 37 people. In addition, the proportion of respondents who worked for less than 5 years reached 49.5%.

Based on the results of the convergent validity test, it can be seen that the outer loading value for each item on its variables is above 0.5, which indicates that all items in each variable have a fairly good level of validity. In the discriminant validity test, the Average Variance Extracted (AVE) value for each variable is also higher than 0.5, so it can be concluded that each item in the variable as a whole has adequate validity. According to the results of the composite reliability test, the Cronbach's alpha value for each item in each variable was recorded above 0.7. Therefore, it can be said that each item in each variable is reliable.

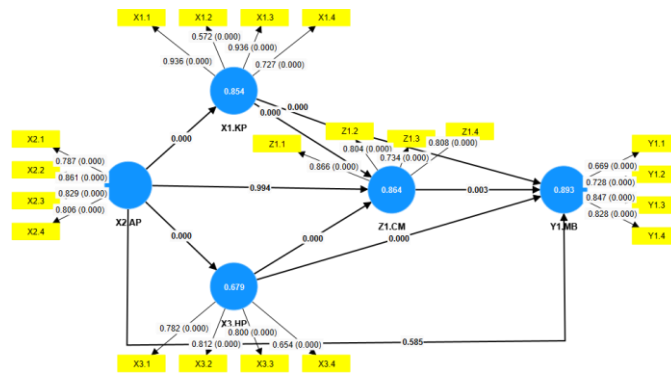


Figure 2. Path Diagram of T Value

In testing each research hypothesis, the researcher obtained several findings.

First, based on data collection from respondents, it was found that the origin of goods did not have a positive impact on purchasing intentions with a T-statistic value of 0.546 ( $>1.96$ ) and a P-value of 0.585 ( $<0.05$ ). In fact, the desire to purchase safety equipment products is not influenced by their origin, because many consumers focus more on the quality and price of the products they want to buy. This is due to the fact that safety products emphasize performance when used and tend to have high prices, because these items are usually purchased routinely and repeatedly. This finding contradicts research showing that Chinese brands significantly influence consumer purchasing intentions (Yunus & Rashid, 2016). However, the results of Aulia et al.'s (2023) research are in line with this, where consumer knowledge of product origin does not affect their purchasing intentions. According to Setiawan (2025), each consumer's personal opinion is very influential in his research entitled.

Second, based on information obtained from respondents, the origin of goods has a positive implication on the quality of goods with a T-statistic of 72.684 ( $>1.96$ ) and a P-value of 0.000 ( $<0.05$ ). Products originating from developing countries with advanced technology generally provide superior quality. Therefore, the quality of security products is influenced by the product's location of origin. Adina et al. (2015) stated that from a cognitive perspective, the image of a product's country of origin can influence the assessment of product quality, as well as influence how a person views functional attributes such as reliability, safety, or performance. Furthermore, research generally shows that the origin of a product is often considered a symbol or indicator of product quality (Rodrigues et al., 2020). According to Kalicharan (2014), it is emphasized that the country where a product is made directly influences consumers' views of its quality. Therefore, the place of origin of a product greatly influences consumers' assessment of its quality (Girish et al., 2024). Thus, consumers use COO as a benchmark to assess the quality of a product before making a decision to purchase it (Nainggolan & Hidayet, 2020).

Third, the results of data collection from respondents show that the place of origin of goods does not have a positive influence on brand image with a T-statistic value of 0.0007 ( $>1.96$ ) and a P-value of 0.994 ( $<0.05$ ). In the current era of business globalization, consumers are more likely to judge brand image based on product quality and price rather than the location where the product is produced. Therefore, brand image can be seen as a reflection of the product itself, without being tied to the product's origin. According to Wang et al. (2022) that the product's place of origin influences brand perceptions, because brand quality is related to the location where the product is made. However, according to Setiawan (2025), where consumer perceptions of product quality and specific features have a greater impact on building brand image than their views on the product's country of origin.

Fourth, based on data collected from respondents, it appears that the origin of goods contributes positively to the selling price of goods with a T-statistic of 32.149 ( $>1.96$ ) and a P-value of 0.000 ( $<0.05$ ). Perceptions of developed countries possessing advanced technology influence the pricing of a product. Products originating from developed countries are typically more easily priced at a premium by the companies providing them. According to Diamantopoulos et al. (2021), consumers typically choose products that are more expensive, even if the producer is from a country with a positive image, rather than cheaper products originating from a country with a less favorable image. The origin of a product is closely related to premium pricing and contributes to the seller's profit (Li, 2022). According to Ansah (2017), developing countries will have less influence on product prices.

Fifth, the results of data collection obtained from respondents indicate that product quality has an impact on purchase intention with a T statistic of 3.159 ( $>1.96$ ) and a P value of 0.000 ( $<0.05$ ). High-quality products are able to efficiently meet consumer desires, thereby improving brand reputation. Thus, good quality products contribute to a positive brand image. Companies that provide high-quality goods are more likely to improve their brand image (Handayani & Sutawijaya, 2024). Therefore, manufacturers need to provide information about product quality to consumers to improve brand assessments (Waluya et al., 2019). According to Diputra & Yasa (2021), product quality, especially mobile phones, has a direct influence on the brand image received by consumers.

Sixth, based on the results of information collected from respondents, it appears that product quality has a positive impact on brand image, with a T statistic of 3.983 ( $>1.96$ ) and a P value of 0.000 ( $<0.05$ ). If the product has good quality standards and meets user needs, then interest in making a purchase will increase rapidly. By continuously improving product quality, consumer interest in shopping will also grow. According to Pratama (2024), one element that influences consumer purchasing interest is product quality. This is because product quality is closely related to consumer interest in purchasing (Setiawan et al., 2024). Therefore, every producer must continuously strive to improve the quality of its products to increase consumer purchasing interest (Meliawati et al., 2023). This occurs because many consumers are very concerned about product quality, regardless of the price offered. Thus, these types of consumers usually have a high purchasing interest in good quality products (Haitao, 2022).

Seventh, based on information from respondents, the price of a product has a positive impact on brand image, with a T-statistic value of 5.576 (greater than 1.96) and a P-value of 0.000 (less than 0.05). This occurs because consumers view high-priced goods as generally having better quality, so the brand is considered more useful. According to (Albari & Safitri, 2020), price is a fairly sensitive aspect for consumers, although they themselves view that high prices can reflect a good brand image and positioning. Setting a higher price can improve brand image, this is a passive branding strategy that can be implemented by manufacturers (Buehler & Halbheer, 2010). Determining accurate prices that are in accordance with the quality of goods can provide strong advantages and competitiveness, thus making the brand image appear more attractive (Tatasari et al., 2024).

Eighth, based on data from respondents, product price also has a positive influence on purchasing interest with a T-statistic of 4.952 (more than 1.96) and a P-value of 0.000 (less than 0.05). Safety equipment products are used repeatedly in large quantities, so affordable prices can influence customer purchasing interest. Usman et al. (2020) stated that product prices compared to similar products from competitors also influence consumer purchasing interest. Prices that are too high or too low can make consumers interested or not buy the product (Hakas, 2023). If the price is considered reasonable, consumers will feel they are getting good value, thus increasing their purchasing desire (Overby et al., 2004). According to Rakib et al. (2022), the higher the discount on a product, the higher the consumer's interest in purchasing the product.

Ninth, based on data obtained from respondents, brand image also contributes positively to purchase intention, as measured by a T-statistic of 2.995 (greater than 1.96) and a P-value of 0.003 (less than 0.05). Amidst global developments, brand image is a crucial element that makes a product attractive to consumers. This also applies to safety products, where a good and strong brand image can influence how much consumer purchase intention is towards that product. According to Nagy (2017), consumers tend to prefer products with a solid brand identity. A brand image can have a positive or negative impact on consumers, thus influencing their purchase intention (Usman et al., 2020). Consumers who have a positive view of a brand tend to prefer that product (Hapsoro & Hafidh, 2018). Brand image serves as a reference for consumers when choosing a product. A good brand image will increase consumer purchase intention, but a bad brand image will decrease purchase intention (Lien et al., 2015).

## 5. Conclusions

Research reveals that product origin impacts both the quality and value of the product itself. This suggests that consumers' perceptions of a product's country of origin can shape how they perceive the product's quality and influence their expectations regarding its cost. However, product origin did not significantly impact brand image or consumer purchase intention. This suggests that in the context of personal protective equipment, consumers focus more on functional elements such as quality and price than on country of origin. On

the other hand, product quality positively impacts brand image and purchase motivation, suggesting that customers are more inclined to choose high-quality products, thus contributing to the formation of a strong brand image and increasing purchase intention. Cost also positively contributes to brand image and purchase intention, suggesting that consumers' perceptions of competitive or fair prices can enhance brand image and encourage purchase. Furthermore, brand image significantly impacts purchase intention, suggesting that a positive brand image can influence consumers' choice to invest in personal safety equipment.

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