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DOI : 10.32734/lwsa.v9i2.2849  
Electronic ISSN : 2654-7066  
Print ISSN : 2654-7058

*Volume 9 Issue 2 – 2026 TALENTA Conference Series: Local Wisdom, Social, and Arts (LWSA)*



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# Analysis of Price Perception, Content Marketing, and Brand Image on Purchasing Decision at CV. BSP MEDIA PRIMA in Medan

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## Abstrak

Tujuan penelitian ini adalah untuk menganalisis pengaruh Persepsi Harga, Pemasaran Konten, dan Citra Merek terhadap Keputusan Pembelian di CV. BSP Media Prima di Kota Medan. Penelitian ini bersifat kuantitatif. Populasi penelitian ini terdiri dari seluruh pelanggan yang telah melakukan transaksi di CV. BSP Media Prima. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah simple random sampling. Perhitungan ukuran sampel didasarkan pada rumus Slovin, menghasilkan 96 responden. Teknik pengumpulan data meliputi observasi, wawancara, kuesioner, dan studi dokumen (tinjauan pustaka). Metode analisis data menggunakan regresi linier berganda dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa persepsi harga dan citra merek memiliki pengaruh parsial positif dan signifikan terhadap keputusan pembelian, sedangkan pemasaran konten berpengaruh terhadap keputusan pembelian di CV. BSP Media Prima. Persepsi harga, pemasaran konten, dan citra merek secara simultan mempengaruhi keputusan pembelian di CV. BSP Media Prima.

**Kata Kunci:** Persepsi Harga; Pemasaran Konten; Citra Merek; Keputusan Pembelian

## Abstract

*The purpose of this research is to analyze the effect of Price Perception, Content Marketing, and Brand Image on Purchasing Decisions at CV. BSP Media Prima in Medan City. This research is quantitative in nature. The population for this study consists of all customers who have made transactions at CV. BSP Media Prima. The sampling technique used in this research is simple random sampling. The sample size calculation is based on Slovin's formula, resulting in 96 respondents. Data collection techniques include observation, interviews, questionnaires, and document study (literature review). The data analysis method uses multiple linear regression and hypothesis testing. The research findings indicate that price perception and brand image have a positive and significant partial effect on purchasing decisions, while content marketing has an effect on purchasing decisions at CV. BSP Media Prima. Price perception, content marketing, and brand image simultaneously influence purchasing decisions at CV. BSP Media Prima.*

**Keywords:** Price Perception; Content Marketing; Brand Image; Purchasing Decisions

## 1. Introduction

Currently, many businesses are growing rapidly and continuously changing. An example of this dynamic, influenced by the process of globalization, includes changes in lifestyle and technology in society. In this era of globalization, there are many brands, products, and services competing in the market, with various price variations available. This condition provides consumers with many alternatives. They also have the right to make decisions based on personal preferences. Due to intense competition, businesses need to move quickly to attract customers' attention. Businesses that use marketing strategies must understand consumer behavior and what influences their purchasing decisions. Currently, the creative industry has become one of the important pillars in the growth of various industrial sectors in Indonesia. This is reflected in the significant increase in the creative industry year by year. This industry relies on creativity, skills, and individual talent as the main sources to create welfare and open job opportunities. Its development is also supported by various government programs, which help accelerate the progress of this sector in the country. Here introduces the paper, and put a nomenclature if necessary, in a box with the same font size as the rest of the paper.

The paragraphs continue from here and are only separated by headings, subheadings, images and formulae. The section headings are arranged by numbers, bold and 10 pt. Here follow further instructions for authors.

CV. BSP Media Prima, located in Medan City, Jl. Setia Budi Simpang No. 307, Tj. Sari, Medan Selayang District, Medan, North Sumatra, is one of the rapidly growing photo studios. By offering a variety of unique, creative, and superior services and products, BSP Media Prima aims to meet the needs of its clients. Customer satisfaction is the main marketing focus of this photo studio in all aspects of its business. The studio aims to maintain client loyalty by offering the best services, viewing competitors as a serious threat. Photography and videography are among the 17 creative industry sectors that are currently developing in Indonesia. The growth of the creative industry, especially in photography and videography, is influenced by changes in lifestyle, with people now accustomed to documenting various important moments in the form of photos and videos.

Currently, many people capture historical moments in their lives, such as weddings, birthdays, graduations, and others, through visual media. CV. BSP Media Prima, located in Medan City, Jl. Setia Budi Simpang No. 307, Tj. Sari, Medan Selayang District, Medan, North Sumatra, is one of the rapidly growing photo studios. By offering a variety of unique, creative, and superior services and products, BSP Media Prima aims to meet the needs of its clients. Customer satisfaction is the main marketing focus of this photo studio in all aspects of its business. The studio aims to maintain client loyalty by offering the best services, viewing competitors as a serious threat.

## **2. Literature Review**

### *2.1. Purchasing Decision*

According to Keller and Kotler (2019), the purchasing decision process is a series of steps to solve a problem, starting with recognizing needs and wants, then seeking information, comparing available options, and finally making a decision to purchase, followed by the post-purchase response. On the other hand, purchasing decisions are a series of activities directly related to the process of acquiring and selecting goods or services, such as deciding what to buy, according to Tjiptono (2019).

### *2.2. Price Perception*

Kotler and Armstrong (2019) define price as the amount of money required to purchase a good or service. Additionally, price represents the value that customers give in exchange for the benefits offered by the product or service. Price perception is the process through which customers understand the expected value or characteristics of goods and services, according to Tjiptono (2019).

### *2.3. Brand Marketing*

The development, precision, distribution, and amplification of engaging, relevant, and valuable content for a specific audience to generate content conversations is known as content marketing. In the view of Muhammad Munsarif et al. (2022), referring to the ideas of Hermawan Kartajaya and Philip Kotler (2017), content marketing is a strategy carried out by marketers by utilizing digital media to present relevant, valuable, and engaging information or stories, aiming to capture the audience's attention while also helping them recognize and remember the message conveyed.

### *2.4. Brand Image*

Kotler and Keller (2018) define a brand as a name, word, symbol, logo, design, or a combination of these used to differentiate a seller's goods or services from those of competitors. On the other hand, brand image is the overall impression of an individual towards an object, formed through the continuous processing of data from various sources.

### *2.5. Previous Research*

Previous studies are a series of research results conducted by other authors that are related to this study. Some relevant studies can be found in the following table:

Table 1. Review of Previous Research

No	Researcher	Title	Results	Similarities	Differences
1	AL-MIZEED & AZZAM (2021)	The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan	Digital marketing has been proven to influence buyer behavior in determining purchasing decisions.	<b>Dependent Variable:</b> Purchasing Decision <b>Method:</b> Multiple Regression Analysis	<b>Independent Variables:</b> Perception Price Marketing Content Brand Image <b>Observation Period:</b> 2025
2	Nasution & Anggraini (2023)	The Influence of Positioning, Product Quality, and Brand Image on Motor Vehicle Insurance Purchase Decisions at PT Asuransi Askrida Syariah, Medan Branch	The research findings indicate that positioning, brand image, and product quality have a positive and significant impact on purchase decisions.	<b>Dependent Variable:</b> Purchase Decision <b>Independent Variables:</b> Perception Price Marketing Content Brand Image	<b>Method:</b> Multiple Regression Analysis <b>Observation Period:</b> 2025
3	Sukaini (2022)	Digital Marketing's Influence on Consumer Purchasing Decision: A Case Study in Iraq	The study's findings indicate that digital marketing strategies play an important role in influencing consumers' purchasing decisions.	<b>Dependent Variable:</b> Purchasing Decision <b>Independent Variables:</b> - Perception - Price - Marketing - Content - Brand Image	<b>Method:</b> Multiple Regression Analysis <b>Observation Period:</b> 2025
4	Ananta, Dwi Rizal (2018)	The Effect of Product Quality and Price Perception on Purchasing Decisions Mediated by Brand Image (A Study of Yamaha R15 Motorcycle Users in Yogyakarta)	The results of this study indicate that: (1) product quality and price perception have a positive and significant effect on brand image; (2) brand image has a positive and significant effect on purchasing decisions; and (3) product quality has a positive and significant effect on purchasing decisions.	<b>Dependent Variable:</b> Purchasing Decision <b>Independent Variables:</b> - Perception - Price - Marketing - Content - Brand Image	<b>Method:</b> Multiple Regression Analysis <b>Observation Period:</b> 2025

## 2.6. Relationship Between Variables

Purchasing decisions and price perception are interrelated. A person's ability to make decisions increases as they assign value to a product. Price perception plays a crucial role in the decision-making process because, generally, both price and quality are considered when making a purchase. Factors influencing purchasing decisions include the seller's price, as they often purchase items at a reasonable price. Price is a determining factor for consumers when deciding whether or not to purchase a product, as it reflects the customers' perception of value.

### 2.7. Research Hypotheses

Referring to the conceptual framework and the explanation of its impact on the company's value, the hypotheses for this literature are as follows:

- a. Price perception, content marketing, and brand image simultaneously influence purchasing decisions at CV. BSP Media Prima Medan.
- b. Price perception has a partial effect on purchasing decisions at CV. BSP Media Prima Medan.
- c. Content marketing has a partial effect on purchasing decisions at CV. BSP Media Prima Medan.
- d. Brand image has a partial effect on purchasing decisions at CV. BSP Media Prima Medan.

## 3. Research Method

### 3.1. Research Type

The author applies quantitative research design. Sugiono (2019) defines this research as an approach to studying populations and samples based on positivism. The sample is taken randomly, data is collected using specific tools, and data processing is done using statistical methods.

The research methodology used is associated. Associative research aims to establish relationships between variables and explore the roles, impacts, and causal relationships between independent and dependent variables, as explained by Sugiono (2019).

In this study, the variables being researched include Price Perception (X1), Content Marketing (X2), and Brand Image (X3), all of which are analyzed for their impact on Purchasing Decisions (Y). Relationship Between Variables

### 3.2. Research Location

This research was conducted at CV. BSP Media Prima in Medan City, located at Jl. Setia Budi Simpang No. 307, Tj. Sari, Medan Selayang District, Medan, North Sumatra. Relationship Between Variables

### 3.3. Data Collection Methods

- a. Primary information is obtained directly from the main sources involved in the research. Typically, the research subjects respond to surveys or conduct interviews directly with respondents to collect this data.
- b. Secondary information is collected by the researcher from sources other than primary data and is known as secondary data. This information is usually presented in the form of documents, such as customer data reports, product or service price lists, and catalogs, like those from BSP Studio Photo.

### 3.4. Population and Sample of the Study

According to Sugiyono (2019:61), the population is a collection of objects or subjects with specific qualities and characteristics determined by the researcher to be used as the generalization area in the study, so conclusions can be drawn from that group. In this study, the population refers to the customers who have made transactions at CV. BSP Media Prima in Medan during the period of January to December 2024.

### 3.5. Testing of Research Instruments

The questionnaire, as an instrument for collecting ordinal data that elaborates on the variable indicators, must be tested for validity and reliability before being used for data collection. The validity and reliability tests of the questionnaire were conducted on 30 customers who used the photo studio services.

### 3.6. Data Analysis Method

A multiple linear regression approach was applied as the model and methodology for data analysis in this study. The quality of observation tools, normality test of data, and traditional assumption tests were first conducted to validate the findings of the multiple regression analysis. Statistical software was used for data processing.

## 4. Result and Discussion

### 4.1. Data Quality Test

#### 4.1.1. Validity Test

The validity test is performed by calculating the correlation to check the validity of the items and their suitability for use, using a significance level of 5% ( $\alpha = 0.05$ ). The decision is made by comparing the calculated r value with the r value in the table.

##### a. Purchasing Decision

Table 2 shows the validity test result for the questionnaire items measuring the variable.

Table 2. Validity Test of Purchasing Decision

Item	R-value (calculated)	R-value (table)	Remarks
1	0.677	0.2006	Valid
2	0.789	0.2006	Valid
3	0.647	0.2006	Valid
4	0.737	0.2006	Valid
5	0.812	0.2006	Valid
6	0.859	0.2006	Valid
7	0.854	0.2006	Valid
8	0.736	0.2006	Valid
9	0.667	0.2006	Valid
10	0.774	0.2006	Valid

The correlation coefficient of the ten items is greater than the r-table value, as seen from the test results in Table 2. This indicates that the questions can influence purchasing confidence. Therefore, it can be concluded that all items in the Y variable passed the validity test.

##### b. Price Perception

Table 3 shows the test results of whether the questions in this variable are valid.

Table 3. Validity Test of Price Perception

Item	R-value (calculated)	R-value (table)	Remarks
1	0.475	0.2006	Valid
2	0.486	0.2006	Valid
3	0.547	0.2006	Valid
4	0.550	0.2006	Valid

All Four questions showed correlation coefficients exceeding the r-table value, according to the test results shown in Table 3. This indicates that the price perception variable passed the validity test.

##### c. Content Marketing

Table 4 shows the test results of whether the questions in this variable are valid.

Table 4. Validity Test of Price Perception

Item	R-value (calculated)	R-value (table)	Remarks
1	0.702	0.2006	Valid
2	0.691	0.2006	Valid
3	0.700	0.2006	Valid
4	0.682	0.2006	Valid
5	0.603	0.2006	Valid
6	0.625	0.2006	Valid

All six questions showed correlation coefficients exceeding the r-table value, according to the test results shown in Table 4 This indicates that the content marketing variable passed the validity test.

d. Brand Image

The following Table 5 shows the validity test results for the brand image variable items.

Item	R-value (calculated)	R-value (table)	Remarks
1	0.733	0.2006	Valid
2	0.712	0.2006	Valid
3	0.820	0.2006	Valid
4	0.721	0.2006	Valid
5	0.484	0.2006	Valid
6	0.685	0.2006	Valid

All six questions showed correlation coefficients exceeding the r-table value, according to the test results shown in Table 5 This indicates that the questions can alter brand perception. This suggests that the question items for the X3 variable passed the validity test.

#### 4.1.2. Reliability Test

The reliability test is conducted to determine whether the measurement tool remains consistent and reliable when used repeatedly. The details can be seen in Table 6.

Table 6. Reliability Test Results

No.	Variable	Cronbach's Alpha	Criterion	Remarks
1	Purchasing Decision (Y)	0.938	0.60	Reliable
2	Price Perception (X1)	0.723	0.60	Reliable
3	Content Marketing (X2)	0.869	0.60	Reliable
4	Brand Image (X3)	0.880	0.60	Reliable

The results in Table 6 show that the correlation coefficient exceeds the r-table value, meaning the X and Y variables passed the reliability test.

#### 4.2. Descriptive Respondent Answers

To provide an overview of how price perception, content marketing, and brand image affect purchasing decisions, the results from each questionnaire used to calculate the variables will be explained. Next, the average values will be calculated, and the scale range values will be used for evaluation (Shanus, 2014:66):

1.00 - 1.80 = Very Low

1.81 - 2.60 = Low

2.61 - 3.40 = Moderate

3.41 - 4.20 = High

4.21 - 5.00 = Very High

The author obtained the frequency test results for each variable from the questionnaire data. The results are as follows:

#### 4.2.1. Distribution of Respondents' Answers for Purchasing Decision Variable

The results are as follows:

Table 7. Distribution of Respondents Responses for the Purchasing Decision Variable

No.	Statement	Mean
1	The products/services of CV. BSP Media Prima meet my needs.	4.30
2	The quality of CV. BSP Media Prima's products/services meets my expectations.	4.44
3	I receive recommendations from others regarding CV. BSP Media Prima's products/services.	4.61
4	I search for information about prices and quality through social media.	4.39
5	I consider the quality of CV. BSP Media Prima's products/services compared to other products/services before making a purchase.	4.57
6	CV. BSP Media Prima's products/services are my main alternative when making a purchase.	4.64
7	After evaluating several alternatives, I decide to purchase the products/services.	4.55
8	I am confident in my decision to purchase CV. BSP Media Prima's products/services compared to other studios.	4.39
9	I recommend BSP Studio's products/services to others.	4.26
10	I feel satisfied after purchasing CV. BSP Media Prima's products/services.	4.28
Overall Mean (Purchasing Decision)		4.44

Table 7 presents the frequency of respondents' answers regarding the purchasing decision variable::

Perception: "CV. BSP Media Prima's products/services meet my needs." There were 2% of respondents who strongly disagreed, 8% who disagreed, 45% who agreed, and 45% who strongly agreed. The average score was 4.30, which falls into the "Very High" category.

Statement: "The quality offered by CV. BSP Media Prima meets my expectations." 2% strongly disagreed, 7% disagreed, 35% agreed, and 55% strongly agreed, with an average score of 4.44.

Statement: "I received recommendations about CV. BSP Media Prima's products/services from others." 2% strongly disagreed, 2% disagreed, 28% agreed, and 68% strongly agreed, with an average score of 4.61.

Statement: "I search for price and quality information on social media." 2% strongly disagreed, 0% disagreed, 6% somewhat disagreed, 41% agreed, and 51% strongly agreed, with an average score of 4.39, "Very High."

Perception: "I consider the quality of CV. BSP Media Prima's products/services compared to others before making a purchase." 0% strongly disagreed, 2% disagreed, 4% somewhat disagreed, 28% agreed, and 66% strongly agreed, with an average score of 4.57, "Very High."

Perception: "CV. BSP Media Prima's products/services are the first choice when making a purchase." 0% strongly disagreed, 2% disagreed, 3% somewhat disagreed, 24% agreed, and 71% strongly agreed, with an average score of 4.55, "High."

Perception: "I am confident in my decision to purchase products/services at CV. BSP Media Prima compared to other photo studios." 0% strongly disagreed, 2% disagreed, 14% somewhat disagreed, 39% agreed, and 51% strongly agreed, with an average score of 4.43, "Very High."

Perception: "I would recommend CV. BSP Media Prima's products/services to others." 0% strongly disagreed, 2% disagreed, 14% somewhat disagreed, 41% agreed, and 44% strongly agreed, with an average score of 4.26, "Very High."

Perception: "I am satisfied with my purchase at CV. BSP Media Prima." 3% strongly disagreed, 1% disagreed, 7% somewhat disagreed, 42% agreed, and 47% strongly agreed, with an average score of 4.28, "Very High."

#### 4.2.2. Distribution of Respondents Answers for Price Perception Variable

The results are as follows:

Table 8. Distribution of Respondents Responses for the Price Perception Variable

No.	Statement	Mean
1	The price offered by CV. BSP Media Prima is very affordable.	4.15
2	The price offered by CV. BSP Media Prima is competitive compared to other photo studios.	4.32
3	The prices of the products and services offered by CV. BSP Media Prima are in accordance with their quality.	4.46
4	The prices of the products and services offered by CV. BSP Media Prima are proportional to the benefits I receive.	4.35
Overall Mean (Price Perception)		4.32

Table 8 presents the frequency of respondents' answers regarding the price perception variable:

Perception: "The price offered by CV. BSP Media Prima is very affordable." 1% strongly disagreed, 3% disagreed, 9% somewhat disagreed, 53% agreed, and 33% strongly agreed, with an average score of 4.15, "High."

Perception: "The price offered by CV. BSP Media Prima can compete with other photo studios." 0% strongly disagreed, 0% disagreed, 15% somewhat disagreed, 39% agreed, and 47% strongly agreed, with an average score of 4.32, "Very High."

Perception: "The price of products/services offered by CV. BSP Media Prima is consistent with the quality." 0% strongly disagreed, 1% disagreed, 6% somewhat disagreed, 39% agreed, and 54% strongly agreed, with an average score of 4.46, "Very High."

Perception: "The price of products/services offered by CV. BSP Media Prima is proportional to the benefits I received." 1% strongly disagreed, 1% disagreed, 7% somewhat disagreed, 43% agreed, and 48% strongly agreed, with an average score of 4.35, "Very High."

#### 4.2.3. Distribution of Respondents' Answers for Content Marketing Variable

The results are as follows:

Table 9. Distribution of Respondents Responses for the Content Marketing Variable

No.	Statement	Mean
1	The content presented by CV. BSP Media Prima is in accordance with the audience's needs.	4.27
2	The content presented by CV. BSP Media Prima provides accurate information about products/services.	4.44
3	The content presented by CV. BSP Media Prima conveys valuable and appropriate information to be known.	4.34
4	The information or messages in CV. BSP Media Prima's content are easy for the audience to understand.	4.26
5	The content presented by CV. BSP Media Prima is easily accessible to the audience.	4.33
6	CV. BSP Media Prima's content is uploaded consistently over time.	4.42
Overall Mean (Content Marketing)		4.34

Table 9 presents the frequency of respondents' answers regarding the content marketing variable:

Perception: "The content presented by CV. BSP Media Prima meets the audience's needs." 1% disagreed, 13% somewhat disagreed, 45% agreed, and 42% strongly agreed, with an average score of 4.27, "Very High."

Perception: "The content presented by CV. BSP Media Prima provides accurate information about products/services." 2% disagreed, 5% somewhat disagreed, 40% agreed, and 53% strongly agreed, with an average score of 4.44, "Very High."

Perception: "The content presented by CV. BSP Media Prima brings valuable or worthy information." 1% disagreed, 7% somewhat disagreed, 48% agreed, and 44% strongly agreed, with an average score of 4.34, "Very High."

Perception: "The information or messages in CV. BSP Media Prima's content are easy for the audience to understand." 2% disagreed, 11% somewhat disagreed, 45% agreed, and 42% strongly agreed, with an average score of 4.26, "Very High."

Perception: "The content presented by CV. BSP Media Prima is easily accessible to the audience." 1% disagreed, 14% somewhat disagreed, 36% agreed, and 49% strongly agreed, with an average score of 4.33, "Very High."

Perception: "The content of CV. BSP Media Prima is uploaded consistently over time." 1% strongly disagreed, 5% somewhat disagreed, 44% agreed, and 50% strongly agreed, with an average score of 4.42, "Very High."

## 5. Conclusion

Based on the results of Price Perception, CV. BSP Media Prima needs to maintain and continuously improve the price perception by offering prices that align with the quality of their products or services. This will strengthen customer trust in CV. BSP Media Prima. The company should also provide discounts to loyal customers and offer special promotions to every customer who makes a purchase with a minimum transaction value.

From the results of Content Marketing, CV. BSP Media Prima should improve its marketing strategies to attract consumer interest in making purchases, such as by offering enticing promotions through advertisements that run for a specific period, so that customers become more familiar with the products being promoted. CV. BSP Media Prima should create engaging content that meets customer expectations, such as following current viral trends by creating interesting content while promoting services/products, using viral TikTok songs to reach a broader audience.

From the results of Brand Image, CV. BSP Media Prima should pay attention to the reputation it has built so far in order to remain competitive. This brand image can also be enhanced by providing high-quality products/services, such as offering more attractive pre-wedding or graduation photo packages with unique themes.

Referring to the results of Purchasing Decisions, the company is advised to continue maintaining a good price perception and quality content marketing, as well as strengthening its brand image. This is important to ensure customer loyalty and encourage

repeat purchases. Furthermore, CV. BSP Media Prima can create or add more variety in products and services to provide customers with more options.

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