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The Influence of Product Quality and Brand Image on Purchasing Decisions of Carvil Sandals at Hypermart Cyberpark Karawaci

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Abstract

The purpose of this study was to determine the effect of product quality and brand image on the purchasing decision of Carvil sandals at Hypermart Cyberpark Karawaci. This research method is quantitative associative type. This study uses an instrumen test analysis technique, which consists of validity and reliability, classical assumption test analysis and quantitative analysis test. The results showed that there was a partial effect of product quality on the purchasing decision of Carvil sandals at Hypermart Cyberpark Karawaci, seen from the results of the t test (partial test) which showed the t value of 5,751 > ttable of 1,985 and a significant value of 0,00 < 0,05. Then there is the influence of brand image on the decision to buy Carvil sandals at Hypermart Cyberpark Karawaci partially, seen from the results of the t test (partial test) tcount 4,104 > ttable 1,985 and significant value 0,00 < 0,05. Meanwhile, based on the F test (simultaneous test) shows that there is an effect of product quality and brand image on the decision to buy Carvil sandals at Hypermart Cyberpark Karawaci in a simulant manner, seen from the results of the F test (simultaneous test) which shows thecalculated 249,300 > Ftable 2,700 and significant value of 0,000 < 0,05. The results of the determination test show the Adjusted R Square value of 0,840 or 84%, which means that the quality of the product and brand image contributes or influences purchasing decisions by 84% and the remaining 16% is influenced by other variables.

Keywords: Product Quality, Brand Image, Purchasing Decision

INTRODUCTION

The condition of technology and information, which continues to advance and develop, certainly has a significant influence on many aspects, one of which is the increasingly competitive marketing environment. The marketing condition itself is closely related to welfare and the economy, as it encompasses efforts to meet the levels of needs and desires of every individual. This, in turn, will have an impact on a country's income. In the era of globalization, fashion conditions have certainly become more developed. Fashion has

become an important part of every individual's daily life, and therefore it cannot be separated from each person's needs in supporting their appearance. One form of fashion that has become a primary necessity for individuals is sandals. Basically, the function of sandals is as footwear to protect the skin of the feet from dirt and sharp objects that may cause injury.

However, along with the progression of time, the function of sandals is no longer limited to protection, but has also become a complementary necessity in enhancing self-confidence and

fulfilling a sense of satisfaction. In the sandal fashion industry, various producers or companies continuously strive to optimally create innovations over time. In Indonesia, many local sandal brands can be found, each of which has created a variety of innovations.

One local sandal brand that is widely recognized and used by the public is the Carvil brand.

Carvil itself is an original Indonesian local brand that has been established since 1978.

In this study, the researcher conducted research on Carvil brand sandal products at Hypermart

Cyberpark Karawaci. The data used in this study consists of sales data of Carvil brand sandals at Hypermart Cyberpark Karawaci from the period 2020 to 2023. The data has been processed by the researcher using rupiah units.

The following is the sales data of Carvil brand sandal products at Hypermart Cyberpark Karawaci for the period 2021 to 2023 as Table 1

The data in Table 1 represents sales data of Carvil brand sandal shoes at Hypermart Cyberpark Karawaci for the 2020–2023 period. The data shows monthly sales of Carvil brand sandal shoes at Hypermart Cyberpark Karawaci over three years.

Table 1. Sales data of Carvil sandal footwear products at Hypermart Cyberpark Karawaci for the 2021–2023 period

Month	2021	2022	2023
	Sales		
Januari	Rp. 3,253,360	Rp. 15,317,731	Rp. 9,038,850
Februari	Rp. 9,943,340	Rp. 14,237,300	Rp. 11,783,850
Maret	Rp. 11,528,715	Rp. 15,144,404	Rp. 9,531,400
April	Rp. 9,689,185	Rp. 10,048,852	Rp. 7,422,000
Mei	Rp. 22,645,425	Rp. 12,436,731	Rp. 19,375,970
Juni	Rp. 18,525,980	Rp. 13,764,203	Rp. 5,655,350
Juli	Rp. 11,318,681	Rp. 13,470,921	Rp. 7,948,700
Agustus	Rp. 14,625,259	Rp. 7,777,211	Rp. 11,491,550
September	Rp. 10,375,926	Rp. 10,475,700	Rp. 10,604,850
Oktober	Rp. 13,608,452	Rp. 11,798,550	Rp. 9,417,150
November	Rp. 16,099,017	Rp. 9,765,189	Rp. 9,673,900
Desember	Rp. 21,840,326	Rp. 9,436,149	Rp. 9,124,410
Total	Rp.163,453,666	Rp.143,672,944	Rp.121,067,980

Sumber: Primary data of PT. Mekar Niaga Sentosa, 2024.

Table 2. Quality standards of Carvil sandal shoes at Hypermart Cyberpark Karawaci

Aspect	Standard	Conditions commonly found in the field
Variation	Has many variations	Not yet fully able to meet consumer preferences or consumers are not free to choose models
Cleanliness	Clean condition, free from dirt stains	There are dirt stains attached
Labeling	Product labeling is symmetrical and intact	The label shape is not symmetrical or slightly faded
Sewing	Stitching must be strong, neat, and tight	There are stitches that are open and not tight
Size	Available in various sizes	Not yet fully available in many sizes that meet consumer needs
Box	Box is clean and intact	Not yet fully available in many sizes that meet needs

Sumber: Primary data of PT. Mekar Niaga Sentosa, 2024.

Table 2 is a standard table of product quality for Carvil brand sandal shoes in the field according to the opinions of consumers who know and have used Carvil brand products. Therefore, based on the results of these product quality standards, it can serve as a reference for the Carvil brand sandal shoe company. Where the definition of product quality itself according to Solihin (2015:206) is, "The ability of a product to meet consumer needs. Continuous improvement of product quality is important to enhance quality on an ongoing basis."

The researcher conducted a pre-survey to see how the existence of Carvil brand sandal shoes is in the field based on the assessment of each consumer. The following are the results of the pre-survey conducted on the brand image of Carvil brand sandal shoes as Tabel 3.

interpreted to mean that product quality is the characteristic of the product or service provided that focuses on its ability to meet the satisfaction required by consumers. According to Solihin (2015), product quality is a condition in which the product has advantages and the ability to meet the demands and needs desired by consumers. Solihin further explains that the higher the level of product quality, the better it will be and the more continuously influential it becomes.

Brand image

According to Tjiptono in Widiastuti et al. (2020:118), a brand is "a name, term, sign, symbol or emblem, design, color, movement, or a combination of other product attributes that are expected to provide identity and differentiation from competing products."

According to Rahman in Labesi (2019), brand

Table 3. Pre-survey of Carvil sandal shoes brand image at Hypermart Cyberpark Karawaci

No.	Question	Yes	No
1.	Do you know about the Carvil sandal shoe brand?	20	0
2.	Are you currently using Carvil sandal shoe products?	12	8
3.	Do you trust the quality of the Carvil sandal shoe brand?	16	4
4.	Do you believe that Carvil products are easy to find in strategic locations?	20	0
5.	Do you believe that the design variations of the Carvil sandal shoe brand are always up-to-date?	4	16

Sumber: Primary data of PT. Mekar Niaga Sentosa, 2024.

Based on Table 3 of the pre-survey results conducted by the researcher to ensure the existence of the Carvil brand from the perspective of consumers in the field. Brand image itself, according to Keller in Sterie et al. (2019:3141), is “Brand Image as perception about a brand as reflected by the brand association held in consumer memory.” This definition can be interpreted as brand image being the perception of the impression given and stored in consumers’ memory about the brand.

The existence of Carvil brand sandals is certainly beyond doubt. However, based on sales data and evidence from the pre-survey that has been conducted, problems have emerged in the decline of revenue for two consecutive years, namely in the periods of 2021 and 2022. Additionally, there are several less favorable perceptions arising from consumers’ views and experiences regarding the quality condition of Carvil brand sandal products.

Product quality

According to Kotler and Armstrong in Widiastuti et al. (2020:117), product quality is “the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs.” This statement can be

image is a perception originating from consumers in storing memories of a particular product. A good and strong brand image can certainly provide a positive impression of product advantages, consumer loyalty, as well as good profit and product recognition in the market.

Purchasing decision

According to Sangadji & Sopiiah in Wijaya & Purba (2020), the definition of a Purchasing decision is a form of knowledge possessed and used as consideration in determining a choice regarding the addition of something to be owned. Another opinion according to Maramis et al. (2023) states that a Purchasing decision is a condition when consumers already understand the constraints experienced in the process of fulfilling their needs, where they have gathered various information regarding the relationship between the product to be Purchasingd and the constraints faced, so that the best decision can be made.

In the research entitled *The Effect of Product Quality and Brand Image on The Purchasing Decision of Ms. Glow Skincare Products Through Purchasing Interest as A Mediation Variable in Users of Ms. Glow Skincare Products in Ternate*. The results of this study indicate that product quality has a significant effect on purchasing

decisions, brand image has no significant effect on purchasing decisions, product quality has a significant effect on buying interest, brand image has a significant effect on buying interest, buying interest has a significant effect on purchasing decisions, product quality has a significant effect on purchasing decisions through buying interest, and brand image has a significant effect on purchasing decisions through buying interest. (Ahmad, F., *et al*, 2022)

Meanwhile, in another study entitled The Influence of Price, Product Quality, and Brand Image on the Purchasing Decision of Lip Tint Implora Cosmetics. Data were analyzed using descriptive statistical analysis to collect, manage and analyze data so that it can be presented properly describing the distribution and average frequency tables and making an analysis which states that the results are positive and influential, the coefficient of determination (R²) is obtained at 0.652, meaning that the model the coefficient of determination explains that variable (x) has an effect on variable (y). This study concludes that Price, Product Quality, and Brand Image have a significant effect on consumer Purchasing Decision for Liptint Implora products partially and simultaneously. (Aryani, I., *et al*, 2023)

METHODS

Type of research

This type of research is quantitative research with an associative approach. According to Sugiyono (2019:65), the associative approach is “research that aims to determine the influence or relationship between two or more variables.” In this study, the data used are presented in numerical form and analyzed using statistics, so the research conducted by the researcher

aims to obtain empirical evidence to confirm and compare the Analysis of the Influence of Product Quality and Brand Image on Purchasing Decisions of Carvil Sandals at Hypermart Cyberpark Karawaci.

Place and time of research

This research was conducted at Hypermart Cyberpark Karawaci, located on Jalan Faletahan, Tangerang City. This research began in June 2024 and continued until December 2024, until all the required information and data were fulfilled.

Population and sample

The population in this study consists of all consumers who Purchasingd Carvil sandals at Hypermart Cyberpark Karawaci from 2019 to 2021, totaling 5,400 consumers.

This study uses a simple random sampling technique. According to Sugiyono (2019), simple random sampling is the selection of sample members from a population carried out randomly without considering the existing strata in the population. In this study, the sample calculation used the Slovin formula (Sugiyono, 2019), as follows:

Based on the results of calculations using the Slovin formula approach, the author concludes that the sample to be studied consists of 98 respondents with a margin of error of 10%.

Data collection techniques

The data used in this study are quantitative data. The data sources in this study are objects of data obtained by the researcher using two sources, namely: primary data sources and secondary data.

Data analysis techniques

This study analyzes three variables: Product Quality (X1), Brand Image (X2), and Purchasing Decision (Y). The analysis is conducted through approaches including Validity Test, Reliability

Test, Normality Test, Multicollinearity Test, Autocorrelation Test, Simple Linear Regression Test, Multiple Linear Regression Test, Correlation Coefficient Test, and Determination Coefficient Test.

RESULTS

Based on the data collected through the distribution of questionnaires, the data were analyzed by grouping respondent characteristics. The number of questionnaires distributed to respondents was 98 samples, where the

respondents in this study were consumers of Carvil sandal shoes during the period from 2019 to 2021 at Hypermart Cyberpark Karawaci. The following are sample data categorized based on respondent characteristics in this study as Table 4.

Respondents based on education level

The latest level of education influences a person's ability, insight, and level of confidence in consuming a product. Based on the results of the questionnaire distribution used as primary data, the following are the data on respondent characteristics based on their latest level of education.

Respondents based on gender

Table 4. Respondent data based on gender

No.	Gender	Number of Respondents	Percentage (%)
1.	Male	46	47%
2.	Female	52	53%
	Total	98	100%

Sumber: Results of questionnaire distribution (primary data) year 2024.

Respondents based on age

Table 5. Respondent data based on age

No.	Age	Number of Respondents	Percentage (%)
1.	17–25 Years	43	44%
2.	26–30 Years	30	31%
3.	31–35 Years	17	17%
4.	>35 Years	8	8%
	Total	98	100%

Sumber: Results of questionnaire distribution (primary data) year 2024.

Table 6. Respondent data based on education level

No.	Education Level	Total	Percentage
1.	Junior High School	5	5%
2.	Senior High School	23	23%
3.	Diploma (D3)	15	15%
4.	Bachelor's Degree (S1)	48	49%
5.	Master's Degree (S2)	7	7%
	Total	98	100%

Sumber: Results of questionnaire distribution (primary data) year 2024.

Instrument testing

Validity test

Table 7. Validity test results for the product quality (X1)

Item No.	r Pearson correlation	r table	Description
X1.1.	0,758	0,199	Valid
X1.2.	0,811	0,199	Valid
X1.3.	0,852	0,199	Valid
X1.4.	0,827	0,199	Valid
X1.5.	0,746	0,199	Valid
X1.6.	0,811	0,199	Valid
X1.7.	0,768	0,199	Valid
X1.8.	0,796	0,199	Valid
X1.9.	0,749	0,199	Valid
X1.10.	0,840	0,199	Valid
X1.11.	0,801	0,199	Valid
X1.12.	0,840	0,199	Valid

Sumber: Data processed by SPSS 26, 2024.

Table 8. Results of the validity test of the brand image (X2)

Item No.	r Pearson correlation	r table	Description
X2.1.	0,824	0,199	Valid
X2.2.	0,82	0,199	Valid
X2.3.	0,795	0,199	Valid
X2.4.	0,851	0,199	Valid
X2.5.	0,835	0,199	Valid
X2.6.	0,79	0,199	Valid

Sumber: Data processed by SPSS 26, 2024.

Table 9. Results of the validity test of the Purchasing decision (Y)

Item No.	r Pearson correlation	r table	Description
Y.1.	0,799	0,199	Valid
Y.2.	0,823	0,199	Valid
Y.3.	0,844	0,199	Valid
Y.4.	0,812	0,199	Valid
Y.5.	0,819	0,199	Valid
Y.6.	0,877	0,199	Valid
Y.7.	0,88	0,199	Valid
Y.8.	0,863	0,199	Valid
Y.9.	0,777	0,199	Valid
Y.10.	0,839	0,199	Valid

Sumber: Data processed by SPSS 26, 2024.

Reliability test

Table 10. Reliability test results

No.	Variable	Cronbach Alpha	Cronbach Alpha Standard	Description
1.	Product Quality (X1)	0.948	0.60	Reliable
2.	Brand Image (X2)	0.902	0.60	Reliable
3.	Purchasing Decision (Y)	0.951	0.60	Reliable

Sumber: Data processed by SPSS 26, 2024.

Classical assumption test

Normality test

Table 11. Normality test results

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
N	98
Mean	.0000000
Std. Deviation	2.65689716
Absolute	.131
Positive	.131
Negative	-.082
Test Statistic	.131
Exact Sig. (2-tailed)	.063
Point Probability	.000

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Sumber: Data processed by SPSS 26, 2024.

Then, in the P-Plot test, the distribution of points on the chart (Normal P-P Plot Regression Standardized Residual) is read. Based on the results of the P-Plot normality test, the graph

forms a straight diagonal line. It can be seen that the line representing the actual data follows the diagonal line. Therefore, it can be concluded that the residual data is normally distributed.

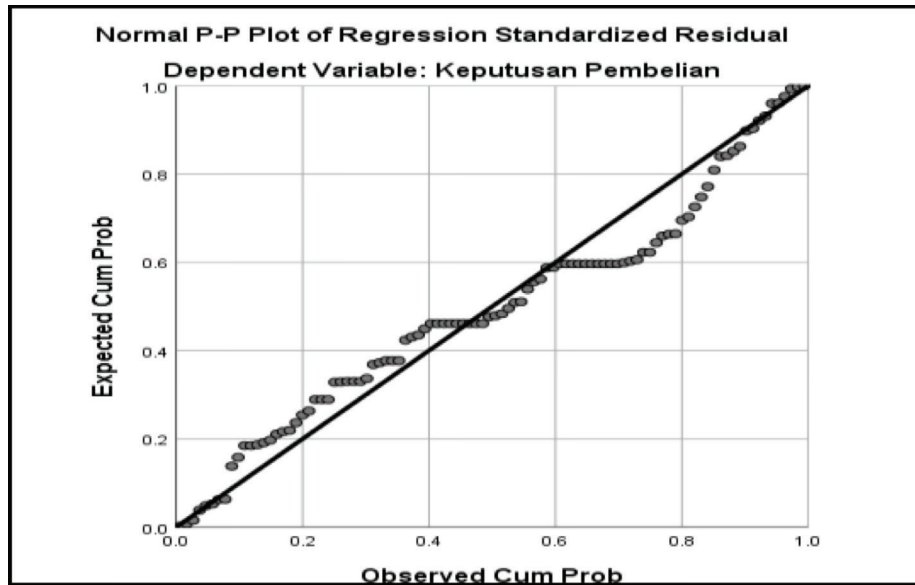


Figure 2. P-Plot normality test results.

Multicollinearity test

Table 12. Multicollinearity test results

	Coefficients ^a				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	Tolerance	VIF		
	B	Std. Error	Beta				
(Constant)	3.935	1.626		2.420	.017		
Product Quality	.449	.078	.548	5.751	.000	.186	5.390
Brand Image	.616	.150	.391	4.104	.000	.186	5.390

a. Dependent Variable: Purchasing Decision

Sumber: Data processed by SPSS 26, 2024.

Heteroscedasticity test

Table 13. Heteroscedasticity test results

	Coefficients^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	5.273	1.094		4.819	.000
Product Quality	-.097	.053	-.418	-1.850	.067
Brand Image	.051	.101	.114	.504	.615

a. Dependent Variable: Y

Source: Data processed by SPSS 26, 2024.

Table 14. Durbin-Watson test interpretation guidelines

Criteria	Description
< 1,000	There is autocorrelation
1,100 – 1,550	No conclusion
1,550 – 2,460	There is no autocorrelation
2,460 – 2,900	No conclusion
> 2,900	There is autocorrelation

Source: Sugiyono (2019:184)

The table above provides an interpretation guide that can be used to compare the results of the

autocorrelation test using SPSS 26.0 software. The results of the autocorrelation test are as Tabel 15.

Table 15. Autocorrelation test results

Model Summary^b					
Model	R Square		Std. Error of the Estimate	Durbin-Watson	
	R	Std. Error			
1	.916 ^a	.840	.840	2.685	2.171

a. Predictors: (Constant), Brand Image, Kualitas Produk

b. Dependen Variable: Keputusan Pembelian

Source: Data processed by SPSS 26, 2024.

Quantitative test

Simple linear regression test

Table 16. Results of simple linear regression test (X1) against (Y)

	Coefficients^a					
	B	Unstandardized Coefficients		Standardized Coefficients		
			Std. Error	Beta		
(Constant)	4.671	1.744		2.678	.009	
Product Quality	.738	.036	.901	20.335	.000	

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 26, 2024.

Table 17. Results of a simple linear regression test of variable (X2) against variable (Y)

	Coefficients^a					
	B	Unstandardized Coefficients		Standardized Coefficients		
			Std. Error	Beta		
(Constant)	6.951	1.778		3.909	.000	
Brand Image	1.394	.075	.886	18.681	.000	

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 26, 2024.

Multiple linear regression test

Table 18. Results of multiple linear regression test (X1) and (X2) against (Y)

	Coefficients ^a				
	B	Unstandardized Coefficients		Standardized Coefficients	
		Std. Error		Beta	
(Constant)	3.935	1.626	2.420	.017	
Product Quality	.449	.078	.548	5.751	.000
Brand Image	.616	.150	.391	.391	.000

a. Dependent Variable: Purchasing Decision

Source: Data processed by SPSS 26, 2024.

The numbers 0.449 and 0.616 \neq 0 so it can be interpreted that there is a simultaneous influence between product quality and Brand Image on purchasing decisions. The numbers 0.449 and 0.616 are positive numbers, meaning there is a unidirectional influence, that is, if the product quality and Brand Image are good or increasing, then the purchasing decision will be good or increasing as well and vice versa, if the

product quality and Brand Image are not good or decreasing, then the purchasing decision will not be good or decreasing as well.

Coefficient of determination test

The coefficient of determination test aims to determine the percentage influence or contribution of product quality (X1) and brand image (X2), both partially and simultaneously, on purchasing decisions (Y).

Correlation coefficient test

Table 19. Results of correlation coefficient test of variable (X1) against (Y)

	Correlations	
	Product Quality	Purchasing Decision
Pearson Correlation	1	.901**
Sig. (2-tailed)		.000
N	98	98
Pearson Correlation	.901**	1
Sig. (2-tailed)	.000	
N	98	98

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by SPSS 26, 2024.

Table 20. Test the correlation coefficient of the brand image (X2) on purchasing decisions (Y)

Correlations		
	Brand Image	Purchasing Decision
Pearson Correlation	1	.886**
Sig. (2-tailed)		.000
N	98	98
Pearson Correlation	.886**	1
Sig. (2-tailed)	.000	
N	98	98

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by SPSS 26, 2024.

Table 22. Results of the test of the coefficient of determination of variable (X2) against (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	.784	.782	3.101

a. Predictors: (Constant), Brand Image

Source: Data processed by SPSS 26, 2024.

Table 23. Results of the test of the coefficient of determination of variables (X1) and (X2) against (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.840	.837	2.685

a. Predictors: (Constant), Brand Image, Product Quality

Source: Data processed by SPSS 26, 2024.

Based on the model summary table above, it is known that the Adjusted R Square value is 0.840. It can be concluded that Product Quality (X1) and Brand Image (X2) have a contribution or influence on Purchasing Decisions (Y) of 84%, and the remaining 16% is influenced by other factors.

DISCUSSION

PT Mekar Niaga Sentosa is a Manufacturing Company that has been established since 1978. PT Mekar Niaga Sentosa operates in the footwear and garment sectors. Footwear refers to products related to shoes, while garments refer to products related to clothing. PT Mekar Niaga Sentosa owns a shoe brand called Carvil. Carvil has established itself as one of the top market leaders in the national footwear industry.

This is because Carvil has undergone extensive research and development to produce quality products that are comfortable, unique, trendy, and meet the highest standards. The company continuously strives to develop its products using the latest technology in the manufacturing process, as well as seeking new materials and designs to meet consumer expectations. As a result, the Carvil brand has earned a reputation for having good durability while remaining affordable for all consumers.

Throughout its development and progress, PT Mekar Niaga Sentosa has certainly had a vision and mission that serve as pillars of its success. In its vision, PT Mekar Niaga Sentosa states that it aims to “Become a national retail network center that excels in global competition.” Meanwhile, its

mission states that it aims to “Prioritize service and customer satisfaction and create attractive designs according to customer needs.”

PT Mekar Niaga Sentosa is headquartered at Jalan Muara Baru No. 1A, Sentra Kosambi Warehouse Complex Block H2-M, East Kosambi. One indication of PT Mekar Niaga Sentosa’s progress can be seen from the numerous collaborations it has established with various department stores, including Metro Department Store, Sogo Department Store, Matahari Department Store, Centro Department Store, Seibu Department Store, Debenhams Department Store, Lotte Shopping Avenue, and Hypermart Department Store.

CONCLUSION

There is a partial effect between product quality (X1) and the purchasing decision (Y) for Carvil sandals at Hypermart Cyberpark Karawaci. This can be seen from the results of the t-test, or partial test, where the product quality variable (X1) on the purchasing decision (Y) shows a calculated t-value of $5.751 > t\text{-table } 1.985$ and a significance value of $0.00 < 0.05$.

There is a partial effect between brand image (X2) and the purchasing decision (Y) for Carvil sandals at Hypermart Cyberpark Karawaci. This can be seen from the results of the t-test, or partial test, where the brand image variable (X2) on the purchasing decision (Y) shows a calculated t-value of $4.104 > t\text{-table } 1.985$ and a significance value of $0.00 < 0.05$.

There is a simultaneous influence between variables (X1) and (X2) on the purchasing decision (Y) of Carvil sandals at Hypermart Cyberpark Karawaci. This can be seen from the results of the F test or simultaneous test, variables (X1) and (X2) simultaneously on the purchasing decision (Y) show the results of F count $249.300 > F\text{ table } 2.700$ and a significant value of $0.000 < 0.05$. In the results of the coefficient of determination test, where the R Square value is 0.840 or 84%. Where

it can be concluded that there is an influence of product quality (X1) and brand image (X2) on the purchasing decision (Y) of 84% and the remaining 16% is influenced by other variables.

For further research, it is recommended to examine other factors such as perceptions and discounts, promotions, and customer satisfaction. Additionally, research into other socio-psychological factors could be conducted.

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