

THE INFLUENCE OF BRAND IMAGE, PRODUCT DESIGN, AND PRICE ON PURCHASE DECISIONS ON THE EIGER BRAND IN TANJUNGPINANG CITY

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Abstract

Keywords :
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 Purchase Decision

This study aims to analyze the influence of brand image, product design, and price on the purchase decision of Eiger products in Tanjungpinang City. This study uses a qualitative approach with a survey method. The data was collected through the distribution of questionnaires to consumers who had purchased Eiger products in Tanjungpinang City. Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS 4.0 application. The results show that brand image, product design, and price have a positive and significant effect on Eiger's product purchase decisions, respectively. In addition, these three variables simultaneously also have a significant effect on purchasing decisions. A determination coefficient value (R-Square) of 0.623 indicates that brand image, product design, and price were able to explain 62.3% of the variation in purchasing decisions, while the rest was influenced by other factors outside the study. These findings show that improving brand image, product design innovations that suit consumer needs, and competitive pricing can improve consumer purchase decisions for Eiger products in Tanjungpinang City.

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INTRODUCTION

The fashion industry in Indonesia is growing rapidly as people's needs for clothes that no longer just function as body coverings, but have become part of lifestyle and social identity. Tanjungpinang City is one of the regions that also feels this growth. Data from the Central Statistics Agency of Tanjungpinang City (2024) recorded that the population of this city reached 236,110 people, a figure that reflects the large market potential while encouraging the development of various sectors of the fashion industry

in the area. Modern lifestyle trends and increasing public interest in outdoor activities have also expanded the demand for outdoor products, including products offered by Brand Eiger.

Eiger is an outdoor equipment manufacturing and retail company under the auspices of PT Eigerindo Multi Product Industri, founded by Ronny Lukito in 1989 in Bandung. The name Eiger is taken from Mount Eiger in the Bernese Alps, Switzerland, which represents a spirit of adventure and toughness. Eiger has managed to penetrate the international market without losing its local identity, supported by design innovations and marketing strategies that involve collaborations with various influencers and participation in international fashion events. Competition in the outdoor industry has also increased with the emergence of other brands such as Rei, Consina, and Avtech, including lower-priced counterfeit products, which means consumers have more alternatives to choose from before making a purchase. These competitive conditions have an impact on the sales achievement of Eiger Store Tanjungpinang throughout 2024, as presented in Table 1.

Table 1. Total Sales Turnover of Eiger Tanjungpinang Products in 2024

s	Ye	Moon	Sales Target	Achievements
1		January	IDR75,000,000	IDR73,825,000
2		February	IDR75,000,000	IDR71,900,000
3		March	IDR75,000,000	IDR 69,475,000
4		April	IDR75,000,000	IDR74,500,000
5		May	IDR75,000,000	IDR74,220,000
6		June	IDR75,000,000	IDR72,055,000
7		July	IDR75,000,000	IDR73,555,000
8		August	IDR75,000,000	IDR70,665,000
9		September	IDR75,000,000	IDR71,085,000
10		October	IDR75,000,000	IDR72,999,000
11		November	IDR75,000,000	IDR72,750,000
12		December	IDR75,000,000	IDR73,345,000

Source: Eiger Store Tanjungpinang (2024)

The data in Table 1 shows that the sales achievement of Eiger Store Tanjungpinang is below the target in every month throughout 2024, although the difference is not too large. This condition indicates a decrease in consumer buying interest which needs to be further explored for the cause.

Brand image is one of the factors that is suspected to affect this condition. Eiger as a brand that has been widely known nationally has a positive image related to strength, durability, and prestige value for its users, while this image is not necessarily valued the same by consumers in every region. Najiyah and Asas (2021) research on the

influence of brand image on Muslim fashion purchase decisions Rabbani found that brand image has a significant positive effect on purchase decisions. Similar findings were obtained by Dewi and Damayanti (2023) on Erigo products, which showed that brand image partially had a significant effect on purchase decisions. The phenomenon in Tanjungpinang City actually shows different conditions, consumers do not always make Eiger the first choice even though they know its reputation, so a good brand image does not necessarily guarantee a direct purchase decision.

Product design is also an important consideration for today's consumers, especially young people who tend to pay attention to modern, minimalist, and lifestyle designs. Sulisty (2023) in his research on Erigo products in Semarang City found a positive and significant influence between product design and purchase decisions, in line with the view that trendy designs encourage consumers to buy fashion products. Some consumers in Tanjungpinang consider the product designs of other brands to be more varied than Eiger, a condition that has the potential to shift purchasing preferences.

Price is the next sensitive factor, especially in dynamic economic conditions. The price of Eiger products is often considered higher than a number of competing brands, a condition that encourages some consumers to look for alternatives with similar benefits but more affordable prices. Luthfia and Siska Maya (2022) found that price variables have a significant effect on purchasing decisions on MS Glow Skincare products, findings that strengthen the suspicion that proper pricing plays an important role in shaping consumer value perceptions of a brand.

Based on these phenomena and studies, this study aims to analyze the influence of brand image, product design, and price both partially and simultaneously on purchase decisions for Eiger Brand customers in Tanjungpinang City. The results of this research are expected to contribute to the development of consumer behavior studies in the field of marketing management, as well as practical input for Eiger in formulating marketing strategies that are more targeted in the local market.

LITERATURE REVIEW

Purchase Decision

Suharno, as quoted in Ragatirta and Tiningrum (2020), defines a purchase decision as a stage when the buyer has made his choice, made a product purchase, and consumes it. Purchasing decisions are part of consumer behavior that leads to real actions in purchasing a product or service, and are inseparable from various factors that affect and motivate consumers, such as store atmosphere, product design, and strong brand image. Gunawan (2022) explained five indicators of purchase decisions, namely product selection, brand selection, selection of distribution places, purchase time, and number of purchases.

Brand Image

Kenneth and Donald (2018) explain that brand image reflects consumer perception or sentiment towards a company, not only limited to a specific product, but also includes the organization as a whole. Kotler and Keller (2018) added that brand image is a consumer's view of a brand that is formed through various associations in their minds. Zharif and Sudaryanto (2023) emphasized that brand image is formed based on consumer memory of a product as a result of what consumers feel about the

brand, so that brand image is basically a consumer's perception and belief about the good and bad of a brand that has been embedded in their minds. Nasrullah et al. (2023) put forward four indicators of brand image, namely professional impressions, modern impressions, ability to serve all consumer segments, and attention to consumers.

Product Design

Suhartini (2023) defines product design as the process of designing the form, function, and aesthetics of a product to meet consumer needs and desires. Kotler and Keller as quoted in Handayani et al. (2020) explain that product design is the totality of features inherent in a product and affects how the product is seen, felt, and used by customers, including aesthetic aspects as well as functionality, comfort, and ease of use. Fitriyani (2023) presents four indicators of product design, namely models, attractive styles, variations, and up to date.

Pricing

Deliyanti Oentoro as quoted in Hidayat (2021) stated that price is an exchange rate that can be equated with money or other goods for the benefits obtained from a product or service. Kotler as quoted in Setiadi (2020) added that price is the amount of money charged for a product or service, or a certain amount of value that consumers exchange for the benefits obtained for owning or using the product. Darmis (2021) put forward four price indicators, namely price affordability, price conformity with product quality, price competitiveness, and price conformity with benefits.

The brand image of Brand Eiger is quite well known both locally and nationally, but this recognition is not always directly proportional to the purchase decision of consumers in Tanjungpinang City. Dewi and Damayanti (2023) found that brand image partially has a significant effect on purchasing decisions, in line with the results of Najiyah and Asas's (2021) research on Rabbani Muslim fashion products. The description leads to the first hypothesis.

H1: Brand image has a significant impact on purchasing decisions.

Attractive product design and following trends is an important consideration for consumers before buying fashion products, as found by Sulistyo (2023) who proves the positive and significant influence of product design on Erigo product purchase decisions. Aqilah et al. (2022) also prove that product design has an impact on consumer purchasing decisions. The description leads to a second hypothesis.

H2: Product design has a significant impact on purchasing decisions.

Price is a mature consideration for consumers before making a purchase because it is directly related to the perception of value and product quality. Nurliyanti et al. (2022) found that price affects purchase decisions, and similar results were obtained by Lestari (2023) which proves the positive and significant influence of price on Honda Scoopy motorcycle purchase decisions. The description leads to the third hypothesis.

H3: Price has a significant effect on the purchase decision.

A positive brand image, product design that is relevant to consumer needs, and prices that match the perception of quality are suspected to have a stronger influence on purchasing decisions when working simultaneously than standing alone. Wijaya et al. (2024) stated that price, product design, and brand image simultaneously affect the purchase decision of fashion products on the e-marketplace. The description leads to the fourth hypothesis.

H4: Brand image, product design, and price have a significant effect simultaneously on purchasing decisions.

RESEARCH METHODS

This study uses a quantitative approach with a survey method, following Sugiyono's definition as quoted in Sari et al. (2022) about scientific methods of data collection to describe, prove, develop, and find information to solve problems. The object of the research was Brand Eiger customers in Tanjungpinang City, with independent variables in the form of brand image (X1), product design (X2), and price (X3), as well as bound variables in the form of purchase decisions (Y).

The study population includes all consumers who have purchased Eiger products in Tanjungpinang City, referring to the definition of Diana et al. (2022). The exact size of the population does not lead to the determination of the sample not using the Slovin formula, but following the 10 Times Rule approach of Barclay et al. (1995) which is again described by Hair et al. (2022) for the PLS-SEM analysis, which is ten times the number of largest structural pathways to the endogenous construct. The three structural paths to the purchase decision variable in this research model produced a minimum sample of 30 respondents, so that the use of 100 respondents met these conditions. The sample was determined using a purposive sampling technique with the criteria of domiciled in Tanjungpinang City, aged 17–55 years, had purchased and used Eiger products, and was willing to fill out a research questionnaire.

Primary data were collected through a closed questionnaire on a Likert scale of 1–5 referring to Ahyar (2020), while secondary data was obtained from journals, books, and previous research results following Darwin et al. (2021). The operationalization of the research variables is presented in Table 3.

Table 3. Operationalization of Research Variables

Variabel	Definition	Indicator
Brand Image (X1)	Consumer perception and belief in a brand based on memory of what they feel (Zharif & Sudaryanto, 2023)	Professional impression, modern impression, serving all segments, attention to consumers
Product Design (X2)	The process of designing product shapes, functions, and aesthetics to meet consumer needs (Suhartini, 2023)	Models, interesting styles, variations, up to date
Price (X3)	A certain amount of money or exchange rate charged for the benefits of a product or service (Kotler in Setiadi, 2020)	Price affordability, price and quality suitability, price competitiveness, price suitability and benefits

Variabel	Definition	Indicator
Purchase Decision (Y)	The stage when buyers make choices, make purchases, and consume products (Suharno in Ragatirta & Tiningrum, 2020)	Product selection, brand selection, selection, selection, purchase time, purchase amount

Source: Processed from research theory review, 2026

All indicators were measured using a Likert scale of 1–5 (Strongly Agree to Strongly Agree). Data analysis was carried out using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the SmartPLS 4.0 application, following Ghozali's view as quoted in Rahmad (2019) that the PLS approach is powerful because it does not require certain theoretical assumptions, the necessity of a certain data scale, or large sample sizes. Model evaluation is carried out through two stages, namely the outer model and the inner model. The outer model was evaluated through convergent validity with a loading factor value threshold above 0.70 (Hair et al., 2021) and Average Variance Extracted (AVE) above 0.50, as well as reliability through Cronbach's Alpha and Composite Reliability with a value threshold above 0.70. The inner model was evaluated through the R-Square value, with strong, moderate, and weak categories at a threshold of 0.67 each; 0,33; and 0.19 (Chin, 1998), as well as hypothesis testing through the bootstrapping method with acceptance criteria at t-statistical values above 1.96 and p-values below 0.05.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents of the study amounted to 100 Eiger customers in Tanjungpinang City with characteristics summarized in Table 4.

Table 4. Respondent Characteristics

Features	Category	Quantity (n)	Percentage
Gender	Male	62	62%
	Women	38	38%
Age	17–25 years old	30	30%
	26–35 years old	40	40%
	36–45 years old	18	18%
	46–55 years old	9	9%
	> 55 years old	3	3%
Jobs	Private Employees	35	35%
	Students	25	25%
	Self-employed	20	20%
	PNS	12	12%
	Miscellaneous	8	8%

Features	Category	Quantity (n)	Percentage
Revenue	< IDR 2,000,000	15	15%
	IDR 2,000,000–IDR 4,000,000	35	35%
	IDR 4,000,001–IDR 6,000,000	30	30%
	IDR 6,000,001–IDR 8,000,000	15	15%
	> Rp8.000.000	5	5%
Purchase Frequency	1 time	20	20%
	2–3 times	45	45%
	4–5 times	25	25%
	> 5 times	10	10%

The characteristics of the respondents show male dominance as much as 62%, which is reasonable considering that Eiger products are synonymous with outdoor activities, traveling, hiking, and camping which are generally more in demand by men. The 26–35 age group dominated the respondents with a proportion of 40%, reflecting the productive age segment with high mobility and adequate purchasing power. Private employees are the largest group of jobs (35%), followed by students (25%) who also show Eiger's appeal among the younger generation. The majority of respondents earn IDR 2,000,000–IDR 4,000,000 per month (35%), while the frequency of purchases 2–3 times dominates with a proportion of 45%, a condition that indicates that the consumer experience is quite adequate in assessing Eiger's brand image, product design, price, and purchasing decisions.

Descriptive Statistics of Research Variables

Variabel	Mean	TCR	Category
Brand Image (X1)	3,70	73,97%	Good
Product Design (X2)	3,72	74,38%	Good
Price (X3)	3,68	73,63%	Good
Purchase Decision (Y)	3,69	73,82%	Good

Source: Primary data processed, 2026

All research variables were in the good category, with the product design variable obtaining the highest average score (3.72; TCR 74.38%), followed by brand image (3.70; TCR 73.97%), purchase decision (3.69; TCR 73.82%), and price (3.68; TCR 73.63%). The indicator with the highest achievement in the product design variable was in the aspect of product variation with a mean of 3.82, while in brand image, the brand recognition and consumer loyalty indicator obtained the highest score with a mean of 3.77. The indicator of price conformity with benefits was the highest achievement in the price variable (mean 3.80), and in the purchase decision, the

willingness of consumers to recommend the product was the indicator with the highest achievement (mean 3.85).

Evaluation of the Outer Model

Convergent validity is assessed based on the outer loading value, with a loading factor value threshold above 0.70 (Hair et al., 2021). The test results are presented in Table 6.

Table 6. Outer Loading Test Results

Variabel	Indicator	Loading Factor
Brand Image	X1.1	0,875
	X1.2	0,872
	X1.3	0,896
	X1.4	0,896
	X1.5	0,848
	X1.6	0,905
Product Design	X2.1	0,914
	X2.2	0,863
	X2.3	0,898
	X2.4	0,886
	X2.5	0,927
	X2.6	0,907
	X2.7	0,920
	X2.8	0,919
Pricing	X3.1	0,832
	X3.2	0,864
	X3.3	0,897
	X3.4	0,878
	X3.5	0,846
	X3.6	0,902
	X3.7	0,875
	X3.8	0,854
Purchase Decision	Y1	0,891
	Y2	0,867
	Y3	0,870

Variabel	Indicator	Loading Factor
	Y4	0,851
	Y5	0,875
	Y6	0,853
	Y7	0,873
	Y8	0,851
	Y9	0,871
	Y10	0,882

Source: SmartPLS Output, 2026

All indicators in the four research variables have a loading factor value above 0.70, so that all indicators are declared valid and suitable for use in the next analysis.

Table 7. Average Variance Extracted (AVE) and Reliability Test

Variabel	AVE	Cronbach's Alpha	Composite Reliability
Brand Image	0,778	0,943	0,955
Product Design	0,818	0,968	0,973
Pricing	0,755	0,954	0,961
Purchase Decision	0,754	0,964	0,968

Source: SmartPLS Output, 2026

The Average Variance Extracted value of the entire variable is above 0.50, indicating that the construct has met the convergent validity criteria. Cronbach's Alpha and Composite Reliability values of all variables were also above 0.70, indicating an excellent level of construct reliability.

Inner Model Evaluation and Hypothesis Testing

Table 8. R-Square Value

Variable endogenous	R-Square
Purchase Decision	0,623

Source: SmartPLS Output, 2026

The R-Square value of purchase decisions of 0.623 indicates that brand image, product design, and price together explain 62.3% of the variation in purchase decisions,

while the remaining 37.7% is explained by factors outside the research model. The category is classified as moderate to strong following the criteria of Chin (1998).

Table 9. Hypothesis Testing Results

Hipotesis	Path Coefficients	T-Statistic	P-Value	Verdict
Brand Image → Purchase Decision	0,284	1,858	0,032	Accepted
Product Design → Purchase Decision	0,313	2,592	0,005	Accepted
Price → Purchase Decision	0,268	2,476	0,007	Accepted

Source: SmartPLS Output, 2026

Hypothesis testing through the bootstrapping method resulted in the finding that the three independent variables had p-values below 0.05, so H1, H2, and H3 were accepted. The consistent significant influence of these three variables, supported by the moderate to strong R-Square value, also confirms that brand image, product design, and price together have a significant effect on purchasing decisions, so H4 is also accepted.

Discussion

Brand image has been proven to have a positive and significant effect on the purchase decision of Eiger products with a path coefficient of 0.284 and a p-value of 0.032. These findings indicate that Eiger consumers in Tanjungpinang City have a good perception of the reputation, quality, and trust in the Eiger brand, so that a strong brand image can increase consumer confidence in choosing Eiger over competing brands. These results are consistent with the view of Kotler and Keller (2016) that a positive brand image can influence purchasing behavior, and is in line with the findings of Dewi and Damayanti (2023) and Najiyah and Asas (2021) who prove the significant influence of brand image on purchasing decisions in different research objects.

Product design has a positive and significant effect on purchasing decisions with a path coefficient of 0.313 and a p-value of 0.005, the highest value compared to other variables, so that product design is the most dominant factor in this study. Consumers consider the design of Eiger products to have an attractive, modern, functional, and suitable appearance for outdoor activities, so the better the design offered, the higher the consumer purchase interest. These findings support the view of Tjiptono (2019) that product design is an important factor in creating value for consumers, and is in line with the results of Sulisty (2023) research on Erigo products in Semarang City.

Price has a positive and significant effect on purchasing decisions with a path coefficient of 0.268 and a p-value of 0.007. Eiger consumers consider price as an important factor before purchasing, and prices that are considered to be in accordance with the quality, benefits, and durability of the product can improve purchasing decisions even though Eiger's prices are relatively higher than a number of competing brands. Consumers remain willing to buy because they value the quality obtained in proportion to the price paid, in line with the view of Kotler and Armstrong (2018) that price is one of the main factors influencing purchasing decisions.

All three independent variables were shown to have a simultaneous significant effect on purchasing decisions, with product design as the most dominant variable

(0.313), followed by brand image (0.284), and price (0.268). Eiger consumers in Tanjungpinang City seem to pay more attention to product design aspects than other factors in determining purchasing decisions, in line with the findings of Wijaya et al. (2024) that prices, product designs, and brand image simultaneously affect the purchase decision of fashion products on the e-marketplace. Eiger companies need to continue to innovate product design without neglecting to strengthen brand image and competitive pricing so that consumer purchasing decisions can continue to improve.

CONCLUSION

This study concludes that brand image, product design, and price each have a positive and significant effect on the purchase decision of Eiger products in Tanjungpinang City, both partially and simultaneously, with product design as the most dominant variable. The determination coefficient value of 0.623 shows that the three variables are able to explain 62.3% of the variation in purchase decisions, while the rest are influenced by other factors outside the research model, such as product quality, promotion, lifestyle, brand trust, and customer loyalty.

The practical implications of these findings lead Eiger to prioritize product design innovations that are relevant to consumer trends and needs, without neglecting to strengthen brand image through consistency of quality and promotional strategies, as well as maintaining a pricing policy commensurate with the perceived value of consumers. The expansion of digital marketing through social media and online platforms is also relevant to reach the young consumer segment that is the main target market.

This study has a number of limitations that need to be considered in interpreting the results. The scope of the research that was only conducted in Tanjungpinang City meant that the results could not necessarily be generalized to other regions with different characteristics, while the number of samples of 100 respondents, even though they met the minimum requirements of PLS-SEM, was still relatively limited to represent the entire population. This study also only examined three independent variables, so other variables that have the potential to influence purchasing decisions have not been covered in the model.

Further research is suggested to expand the scope of the region and number of respondents, add other variables such as product quality, promotion, brand trust, or customer loyalty, and consider the use of mediation and moderation variables to obtain a more comprehensive model in explaining consumer purchasing decisions.

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