

## **The Influence of Brand Image on Consumer Satisfaction at the Titik Temu'ta Cafe in Barru Regency**

**Al Rizal<sup>1</sup>, Muhammad Darwis<sup>2</sup>, Sulmiah<sup>3</sup>**

Business Administration Study Program, Faculty of Social Sciences, Makassar State University<sup>123</sup>

E-mail:alrizalrizal11@gmail.com <sup>1</sup>

### **ABSTRACT**

This research examines the influence of brand image on consumer satisfaction at the Titik Temu'ta Cafe in Barru Regency. The purpose of this research is to determine the influence of brand image on consumer satisfaction at Cafe Titik Temu'ta in Barru Regency, to determine the level of brand image at Cafe Titik Temu'ta, and to determine the magnitude of the influence of brand image on consumer satisfaction at Cafe Titik Temu'ta. This research approach is quantitative. This research was carried out at Cafe Titik Temu'ta, namely Barru Regency. The sample in the research were customers of Cafe Titik Temu'ta. The sample used was 100 people. Data collection techniques include observation, questionnaires and documentation. Data analysis techniques include validity tests, reliability tests, normality tests, descriptive analysis, simple linear regression analysis, correlation coefficient analysis, and coefficient of determination analysis. The research results show that the brand image of Cafe Titik Temu'ta is in the very good category. Consumer satisfaction is in the very good category. There is an influence of brand image on consumer satisfaction in the strong or high category.

**Keywords:** Brand Image, Consumer Satisfaction, Cafe Titik Temu'ta.

### **INTRODUCTION**

In the current globalization and modern era, with the development of technology and information growing rapidly from year to year, there are various kinds of product discoveries in the field of information and communication technology. According to Rohaeni (2016), in this era of globalization and the future, competition is global and changes in economic conditions have caused many organizations of various sizes to take restructuring steps. This makes business entrepreneurs see the opportunity to open a cafe where everyone can enjoy their free time whether it's talking about business, meeting or just relaxing. The large number of businesses that have sprung up means that intense competition makes it difficult for companies to increase the number of consumers (Tourism, 2010). To differentiate one business from another, a brand must be created, where having a strong brand on a business will form a positive brand foundation and be able to develop the brand's existence so that it can be remembered by consumers. A brand is an identity used by a company to differentiate it from other competitors. Meanwhile, image is a consumer's beliefs, ideas and impressions of a company. So it can be concluded that brand image is a consumer's perception of a product. People as consumers when making purchases certainly expect the best service to fulfill their needs and desires. This

is due to economic development, technology and thinking power make consumers realize that they have the right to get good service and consumer satisfaction is an interesting issue to research. According to Yusuf (2020) consumer satisfaction is one of the main capital in starting a business. In one term it is said that the customer is king. because with consumers, a business can develop and survive. According to Kotler and Armstrong (2008), consumer satisfaction is the consumer's perception of the performance of a product purchased based on expected expectations. If the product does not meet expectations, the customer will be disappointed and the level of satisfaction will decrease, but if the product meets expectations, the customer will feel happy. and the level of satisfaction will increase.

A brand image that has high performance that is able to provide satisfaction for customer needs or can be said to be able to exceed the expectations of a consumer, when consumers receive service that exceeds their expectations both in terms of services and products, they will feel happy and have a great opportunity for the consumer to come again to make a purchase. Service quality is correlated with product quality and company image, which in turn, brand image reputation, service quality and product quality will influence consumers. According to Firmansyah and Mochklas (2018), customer satisfaction is the level of feeling that arises after comparing the performance obtained or felt by customers, "Brand is a name, term, sign, symbol, or design or combination thereof to identify the goods or services of one seller or group and differentiate them from competitors:. Meanwhile, brand image is defined as the view or assessment by each individual about a product or brand. Based on the results of the researcher's observations on September 27 2022 at the Point Temu'ta cafe in Barru Regency, a problem was found, namely that the local community was starting to get bored with the condition of the Point Temu'ta cafe, where the atmosphere was still lacking and the existing brands were lacking. attractive so that customers little by little visit less. The Point of Temu'ta Cafe has experienced a significant decline due to the large number of new cafes or hangout places in Barru Regency, which has caused the Point of Temu'ta Cafe to experience a decline in consumers and also the brand image of the Point of Temu'ta Cafe has begun to shift with the number of cafe brands- New cafes are emerging in Barru Regency and are attracting more consumers. There is a need to improve the brand image so that consumers feel satisfied when visiting the Point Temu'ta cafe.

A brand is an identity used by a company to differentiate it from other competitors. Meanwhile, image is a consumer's beliefs, ideas and impressions of a company. So it can be concluded that brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand. According to Kotler & Keller (2008) brand image is the process by which someone selects, organizes and interprets input information to create a meaningful image. According to Firmansyah (2019) brand image is what consumers think and feel when they hear or see a brand. A positive consumer image of a brand makes it more likely for consumers to make a purchase. A better brand is also the basis for building a positive company image. According to Rangkuti (2009) brand image is a set of brand associations that are formed

in the minds of consumers who are accustomed to using a particular brand and tend to have consistency with the brand image or this is also called brand personality. Brand image is what consumers perceive about a brand. Where this concerns how a consumer describes what they think about a brand and what they feel about the brand when they think about it (Lasander, 2013). Furthermore, the indicators of brand image according to Ratri (2011) are as follows: (1) Product attributes, are things related to the brand itself, such as packaging, taste, price, and others. (2) Consumer benefits are the usefulness of the brand's products. (3) Brand personality, is an association regarding the personality of a brand if the brand is a human being.

Mowen & Minor (2002) state that consumer satisfaction is the overall attitude shown by consumers towards goods or services after the consumer obtains or uses them. Kotler & Keller (2008) state that consumer satisfaction is a person's feeling of happiness or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. Furthermore, Haedar Akib (2022) explains that job satisfaction is a situation where a worker feels proud, happy, treated fairly, recognized and cared for by superiors, appreciated, feels safe because his work can produce something that fulfills his personal needs, desires, hopes and ambitions. so that he feels satisfied physically and mentally. Kotler & Armstrong (2010) argue that consumer satisfaction is the consumer's perception of the performance of a product purchased based on expected expectations. If the product does not meet expectations, the customer will be disappointed and the level of satisfaction will decrease, but if the product meets expectations, the customer will feel happy and the level of satisfaction will increase. According to Praestuti (2020) Consumer Satisfaction is the consumer's feeling after comparing what he received and his expectations. According to Noor (2020), there are four indicators for universally measuring customer satisfaction, namely: (1) Appearance. A product or service is seen or felt by customers in terms of aesthetics, quality and visual or sensorial impressions. The appearance of a product or service can have a significant impact on consumer satisfaction levels, because appearance is often the first factor that customers pay attention to before they decide to buy or use a product or service. (2) Interest in using the product. Interest in using the product is one of the important factors in the concept of consumer satisfaction. This refers to the degree to which consumers are interested or motivated to use or purchase a product or service. Intention to use a product can be viewed as an early stage in the purchase or use process, and this factor can greatly influence whether consumers will ultimately be satisfied with their experience. (3) Recommend to use the product, Recommending to use a product in the context of consumer satisfaction refers to the act of a customer making suggestions or recommendations to others to use or purchase a particular product or service based on their positive experience. (4) Confidence, Confidence in the context of consumer satisfaction refers to the positive perception or attitude held by consumers towards a product, service, brand or company. This is a form of confidence or trust gained by consumers based on their experience, information, or interactions with the product or business entity in question. Confidence in the context of consumer satisfaction refers to

the positive perception or attitude held by consumers towards a product, service, brand or company. This is a form of confidence or trust gained by consumers based on their experience, information, or interactions with the product or business entity in question. Confidence in the context of consumer satisfaction refers to the positive perception or attitude held by consumers towards a product, service, brand or company. This is a form of confidence or trust gained by consumers based on their experience, information, or interactions with the product or business entity in question.

## **RESEARCH METHODS**

The research approach used is a quantitative approach. According to Sugiyono (2013) Quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. The type of research used is quantitative associative research. According to Sugiyono (2013), a descriptive problem formulation is a problem formulation that concerns the question of the existence of independent variables, whether only on one variable or more (stand-alone variables). So in this study the researcher did not make comparisons of these variables in other samples, and look for the relationship of that variable with other variables. By using quantitative associative research, it is hoped that the influence of brand image on consumer satisfaction at the Titik Temu'ta Cafe in Barru Regency can be determined. In this research, researchers will conduct research on consumers, Lalolang Village, Tanete Rilau District, Barru Regency. The research will be conducted in February-March 2023. The reason the researchers chose this location is because this place has problems with product marketing and consumer satisfaction. The population in this study is at a location at the meeting point in Tanete Rilau District, totaling 117,047 people in total. The number of samples was 100 people using the Slovin formula. In obtaining the data and information needed, the author used the following data, namely observation, questionnaires and documentation. The data analysis techniques used are statistics, validity test, reliability test, normality test, simple linear regression analysis, product moment correlation analysis, and determinant coefficient.

## **RESULTS AND DISCUSSION**

### **1) Brand Image Level at the Titik Temu'ta Cafe in Barru Regency**

The level of brand image at the Titik Temu'ta Cafe in Barru Regency is a variable from the three indicators proposed by Ratri (2011), namely product attributes, consumer benefits and brand personality. To find out the level of brand image at Cafe Titik Temu'ta in Barru Regency, it is as follows: (a) Product Attributes. Product attribute indicators show that the products from Cafe Titik Temu'ta in Barru Regency have a very attractive appearance and taste. Respondents rated the food and drinks from each product as delicious. Judging from the data processing score using the score achievement level on

the product attribute indicators, these results show an achievement level of 88.25 percent in the very good category. From the observations made, it was found that the use of product attributes is very necessary at the Titik Temu'ta Cafe in Barru Regency because it has a very attractive appearance and the taste of the food and drinks of each product is considered by respondents to be delicious. In line with the theory from Ratri (2011), he explains that product attributes are things related to the brand itself, such as packaging, taste, price, etc. This theory states that consumers perceive and evaluate products based on the specific attributes of the product. These attributes can include physical features, quality, price, brand, reverse, comfort, and so on. Consumers tend to choose products that have attributes that match their needs, preferences, and their values. This theory provides a framework for understanding how product attributes influence consumer perception, evaluation and behavior. Using this theory can help companies understand consumer preferences and needs, as well as design better products and develop more effective marketing strategies.

(b) Consumer Benefits, an indicator of consumer benefits, it was found that when observing the products at the Titik Temu'ta Cafe in Barru Regency they were very popular because all the products were popular and they always got promos when buying food and drink products. Judging from the data processing score using the score achievement level on the consumer profit indicator, this result shows an achievement level of 87.40 percent in the very good category. In line with the theory explained by Nicholson, W., & Snyder, C. (2019) that consumer surplus theory is a theory in economics that explains the benefits or profits received by consumers when they buy or consume a product or service. This theory assumes that consumers will try to maximize their utility or satisfaction by considering the marginal utility and price of a product. Consumer benefit theory is used in economic analysis to measure the economic benefits to consumers in a market. This concept helps understand the relationship between price, demand, and consumer satisfaction. By understanding consumer benefits, producers and policy makers can make better decisions regarding pricing, improving product quality, and developing marketing strategies to meet consumer needs and preferences.

(c) Brand Personality, an indicator of brand personality, it was found that when observing the product brand at Cafe Titik Temu'ta in Barru Regency, it was already known to consumers who bought the product because the Cafe Titik Temu'ta brand had become the icon or main brand of the café. . Judging from the data processing scores using the score achievement level on the brand personality indicator, these results show an achievement level of 88.70 percent in the very good category. In line with the theory explained by Fournier, S. (2008), brand personality theory refers to the concept that brands can have personality characteristics that can be associated with humans. This concept allows consumers to perceive, identifying, and building an emotional connection with a brand based on the personality attributed to the brand. Brand personality refers to the personality attributes or characteristics associated with a brand. Like people, brands can also have identities and characteristics that differentiate them from other brands. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and

develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. and building an emotional connection with the brand based on the personality attributed to the brand. Brand personality refers to the personality attributes or characteristics associated with a brand. Like people, brands can also have identities and characteristics that differentiate them from other brands. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. and building an emotional connection with the brand based on the personality attributed to the brand. Brand personality refers to the personality attributes or characteristics associated with a brand. Like people, brands can also have identities and characteristics that differentiate them from other brands. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. Brand personality refers to the personality attributes or characteristics associated with a brand. Like people, brands can also have identities and characteristics that differentiate them from other brands. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. Brand personality refers to the personality attributes or characteristics associated with a brand. Like people, brands can also have identities and characteristics that differentiate them from other brands. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers. Brand personality helps create an emotional connection and connects the brand with consumers. In marketing practice, cafes use market research and consumer analysis to identify and develop a brand personality that suits their target market. a strong and consistent brand personality can help brands differentiate themselves, build consumer loyalty, and create long-term relationships with consumers.

## 2) Level of Consumer Satisfaction at the Titik Temu'ta Cafe in Barru Regency

Level of consumer satisfaction at Cafe Titik Temu'ta in Barru Regency is a variable from three indicators proposed by Noor (2020), namely appearance, interest in using the product, recommending using the product, and confidence. To find out how level of consumer satisfaction at Cafe Titik Temu'ta in Barru Regency are as follows: (a) Appearance. Appearance indicators were found on observation Cafe Titik Temu'ta in Barru Regency has a good exterior and interior design which is very pleasing to the eye and is in line with the desires of young people to have a place to hang out that is comfortable and beautiful to the eye. Judging from the data processing scores using the level of achievement of scores on brand personality indicators, these results show an achievement level of 88.25 percent in the very good category. In line with research conducted by Febiza Viony Pasha, (2019) that product appearance refers to the visual, aesthetic and physical aspects of a product that can influence consumer perception and satisfaction. Product appearance has an important role in influencing consumer perceptions of the quality, value and attractiveness of a product. Product appearance involves visual elements such as design, shape, color, texture and packaging. This visual aesthetic can make a strong impression on consumers and influence how the product is viewed and assessed as a whole. A product with an attractive, modern, or elegant appearance can increase perceived quality and trigger consumer satisfaction. Product appearance can provide a signal about product quality to consumers. Consumers often associate attractive appearance with higher quality. If a product has a quality appearance, consumers tend to assume that the product also has good quality. It is important to note that product appearance is only one aspect of consumer satisfaction. Consumer satisfaction is also influenced by other factors such as product quality, price, performance, customer service, and overall experience. However, product appearance has a significant role in creating a first impression and influencing consumer perceptions of the product. (b) Interest in using the product. Indicators of interest in using the product were found in observations Point Temu'ta Cafe in Barru Regency. Very many consumers like to buy food and beverage products at This Temu'ta Cafe. Judging from the data processing score using the score achievement level on the indicator of interest in using the product, this result shows an achievement level of 89.60 percent in the very good category. In line with research conducted by Dewi Kurniawati, Suharyono, Andriani Kusumawati, (2014) It was found that interest in using the product is an important factor in consumer satisfaction. This refers to a person's fascination, interest, or desire to continue using or purchasing a particular product repeatedly. Interest in using a product can be influenced by various factors, including product quality, perceived value, satisfaction with previous experiences, and psychological factors. Interest in using a product is an important factor in creating long-term consumer satisfaction and influencing consumer loyalty. Companies need to pay attention to these factors and continuously improve product quality, provide perceived value, create positive experiences, understand consumer needs and preferences, and provide good customer support. (c) Recommend to use the product. The indicator for recommending to use the product was found to be observed in Point

Temu'ta Cafe in Barru Regency The buyers, who are predominantly young people, often recommend to their friends and other people to visit PadaCafe Titik Temu'ta because the atmosphere they feel is very comfortable and comfortable to spend a long time chatting together. Judging from the data processing score using the score achievement level on the indicator of recommending to use the product, this result shows an achievement level of 89.73 percent in the very good category. In line with research conducted by Feiby Tombokan, Lotje Kawet, Yantje Uhing, (2015) It was found that recommending to use a product is an action or attitude of consumers who provide recommendations or suggestions to other people to use the same product. This is an important factor in consumer satisfaction because recommending a product to others shows a high level of satisfaction and consumer confidence in the quality and benefits of the product. Recommending to use a product is an important indicator of strong consumer satisfaction. This reflects consumers' trust in products and brands, as well as their desire to share positive experiences with others. Recommending products can also contribute to the success and growth of a business, because word of mouth recommendations have a strong influence in influencing consumer purchasing decisions.

(e) Confidence, an indicator of confidence in using the product was found in observations Point Temu'ta Cafe in Barru Regency Almost all consumers are confident with the products at Cafe Titik Temu'ta because they are trusted with the products and facilities provided. Judging from the data processing score using the achievement level of the score on the confidence indicator, this result shows an achievement level of 90.40 percent in the very good category. In line with research conducted by Anung Pramudyo, (2012) found that belief in consumer satisfaction is the belief or positive attitude that consumers have towards the products or services they use. This refers to the belief that the product or service meets expectations, meets needs, or provides benefits desired by consumers. These beliefs can influence consumers' perceptions, attitudes, and overall levels of satisfaction. Confidence in consumer satisfaction is often related to the perceived quality of a product or service. If consumers have confidence that the products or services they use are of good quality, they tend to feel satisfied with their use. These beliefs can be based on previous usage experience, information from trusted sources, positive reviews, or brand reputation. Belief in consumer satisfaction is also related to the belief that a product or service provides the expected benefits and provides the value desired by consumers. If consumers believe that the product or service meets their needs or provides desired benefits, they will tend to feel satisfied and believe that the product provides value commensurate with the costs incurred. Belief in consumer satisfaction has an important role in shaping consumer attitudes and behavior. Positive beliefs can strengthen consumer satisfaction, influence consumer loyalty, and improve brand image or company reputation. Therefore, companies need to pay attention to and foster consumer confidence by providing quality products or services, building trusted brands, and providing positive experiences to consumers.

### 3) The Great Influence of Brand Image on Consumer Satisfaction at the Titik Temu'ta Cafe in Barru Regency

Based on the guidelines for interpreting the correlation coefficient, 0.878 is in a very strong position, namely with a value interval of 0.80 – 0.100, so it can be said that the brand image variable (X) has a very strong relationship with consumer satisfaction (Y). The R Square value (determinant coefficient) was obtained at 0.770, which means that the influence of the independent variable (X) on the dependent variable (Y) or means that the influence of brand image (X) on consumer satisfaction (Y) is 77 percent, meaning 77 percent of consumer satisfaction (Y) is influenced by brand image (X) while the remaining 23 percent is influenced by other factors that have not been examined in this research.

### CONCLUSION

Based on the results of data analysis and discussion described in chapter IV regarding The influence of brand image on consumer satisfaction at Cafe Titik Temu'ta in Barru Regency So the conclusions in this research are as follows: (1) Brand image level at Titik Temu'ta Cafe in Barru Regency included in the very good category, the majority of consumers as respondents chose to agree with the statement formulated in three indicators on the variable *brand image* namely product attributes, consumer benefits, and brand personality. (2) level consumer satisfaction at Cafe Titik Temu'ta in Barru Regency included in the very good category, the majority of consumers as respondents chose to agree with the statement formulated in four indicators of the consumer satisfaction variable, namely appearance, interest in using the product, recommending using the product, and confidence. (3) As for the quantity the influence of brand image on consumer satisfaction at Cafe Titik Temu'ta in Barru Regency, which means that *brand image* to consumer satisfaction at Cafe Titik Temu'ta in Barru Regency have a high or strong influence.

### REFERENCES

- Akib, Haedar Et Al. 2022. "Faktor-Faktor Kepuasan Kerja Karyawan Pt. Bank Negara Indonesia (Persero) Tbk Kantor Cabang Mattoangin." *Jurnal Ilmu Administrasi Bisnis (Jadbifish)* Vol 1(No. 2): 139–48.
- Endah Kusumawardani, Anindita. 2017. "Pengaruh Kepercayaan Terhadap Keputusan Pembelian."
- Fadjarina, January Rizcky. 2016. "Pengaruh Periklanan Dan Kepercayaan Online Terhadap Proses Keputusan Pembelian Serta Dampaknya Pada Pembelian Berulang Dalam C2c E-Commerce Tokopedia." Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Firmansyah, M Anang. 2019. *Pemasaran Produk Dan Merek (Planning & Strategy)*. Ed. Qiara Media. Surabaya: Cv. Penerbit Qiara Media.
- Firmansyah, M Anang, And Mochamad Mochklas. 2018. "Analisa Strategi Produk, Harga, Promosi Dan Tempat Terhadap Kepuasan Pelanggan Warung Giras Di Surabaya." *Jurnal Eksekutif* 15(1): 281–95.

- Kotler, Philip, Keller. 2008. *Manajemen Pemasaran Jilid 1*. Edisi Ket. Jakarta: Erlangga.
- Kotler, Philip & Armstrong. 2008. *Prinsip-Prinsip Pemasaran*. Edisi 12 J. Jakarta: Erlangga.
- Kotler, Philip, And Gary Armstrong. 2010. *Dasar-Dasar Pemasaran*. Jakarta: Perhallindo.
- Kotler, Philip, And Kevin Lane Keller. 2008. *Manajemen Pemasaran Edisi Ketiga Belas*. 1st Ed. Eds. S.E Adi Maulana And M.M. Wibi Hardani. Jakarta: Penerbit Erlangga.
- Lasander, Christian. 2013. "Citra Merek, Kualitas Produk, Dan Promosi Pengaruhnya Terhadap Kepuasan Konsumen Pada Makanan Tradisional." *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi* 1(3): 284–93.
- Mowen, J.C. And Minor, M. 2002. *Perilaku Konsumen Alih Bahasa Lina Salim, Edisi Kelima*. Jakarta: Pt. Erlangga.
- Noor, Fahtira Virdha. 2020. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pt. Herba Penawar Alwahida Indonesia*.
- Pariwisata, Menteri Kebudayaan Dan. 2010. "Peraturan Menteri Kebudayaan Dan Pariwisata."
- Praestuti, Camelia. 2020. "Marketing Mix Terhadap Kepuasan Konsumen Pada Mama-Mama Penjual Noken Di Oyehe Kabupaten Nabire." *Jurnal Administrasi Bisnis (Jab)* 10(1): 21–24.
- Rangkuti, Freddy. 2009. *Strategi Promosi Yang Kreatif Dan Analisis Kasus Integrated Marketing Communication*. Jakarta: Gramedia Pustaka Utama.
- Rohaeni, Heni. 2016. "Peranan Promosi Melalui Personal Selling Terhadap Volume Penjualan." *Ecodemica* 1v(2): 223–31.
- Suci, Amilia. 2011. "Pengaruh Citra Merek, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Merek Xiaomi Di Kota Langsa." *Jurnal Manajemen Dan Keuangan Unsam* 6(1): 660–69.
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif, Dan Tindakan*.
- Yusuf, Ramayani, Heny Hendawati, And Lili Adi Wibowo. 2020. "Pengaruh Konten Pemasaran Shoppe Terhadap Pembelian Pelanggan." *Jurnal Manajemen Pendidikan Dan Ilmu Sosial* 1(2): 506–15.