

Research Article

Decoding the Buyer's Mind: The Role of Promotion and Brand Image in Purchase Decisions

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Abstract

This study aims to analyze the extent to which promotion and brand image influence the purchasing decisions of Shopee customers in East Jakarta. Using a quantitative approach with survey methods and multiple linear regression analysis, the results of the study indicate that both promotion and brand image simultaneously and partially have a positive and significant effect on purchasing decisions. This finding means that attractive promotions such as discounts, cashback, and flash sales, as well as a strong and positive brand image can encourage consumers to make purchases. This study investigates how promotion and brand image influence purchasing decisions among Shopee customers in East Jakarta using a quantitative survey and regression analysis. Results show that brand image has a significant positive effect, while promotion does not significantly influence purchasing decisions when examined individually. The managerial implications of these findings are that Shopee management needs to continue to optimize promotional strategies creatively and consistently to maintain and increase customer loyalty. In addition, building and maintaining a positive brand image through service quality, platform appearance, and good interaction with consumers are important keys to strengthening competitiveness in the competitive e-commerce market.

Keywords: Promotion, Brand Image, Purchase Decision, E-commerce

JEL Classification: M31, D12, L81

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1. Introduction

The rapid advancement of information technology has significantly transformed the lifestyles of modern society, particularly in the realms of consumption and trade (Kotler & Keller, 2019). The internet has emerged as the primary medium through which individuals can efficiently and practically fulfill their daily needs, often without direct physical interaction (Sumarwan, 2023). This phenomenon is bolstered by the substantial number of internet users in Indonesia, which reached 215 million in 2023, representing approximately 77% of the total population (APJII, 2023). Such progress has fueled the growth of e-commerce, with platforms like Shopee standing out as prominent digital leaders in both Southeast Asia and Indonesia (Katadata, 2023).

Shopee offers a range of conveniences for online shopping, including a user-friendly interface, diverse payment options, and compelling promotional features (Kotler & Keller, 2019). Promotion plays a crucial role in marketing strategy by generating awareness, interest, and motivating consumers to purchase products (Anggraini & Budiarti, 2020). To attract and retain customers, Shopee employs various promotional tactics such as significant discounts, cashback offers, flash sales, and free shipping (Sulistiyawati & Widayani, 2020).

In addition to promotions, brand image plays a significant role in shaping consumer purchasing decisions. Brand image refers to the perceptions and associations formed in the minds of consumers, influenced by their experiences and expectations regarding a particular brand. As noted by Kotler and Keller (2017), a robust brand image can enhance trust and loyalty, thereby encouraging repeat purchases. In the case of Shopee, its brand image is fostered through fast and dependable service, customer loyalty programs, collaborations with celebrities, and prominent campaigns like Harbolnas on 11.11 and 12.12.

The high penetration of Shopee in East Jakarta shows that promotion and brand image factors play an important role in influencing customer purchasing behavior. However, the high competition in e-commerce also requires companies to continue to understand what factors can encourage customers to choose a particular platform. Thus, it is necessary to conduct research that empirically tests the extent to which promotion and brand image influence customer purchasing decisions on Shopee, especially in the East Jakarta area, which has a high level of digital activity (Akbar & Nurjanah, 2023)(Afriзал & Nugroho, 2022).

This research is important because it can provide theoretical contributions to the development of marketing science and practical input for Shopee management in developing more effective promotion and brand-strengthening strategies (Kotler, 2019). By understanding customer preferences and behavior more deeply, e-commerce companies like Shopee can increase their competitiveness in an increasingly competitive market. Therefore, the focus of this study is to analyze the extent to which promotion and brand image influence the purchasing decisions of Shopee customers in East Jakarta.

Although e-commerce has grown rapidly in Indonesia, there is still a gap in understanding the main factors that specifically influence consumer purchasing decisions on each platform, including Shopee. This research problem arises from the need to determine the extent to which promotions and brand image influence customer purchasing decisions in areas with high digital penetration, such as East Jakarta. The novelty of this study lies in the specific geographic focus East Jakarta which has not been widely studied before, as well as the use of a quantitative approach to measure the simultaneous and partial effects of promotions and brand image in the context of Shopee. Shopee was chosen as the research object because it is one of the largest e-commerce platforms in Indonesia with an aggressive promotional strategy and strong brand image, making it an interesting example to study in understanding today's digital consumer behavior. In addition, the high level of competition in e-commerce also demands a deeper understanding of what factors can drive customer purchasing decisions effectively and sustainably.

2. Literature Review and Hypothesis

Literature Review

Customer Purchasing Decisions

According to Kotler and Keller (2019), a purchasing decision represents a stage in the decision-making process where consumers finalize their buying choice. Prior to making a purchase, consumers navigate through several phases of this process. Decision making is a personal activity closely linked to the act of purchasing goods offered by a company. Describe a purchasing decision as a process that involves synthesizing knowledge to evaluate two or more alternatives and selecting one among them. Sumarwan (2019) and (Ramadhan et al., 2024) adds that a purchasing decision can only be made when multiple options exist; if no choices are available, then any action taken cannot truly be considered a decision.

Promotion

Advancement could be a showcasing action that looks for to spread data, influence/persuade, and/or remind the target advertise of the company and its items so that they are willing to acknowledge, purchase, and be steadfast to the items advertised by the company concerned. Advancement is communication between venders and buyers originating from buyers who come with the proper data pointed at changing the states of mind and behavior of buyers who already did not know so that they gotten to be buyers and keep in mind the item. Advancement is different company activities to communicate and present items to the target showcase. Advancement could be a strategy carried out by companies that alludes to strategies for communicating data approximately an item. In this way, the conclusion that can be drawn is that advancement is a necessarily portion of a company's showcasing methodology, with the most center on making mindfulness, intrigued, and buyer association so that they are willing to gotten to be buyers and steadfast to the items advertised (Maghfur et al., 2023).

Brand image

Concurring to Kotler & Keller (2017), brand picture is the way individuals see a brand in real terms towards a company or its items. In the meantime, brand picture may be a representation of the generally discernment of a brand and is shaped from data and past encounters of the brand. Buyers who have a positive brand picture of a brand will be more likely to create a buy. Brand picture may be a concept made by customers for subjective reasons and individual feelings. From the definition over, brand picture may be a consumer's discernment of a brand that's shaped by the consumer's data and encounters that are put away within the consumer's memory (Yuaniko & Caniago, 2024).

Hypothesis**Promotion and Brand Image Have a Positive and Significant Influence on Purchasing Decisions**

Advancement and brand picture have a positive and critical impact on client obtaining choices, as bolstered by the investigate comes about of Casto Uripto and Rahayu Lestari (2023), which found that advancement, brand picture, and item quality at the same time have a noteworthy impact on obtaining choices at Bata brand shoe outlets. These comes about are in line with the investigate discoveries by Afrizal and Fithriawan Nugroho (2022), which appear that advancement, cost, and brand picture together impact obtaining choices on the Shopee e-commerce stage. Within the setting of e-commerce, this synchronous impact is imperative since forceful advancement and solid brand picture can make a combination of levelheaded and passionate offer that increments the probability of buyers making buys. Subsequently, based on these discoveries, the speculation is proposed that advancement and brand picture at the same time have a positive and noteworthy impact on client obtaining choices.

Promotion has a positive and significant effect on purchasing decisions.

Advancement includes a positive and critical impact on obtaining choices, which is fortified by investigate, which states that advancement mostly impacts the acquiring choices of customers at the Homedoki furniture store in Tangerang. Comparative comes about were moreover expressed by Natalia Tobing, Wagiarto Hoesin, and Iwan Kurniawan Subagja (2022) in their think about on the Get Nourishment benefit, where advancement straightforwardly impacts client intrigued and acquiring choices. Promotion is considered a key apparatus in showcasing to make recognitions of esteem, buy criticalness, and item separation in the midst of furious competition. Based on this observational prove, the theory is proposed that advancement emphatically and altogether impacts client obtaining choices.

Brand image has a positive and significant effect on purchasing decisions.

Brand picture contains a positive and critical impact on acquiring choices, as prove by a ponder by Aprillia Darmansah and Sri Yanthy Yosepha (2020), which found that brand picture somewhat impacts client acquiring choices on the Shopee application in East Jakarta. A comparable ponder was moreover conducted by Ade Yusuf (2021), which expressed that brand picture features a noteworthy part in driving acquiring choices for OPPO brand smartphone items. In showcasing hones, a solid brand picture makes positive affiliations that increment buyer believe and reinforce

devotion, hence having a coordinate affect on acquiring choices. Subsequently, based on different past inquire about comes about, brand picture encompasses a positive and noteworthy impact on client acquiring choices.

Conceptual Framework

The figure below shows a conceptual framework that describes the relationship between independent variables, namely promotion and brand image, to the dependent variable, namely buying decision. This model states that promotions carried out by the company and the brand image formed in consumer perception directly influence consumer decisions to make purchases. Effective promotions can attract attention and encourage purchasing actions, while a positive brand image can increase consumer trust and preference for a product or platform, in this case, Shopee. Thus, these two variables are expected to have a significant influence in shaping customer purchasing decisions.

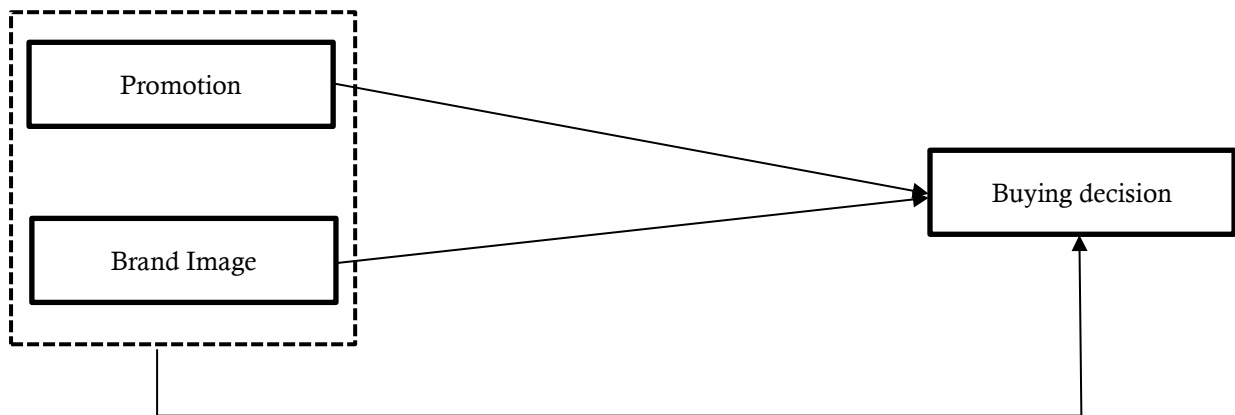


Figure 1. Conceptual Framework

Although the framework in this study is relatively simple and has been widely studied in various contexts, the uniqueness of this study lies in its specific empirical focus on Shopee customers in East Jakarta an area with a high level of digital penetration but has not been widely explored academically. In addition, this study presents a recent quantitative data approach with multiple linear regression methods to test the simultaneous and partial effects of promotions and brand image on purchasing decisions. This finding provides a practical and contextual contribution that is relevant for e-commerce management in developing more effective marketing strategies based on dynamic local consumer behavior.

3. Data and Method

Research Design

This study uses a quantitative approach with survey design and multiple linear regression analysis. This approach is commonly used to measure the relationship between variables empirically and quantitatively (Sugiyono, 2019). The object of the research was carried out on Shopee site customers, one of the companies engaged in e-commerce. The location of this research was carried out in East Jakarta. The object of this research is to analyze the influence of promotion and brand image on the purchasing decisions of Shopee site customers in East Jakarta. The time for this research was carried out in February - July 2024.

Research Instrument

The instrument used was a closed questionnaire, which was considered more effective in directing respondents and facilitating quantitative data processing (Sarwono, 2019). The scale used was the Likert scale because this scale is commonly used to measure respondents' perceptions, attitudes, and opinions towards a social phenomenon (Umar, 2021). The researcher used a closed questionnaire, so according to Sumarno, a closed statement is a statement that has been provided

in advance by the researcher. Then, the respondent only has to choose the answer. Furthermore, so that the respondent's answer can be measured, the respondent's answer is given a score. In giving scores, the Differential Scale is used, because the Differential Scale is a method of measurement that is related to statements about a person's attitude towards something.

Data Collection Method

The data collection method in this study consists of two types of sources, namely secondary data and primary data. Secondary data is obtained indirectly through intermediary media or other parties, such as company history, scope and organizational structure, books, literature, articles, and sites on the internet. Meanwhile, primary data was obtained directly from respondents by distributing questionnaires to customers who had made purchases on the Shopee site in East Jakarta and were considered to represent the research population. The research instrument used a questionnaire with a Likert scale, which was designed to measure respondents' attitudes, opinions, and perceptions of social phenomena. This Likert scale contains statements that are arranged based on indicators from each research variable, and respondents' answers are scored in gradations from very positive to very negative, which are then used to measure and analyze the influence of promotions and brand image on purchasing decisions.

Population and Sample

The accidental sampling technique was chosen because it is practical and efficient, especially in research that focuses on the general population and is based on digital platforms (Sekaran & Bougie, 2017). A population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that have been determined to be studied by researchers and then conclusions are drawn. The population in this study were Shopee customers in East Jakarta. The sample selection method in this study used the accidental technique (accidental sampling). What is meant by accident is a sample study based on coincidence; namely, anyone who accidentally meets the researcher can be used as a sample if it is considered that the other person who happened to be met is suitable as a data source.

4. Results

Normality test

The normality test aims to determine whether the data in the regression model between the independent variables and the dependent variables are both normally distributed or not. A good regression model is data that is normally distributed or close to normal. In this study, the nonparametric statistical analysis of one-sample Kolmogorov Smirnov is used to detect whether the data is normally distributed or not. Table 1 shows the significance of normal distribution.

Table 1. Normality Test

		Unstandardized Residual
N		48
Normal Parameters	Mean	.0000000
	Std. Deviation	2.76053260
Most Extreme Differences	Absolute	.182
	Positive	.182
	Negative	-.141
Kolmogorov-Smirnov Z		1.261
Asymp. Sig. (2-tailed)		.083

Source: Processed Data (2024)

Based on the table above, the Kolmogorov-Smirnov value is 1.261. The Kolmogorov-Smirnov significance value above shows a value of 0.083, which means it is greater than 0.05, so it can be concluded that the data above is normally distributed.

Autocorrelation Test

In the correlation test, we measure the strength of the relationship between two variables using the correlation coefficient. Detecting autocorrelation using the Durbin-Watson value. The criteria in the Durbin-Watson test are if the du value $< d < 4-du$, then there is no autocorrelation.

Table 2. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803 ^a	.644	.629	3.513	1.680

Source: Processed Data (2024)

Based on the results of the autocorrelation test in Table 2, the Durbin-Watson value of 1.680 indicates that there is no strong autocorrelation in the regression model because the value is between the critical limits of 1.5 to 2.5, which indicates that the data is free from autocorrelation problems. The R-value of 0.803 indicates a strong correlation between the independent and dependent variables. At the same time, the R Square value of 0.644 means that promotions and brand image can explain 64.4% of the variation in purchasing decisions. In comparison, the remaining 35.6% is explained by other variables outside this model.

Multicollinearity Test

Used to determine whether there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship between independent variables in the regression model. The prerequisite that must be met in the regression model is the absence of multicollinearity.

Table 3. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	13.745	5.494		2.502	.016		
Promotion	-.002	.331	.000	-.005	.996	.265	3.769
Brand Image	.894	.217	.766	4.114	.000	.265	3.769

Source: Processed Data (2024)

Based on the results of the multicollinearity test in Table 3, it is known that the Tolerance value for the promotion and brand image variables is 0.265 and the Variance Inflation Factor (VIF) value is 3.769, respectively. Because the Tolerance value is > 0.10 and $VIF < 10$, it can be concluded that there is no multicollinearity between the independent variables in the regression model. This result means that the promotion and brand image variables do not have a high linear relationship with each other, so they are worthy of being included simultaneously in the regression analysis.

Linearity Test

The linearity test is used to determine whether the relationship between the independent variable and the dependent variable is linear or not. This means that every change in one variable will be followed by a change with a parallel magnitude in the other variables.

Table 4. Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Purchasing decisions * Promotions	Between Groups	(Combined)	844.433	8	105.554	5.552	.000
		Linearity	682.031	1	682.031	35.873	.000
		Deviation from Linearity	162.403	7	23.200	1.220	.315
	Within Groups		741.483	39	19.012		
	Total		1585.917	47			

Source: Processed Data (2024)

			Sum of Squares	df	Mean Square	F	Sig.
Purchase decision * Brand Image	Between Groups	(Combined)	1191.581	12	99.298	8.813	.000
		Linearity	929.045	1	929.045	82.459	.000
		Deviation from Linearity	262.536	11	23.867	2.118	.045
	Within Groups		394.335	35	11.267		
	Total		1585.917	47			

Source: Processed Data (2024)

Based on the output results above, it can be concluded that from the three ANOVA tables, Y*X1 obtained a significant value of less than 0.05, which means that there is a temporary relationship. Y*X2 did not obtain a significant value because the relationship between the Promotion and Brand Image variables and Purchasing decisions on the Shopee site was more than 0.05 linearly significant.

F Test (Simultaneous)

The F test is conducted to see simultaneously whether there is a positive and significant influence on the Promotion and Brand Image variables on purchasing decisions, as seen below:

Table 5. Results of the F Test Analysis (Simultaneous)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	929.046	2	464.523	31.823	.000 ^a
	Residual	656.871	45	14.597		
	Total	1585.917	47			

Source: Processed Data (2024)

Based on the 'testing of the hypothesis that has been proposed in the sense of whether the hypothesis is accepted or rejected, then the calculation of F above can be expressed as F count > F Table (31,823 > 3,191). With a simultaneous probability figure of 0.000 < 0.05. Then, the Promotion and Brand Image variables simultaneously influence Purchasing decisions.

T Test (Partial)

The partial test is conducted to describe how far Promotion and Brand Image influence purchasing decisions, partially or individually.

Table 6. T Test Results (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	13.745	5.494		2.502	.016		
Promotion	-.002	.331	.000	-.005	.996	.265	3.769
Brand Image	.894	.217	.766	4.114	.000	.265	3.769

Source: Processed Data (2024)

Based on Table 6 above, the sig. The column shows that promotion has a significant value of 0.996, and Brand Image has a significant value of 0.000. Thus, the Promotion Variable is not significant, while Brand Image is significant to Purchasing Decisions.

5. Discussion

The Influence of Promotion on Purchasing Decisions

Based on the comes about of information handling, the advancement variable produces a more noteworthy noteworthiness esteem. In the interim, the calculated t esteem is littler than the t table. At that point, the choice is to acknowledge H_0 and dismiss H_a , which implies that the Advancement variable does not have a critical impact on the Buy Choice variable. From past inquire about conducted by Ria Widhia Sari, Yurasti, and Endarwati (2023), the comes about of the think about appeared that brand picture and advancement at the same time impact acquiring choices, brand picture mostly impacts obtaining choices, and advancement in part does not impact obtaining choices.

The Influence of Brand Image on Purchasing Decisions

Based on the comes about of information preparing, the advancement variable produces a little noteworthiness esteem. In the meantime, on the off chance that the calculated t esteem is littler than the t table, the choice is to acknowledge H_a and dismiss H_0 , which suggests that the Brand Picture variable contains a noteworthy impact on the Buy Choice variable. The comes about of this consider are in understanding with inquire about conducted.

The Influence of Promotion and Brand Image on Purchasing Decisions.

The information handling with the SPSS v.16 program demonstrates that the cooperative energy of the Advancement and Brand Picture factors at the same time gives direct (center) commitment. Not solid, but not frail either. In any case, it is positive and noteworthy in Obtaining Choices. Based on the comes about of the computations that have been carried out, the comes about of the heading of the relationship created by the free factors to the subordinate factors can be gotten. Accepting other factors is steady or shows a positive relationship between the Advancement and Brand Picture factors. Through this the creator can depict that advancement demonstrates a positive impact so that it increments Brand Picture. This finding implies that the concurrent indicator factors have a great affect on Acquiring Choices. The comes about of this consideration are in line with inquire about conducted.

6. Conclusion

According to the research findings, both promotion and brand image significantly influence the purchasing decisions of customers using the Shopee platform in East Jakarta. In the realm of promotion, the most notable factor is the timing of promotional campaigns. Shopee's strategic and timely initiatives, particularly during special moments like "beautiful dates," prove highly effective in capturing consumer interest. Additionally, the accessibility of promotional media enhances the impact of Shopee's marketing communications.

On the other hand, respondents perceive Shopee's brand image as exceptionally strong, particularly regarding brand excellence, platform reliability, and a unique brand identity. Collectively, these attributes contribute to the perception of Shopee as an innovative, trustworthy, and user-friendly online shopping platform. Regarding the purchasing decision variable, the four indicators perceived needs, pre-purchase activities, behavior during the shopping experience, and post-purchase behavior indicate that consumers feel their needs are thoroughly met by the services offered by Shopee, thereby reinforcing their decision to make a purchase.

Managerial implications based on the research findings, Shopee management, is advised to optimize promotion times at strategic moments such as beautiful dates and national shopping days and maintain easily accessible and attractive promotional media. In addition, brand image needs to be strengthened through consistent service innovation and user experience to increase trust and encourage customer purchasing decisions.

Recommendation

Shopee should focus on optimizing its promotions during key moments, such as significant dates and National Shopping Day, while leveraging easily accessible digital marketing channels. To enhance its brand image, Shopee must prioritize service quality, bolster transaction security, and introduce innovative features that set it apart from competitors. It is also recommended to conduct further research that incorporates additional variables, such as service quality and user-friendliness of the application, to achieve more comprehensive results. Expanding the scope of research will be crucial in enhancing the generalizability of the findings.

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