THE PURCHASE DECISION IN VIEW OF BRAND IMAGE, DESIGN AND DIVERSITY OF GLASSES PRODUCTS AT PRANOTO LAWEYAN OPTICS

Muslichah Saskia Sanjaya[1], Bambang Mursito [2], Eny Kustiyah [3]
Faculty of Economics, Management Study Program, Islamic University of Batik Surakarta
E-mail: muslichahsaskiasanjaya1@gmail.com

Abstract: *The majority of individuals with vision difficulties prefer other solutions, primarily the use of glasses or contact lenses. The objective of the study is to investigate and analyze the impact of brand image, design, and product diversity on purchasing decisions at Pranoto Laweyan Optics. This research strategy combines descriptive and quantitative methodologies. The participants were all Pranoto Laweyan Optics customers. By mailing questionnaires using Google Form, 100 samples were collected using the approach of purposive sampling. This investigation employs the classical assumption test, the multiple linear regression test, the F-test, the T-test, and the determination coefficient test. Positive and major influences on purchasing decisions for glasses at Pranoto Laweyan Optics are brand image, design, and product diversity. The greater the brand's reputation, the variety of available designs, and the variety of products, the more they can influence customer buying decisions.*

Keywords: *Brand Image, Design, Product Diversities, Purchasing Decisions*

1. Introduction

Every individual must be able to keep up with rapid technological developments, especially those related to electronic devices that use monitor screens. The longer a person spends time staring at a monitor screen, be it from a computer, cell phone, or other electronic device, the more it will interfere with their eyesight. The majority of people who have impaired vision choose alternative ways, especially by using glasses or contact lenses, to overcome this. The sustainability of a company or business mainly depends on its consumers. Businesses will benefit financially from many consumers. Businesses must be able to understand how consumers make purchasing decisions.

Consumer choice about which company's products to buy is now something that businesses must be able to produce. Without consumer purchasing decisions, businesses will suffer a number of losses which can reduce their ability to compete (Saputra and Wulandari, 2021). The decision to buy glasses can be influenced by several things, such as eye health conditions, visual needs to fashion styles and trends. Some people may need glasses to help them see clearly, while others may simply want to add a touch of fashion to their look. There are also people who buy glasses to protect their eyes from the sun or to reduce glare when working at a computer all day. The factors that influence consumers in purchasing glasses or contact lenses vary greatly.

Consumers usually also consider the brand image or company image itself. Manufacturers are always trying to preserve and enhance the brand image of their products within the eyes of consumers because positive or negative images are more easily recognized by consumers. A strong brand image benefits manufacturers by making them more recognizable to consumers.

Consumers will choose to make decisions about their purchases that reflect in their favor. Conversely, if a brand has a bad reputation, consumers are more likely to think twice before making a purchase (Wardani and Maskur, 2022). Consumers' decisions to buy products from leading brands are influenced by their reasons. The purchase decision made by the consumer clearly indicates the act of choosing a product from a variety of products, each of which undoubtedly has its own advantages and disadvantages.

Purchasing decisions from a business point of view, end the struggle between many brands and products to continue to produce better goods (Nugroho and Dirgantara, 2021). Product brands that have a strong brand image and are easily remembered by consumers can help maintain consumer consistency and prevent them from switching to other brands, thereby encouraging consumers to continue using these products (Ekasari and Mandasari, 2021). Brand image is very important in the decision to buy glasses, because brand image can affect how someone sees and responds to a product. A positive brand image can inspire consumer confidence and trust in the products being offered, thereby making them more inclined to buy these products. A bad brand image can reduce consumer interest in the product. Many companies are trying to build a good brand image to attract consumers and to improve their purchasing decisions.

Other factors that can influence consumer purchasing decisions include design. Consumers will be more excited and interested in buying goods if they have an attractive design. A well-designed item will have distinguishing features and features that set it apart from other similar products. Therefore, goods with a more attractive design will be in greater demand than goods with a basic design (Saputra and Wulandari, 2021). Design affects a collection of aspects that make how a product looks, feels and appears, design must be kept up to date with current advances (Hananto, 2021). Products with good product distribution and design will have the advantage of being easy to install, open, use, dispose of, and repair (Nugroho and Istiyanto, 2022).

Product diversity is yet another aspect that can impact consumers' purchasing decisions. The relationship between the product and the purchasing decision is strong. The product in question is because the choice of store goods will affect the consumer decision-making process, influencing planned and impulsive purchases (impulse buying). In addition, buyers will often buy other goods (repurchase), and as a result of a positive consumer shopping experience, they will recommend the store to other consumers (Yolandia, 2022). The variety of products offered is one of the main attractions for consumers. With a variety of products, consumers will feel more inclined to make larger purchases, because consumers will believe that they can buy various daily needs just by walking to one store, saving time and effort by not having to visit other stores (Ayuningsih and Andy, 2022). Product diversity allows businesses to entice customers to visit and make purchases. (Kaawoan et.al, 2022). The higher the product diversity, the bigger the buying decision, and vice versa, making it easier for consumers to locate the items they need. (Wati et.al, 2022).

Pranoto Laweyan Optics is one of the spectacle optics in the city of Surakarta. Pranoto Laweyan Optics provides frames, lenses, sunglass, contact lenses, of course, with quality brands and a variety of products. Pranoto Laweyan Optics makes minus, plus and cylindrical glasses. The optician also offers free computerized eye exams to determine the best lens size for your eye needs. According to the needs and all services are provided at a simple and reasonable price. Pranoto Laweyan Optics also sells eyeglass frames and lenses separately apart from making eyeglasses. There are sales, special offers, and discounts. Glasses are made quickly, reliably and

of high quality and according to a doctor's prescription. Having a purchase decision at Pranoto Laweyan Optics will certainly not disappoint. A good brand image, attractive design, and a wide variety of products make Pranoto Laweyan Optics the right choice to meet consumer eyewear needs.

Literature Review

Purchase Decision

According to Peter and Olson (2013: 163), purchasing decisions are integration procedures that use knowledge to evaluate and choose between two or more alternative behaviors. Meanwhile, according to Indrasari (2019: 70), a consumer purchase decision is defined as the selection of two or more alternative options; alternative options must be offered to a consumer while making a decision. According to Kotler and Armstrong (2013: 20), purchasing decisions are a process in making purchasing decisions where consumers make actual purchases. According to Wardani and Maskur (2022), consumers make purchasing decisions when they decide whether or not to purchase a product. The process of making a purchase choice is heavily influenced by customer behavior. The process is actually one of problem-solving in order to satisfy the aspirations or needs of consumers. Meanwhile, according to Ekasari and Mandasari (2021) The purchasing decision is the buyer's decision about the product they want to buy. According to Kaawoan, et.al (2022) Purchase decisions are the culmination of a set of procedures that begin with consumers who are familiar with the problem, seek information about a particular product or brand, and assess the practicality of each alternative for addressing the problem.

From some of the definitions above, researchers can draw conclusions that purchasing decisions are processes that involve selecting two or more alternative choices, where consumers choose one of them to meet consumer needs based on an evaluation of the knowledge they have.

Brand Image

According to Kotler (2013: 344), brand image is the overall view of a brand, which is built from historical information about the brand; attitudes toward a brand, expressed as beliefs and preferences, are related with the brand image of that brand. According to Firmansyah (2019: 60 brand image is the overall view of a brand, which is built from historical information about the brand; brand image is tied to attitudes in the form of brand-related beliefs and preferences. Meanwhile, according to Kenneth and Donald (2018: 42) brand image reflects the perceptions customers and businesses have about the overall organization as well as specific goods or product lines. According to Ekasari and Mandasari (2021), brand image is one of the factors examined by consumers who exhibit brand loyalty. According to Nugroho and Dirgantara (2021), brand image refers to a consumer's perceptions that impact their decision to purchase goods from reputable brands. According to Wardani and Maskur (2022), brand image is the power of a product brand that makes it easier for consumers to recognize their needs and distinguish it from its competitors, hence increasing the possibility that they will choose to purchase the brand.

From some of the definitions above, researchers can draw the conclusion that brand image is a perception that is formed in consumer opinions on a brand which is formed by past information about the brand, and is related to attitudes, beliefs, and consumer preferences for the brand.

Design

According to Kotler and Keller (2016: 332) Product design encompasses all of the characteristics that influence the appearance, taste, and function of goods based on consumer wants. Meanwhile, according to Kotler and Armstrong (2014: 254) states that product design is a broader notion than style, which merely specifies the product's appearance. Style can be engaging or dull. Sensational styles can draw attention and create a lovely appearance, but they do not improve the functionality of the product. Design, unlike fashion, is not only skin deep; design is the product's core. According to Hananto (2020) Design also needs to keep up with existing developments. The resulting product must of course be of good quality. With good design, good quality, it also needs to be followed by product prices that consumers can afford. Meanwhile, according to Nugroho and Istiyanto (2022) quality design for consumers is a product that is good and beautiful to look at, easy to install, open, use, dispose of and repair. According to Saputra and Wulandari (2021) design is a desirable characteristic that attracts customers and increases their enthusiasm and interest in buying products. A well-designed item will have distinguishing features and features that set it apart from other similar products.

From the preceding definitions, scholars can conclude that design is a product attribute that determines a product's look, taste, and function based on consumer wants.

Product Diversity

According to Indrasari (2019: 29) product diversity is the assortment of all products and goods given by a particular seller to a particular buyer. The relationship between product variety and customer behavior in making purchasing selections is highly correlated with a company's product's continued sales. Meanwhile, according to Tjiptono (2015: 134) Product diversity is a range of items in terms of model, size, and quality, as well as their availability at any given time. Product placement decisions are influenced by product availability/variety in the appropriate quantity and location. According to Kaawoan, et.al (2022) entrepreneurs must evaluate the diversity of their product offerings. A company's ability to entice consumers to visit and make purchases is contingent upon the quality of its product diversity. Meanwhile, according to Ayuningsih and Andy (2022) product diversity, i.e. the amount of diverse products stocked in a store in an effort to entice consumers to make purchasing decisions. According to Yolandia (2022) product diversity is the availability of various kinds of goods in small and large quantities, suitable for tastes and preferences, and provided for purchase by consumers from producers. According to Wati, et.al (2022) product diversity is a grouping of various items that will be suggested by several vendors for sale. From some of the definitions above, researchers can draw conclusions that design is a product characteristic that influences the appearance, taste, and function of a product based on consumer needs.

Researchers can conclude, based on the preceding criteria, that product variety is the number of products offered by sellers to customers that vary in model, size, quality, and availability.

2. Research Method

Research Design

The research design used in this research is descriptive quantitative. This study was carried out at Pranoto Laweyan Optics which is located at Jl. Agus Salim No. 57, Sondakan, Laweyan, Surakarta City, Central Java 57147. This study was done for three months beginning in December 2022 and ending in February 2023.

Population, Sample and Sampling Techniques

This study's population consists of all of Pranoto Laweyan Optics numerous users of Optics. The sample size is computed using the Cochran formula because the population's size cannot be determined with precision. The sample size for this study is one hundred respondents. Because the population number was unknown, non-probability sampling was utilized in this investigation, and purposive sampling was used to determine the sample size.

Data Collection Techniques

Data gathered by distributing surveys to 100 sample responders via Google form. Previously, a test of the instrument was conducted on 20 respondents, including a validity test and a reliability test.

Operational Definition of Variables

Purchase Decision

Purchasing decision is a process that involves selecting two or more alternative options, where the consumer chooses one of them to meet the needs of the consumer based on an evaluation of the knowledge he has. Purchasing decision indicators include: Product selection, Brand choice, Dealer Options, Purchase Time, Purchase Amount (Wardani and Maskur, 2022). The grid of purchasing decision instruments includes: Product preferences as needed, Good brands and a wide range of options, complete product, feel satisfied and recommend to others, Buying products constantly or repeatedly.

Brand Image

A brand image is the perception established in consumers' minds about a brand based on historical information about the brand, as well as consumer attitudes, beliefs, and preferences regarding the brand. Brand image indicators include: the brand is easy to recall, the product's overall quality, the product's notability, the brand's reputation, and the brand's visual appeal. (Wardani and Maskur, 2022). The grid of brand image instruments includes: Good brand impression, Quality brands, Product brands are well-known in various circles, Trusted and best brand, Attractive brand design and attractiveness.

Design

Design is a product attribute that influences the product's look and functionality in response to consumer needs. Design indicators include: Model, Attractive style, Variety, Up to date (Hananto, 2021). The grid of design instrument includes: Design model according to the shape of the face, The model of glasses reflects the personality of its user, Attractive and trendy style, Unique and varied designs, The design is always up to date and according to the latest market trends.

Product Diversity

Product diversity refers to the variety in model, size, quality, and availability of products that sellers offer to purchasers. Indicators of product diversity include variances in product brand, product completeness, product size, and product quality (Yolandia, 2022). The grid of diversity product instrument comprises product brand preferences of many variations, the completeness of the product changes, goods are available in a variety of sizes, High quality products, and Product quality is very essential when selecting products.

Data Analysis Techniques

This study employs conventional assumption tests (normality test, multicollinearity test, and heteroskedasticity test), multiple linear regression tests, t-tests, and determination coefficient testing (R2).

3. Results and Discussion

3.1. Results

Classical Assumption Test

Normality Test

Table 1. Normality Test Results

Kolmogorov-Smirnov	Asymp. Sig. (2-tailed)	Limit	Information
0,082	0,097	0,05	Normal data

Source: Primary data processed by SPSS Statistics version 26, 2023

Based on the results of normality testing using Kolmogrov-Smirnov above shows that the significance value is $0.097 > 0.05$, it is possible to get the conclusion that the data has a regularly distributed residual value.

Multicolinearity Test

Table 2. Multicolinearity Test Results

Variable	Collinearity Statistic		Information
	Tolerance	VIF	
Brand Image	0,822	1,216	Multicholinearity-Free
Design	0,714	1,400	Multicholinearity-Free
Product Diversity	0,775	1,291	Multicholinearity-Free

Source: Primary data processed by SPSS Statistics version 26, 2023

The results of multicolinearity testing show the following values: Brand Image (X1) based on the test results tolerance value 0,822 greater than 0,1 and based on VIF value of 1,216 less than 10. This shows that variables do not occur multicholinearity, so regression models are feasible to use in conducting tests. Design (X2) based on the test results tolerance value 0,714 greater than 0,1 and based on VIF value of 1,400 less than 10. This shows that variables do not occur multicholinearity, so regression models are feasible to use in conducting tests. Product Diversity (X3) based on test results tolerance value 0,775 greater than 0,1 and based on VIF value of 1,291 less than 10. This shows that variables do not occur multicholinearity, so regression models are feasible to use in conducting tests.

Heteroskedasticity Test

Table 3. Heteroskedasticity Test Results

Variable	*Sig.* *(P value)*	Keterangan
Brand Image	0,506	No heteroskedasticity occurs
Design	0,738	No heteroskedasticity occurs
Product Diversity	0,614	No heteroskedasticity occurs

Source: Primary data processed by SPSS Statistics version 26, 2023

According to the results of the conducted heteroskedasticity test, there is no evidence of heteroskedasticity in the three variables examined, namely Brand Image, Design, and Product Diversity. Each variable with a P-value larger than 0.05 demonstrates this. A Brand Image variable with a P-value of 0.506 suggests that there is no heteroskedasticity. Similarly, the P-value for the Design variable is 0.0738, while the P-value for Product Diversity is 0.614.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Variable	*Unstandardized Coefficients*	
	B	*Std. Error*
(Constant)	1,103	2,019
Brand Image	0,328	0,080
Design	0,346	0,078
Product Diversity	0,275	0,085

Source: Primary data processed by SPSS Statistics version 26, 2023

The presented equation for multiple linear regression displays the link between the dependent variable and the three independent variables Brand Image, Design, and Product Diversity. This equation for regression can be expressed as follows:

$$Y = 1{,}103 + 0{,}328X_1 + 0{,}346X_2 + 0{,}275X_3 + e$$

Here are the results of the interpretation of multiple linear regression tests:

a. The constant value (α) is 1,103 which means the value used as the starting point or the value used as a reference when there is no influence from independent variables, namely Brand Image, Design and Product Diversity. In this regression equation, the constant is 1,103.

b. The coefficient of the Brand Image variable (X_1) derived from multiple linear regression coefficients is equal to 0.328. This demonstrates that if Brand Image, Design, and Product Diversity are held constant (0), the additional Brand Image variable will result in a 0.328 increase in Purchase Decision. So that the brand image variable is positively correlated with the choice to purchase glasses from Pranoto Laweyan Optics.

c. The coefficient of the design variable (X_2) from the calculation of multiple linear regression coefficients (X_2) = 0,348. This shows that if the Brand Image, Design and Product Diversity variables are constant (0), then the additional Design variable will

result in an increase in Purchase Decision by 0,348. So that the design variable has a positive association with the decision to purchase glasses at Pranoto Laweyan Optics.

d. Product Diversity variable coefficient (X3) from the calculation of multiple linear regression coefficients (X3) = 0,275. This shows that if the Brand Image, Design and Product Diversity variables are constant (0), then the additional Product Diversity variables will result in Purchase Decisions increasing by 0,275. So that the product diversity variable has a positive association with the decision to purchase glasses at Pranoto Laweyan Optics.

e. Based on the findings of the multiple linear regression analysis presented previously, it can be observed that the Design variable has the biggest impact on Purchase Decisions, as the regression coefficient for this variable, which is equal to 0.346, has the highest value among the other variables.

T-Test

Table 5. T-Test Results

Model	t_{count}	t_{table}	*Sig.*
Brand Image	4,104	1,984	0,000
Design	4,462	1,984	0,000
Product Diversity	3,252	1,984	0,002

Source: Primary data processed by SPSS Statistics version 26, 2023

The interpretation of the t-test yields the following results:

a. The calculation results showed $t_{count} > t_{table}$ (4.104 > 1.984) and significance value (0.000 < 0.05), then Ho was rejected. It may be stated that brand image has a favorable and statistically significant effect on the decision to purchase eyeglasses from Pranoto Laweyan Optics.

b. The calculation results showed $t_{count} > t_{table}$ (4.462 > 1.984) and significance values (0.000 < 0.05), then Ho was rejected. The design variables have a favorable and significant impact on the decision to purchase eyeglasses from Pranoto Laweyan Optics.

c. The calculation results showed $t_{count} > t_{table}$ (3.252 > 1.984) and the significance value (0.002 < 0.05), then Ho was rejected. The varying product diversity has a good and significant impact on the decision to purchase glasses from Pranoto Lawatan Optics.

3.2. Discussion

The Influence of Brand Image on Purchasing Decisions for Eyeglasses at Pranoto Laweyan Optics

Based on the SPSS version 26 calculation findings, Ho is rejected and Ha is accepted because t-count > t-table (4.104 > 1.984) and a significance value (0.000 0.05). Therefore, it can be stated that the brand image variable (X1) has a positive and statistically significant effect on the decision to acquire eyeglasses from Pranoto Laweyan Optics. Hypothesis 1 in this study which states that "Brand Image has a positive and significant effect on the Decision to Purchase Glasses at Pranoto Laweyan Optics" is proven to be true. Consistent with prior research by Nugroho and Dirgantara (2021), it reveals that brand image has a significant and positive effect

on purchasing decisions.In accordance with Ekasari and Mandasari's (2021) findings, this demonstrates that brand image has a positive and significant impact on purchasing decisions.

The Influence of Design on Purchasing Decisions for Eyeglasses at Pranoto Laweyan Optics

Based on the SPSS version 26 calculation findings, Ho is rejected and Ha is allowed because t-count > t-table (4,462 > 1,984) and a significance value (0.000 0.05). Conclusion: The design variable (X2) has a positive and statistically significant impact on the decision. to acquire eyeglasses from Pranoto Laweyan Optics. Contrary to the second hypothesis of this study, design influences the decision to purchase glasses at Pranoto Laweyan Optics in a positive and significant way. Consistent with my prior research conducted by Saputra and Wulandari (2021), it was demonstrated that design has a positive and significant impact on purchasing decisions.

The Influence of Product Diversity on Glasses Purchase Decisions at Pranoto Laweyan Optics

Based on the SPSS version 26 calculation findings, Ho is rejected and Ha is allowed because t-count > t-table (3,252 > 1,984) and a significance value (0.002 0.05). Conclusion: The product diversity variable (X3) has a positive and statistically significant influence on the decision to purchase glasses from Pranoto Laweyan Optics. This study's third hypothesis, "Product diversity has a positive and significant effect on the decision to acquire eyeglasses at Pranoto Laweyan Optics," has been demonstrated to be accurate. In accordance with prior study undertaken by Yolandia (2022), it demonstrates that product variety has a substantial impact on purchasing decisions. Ayuningsih and Andy (2022) demonstrate that product variety influences purchasing decisions significantly. In accordance with research conducted by Krisnawati et al. (2022), product variety has a major impact on purchase decisions.

4. Conclusion

On the basis of the results of the analysis from the previously mentioned discussion and the tests conducted, the following conclusions can be drawn:

1. Brand Image has a positive and significant impact on the decision to purchase eyeglasses from Pranoto Laweyan Optics.
2. Design has a positive and significant impact on the decision to purchase glasses at Pranoto Laweyan Optics.
3. The variety of products available at Pranoto Laweyan Optics has a positive and significant impact on the decision to purchase eyeglasses.
4. Based on the regression model with previously tested agreements, the following can be concluded:
   a. The constant value (α) is 1,103, which represents the beginning point or reference value when the independent variables Brand Image, Design, and Product Diversity have no influence. The constant in this regression equation is 1,103.
   b. The coefficient of the Brand Image variable (X1) derived from multiple linear regression coefficients is equal to 0.328. This demonstrates that if Brand Image, Design, and Product Diversity are held constant (0), the additional Brand Image variable will result in a 0.328 increase in Purchase Decision. So that the brand image variable positively correlates with the choice to purchase glasses from Pranoto Laweyan Optics.

    c. From the calculation of multiple linear regression coefficients (X2), the coefficient of the design variable (X2) is 0.348. This indicates that if Brand Image, Design, and Product Diversity are held constant (0), the additional Design variable will result in a 0.348% rise in Purchase Decision. So that the design variable is positively associated with the decision to purchase glasses from Pranoto Laweyan Optics.

    d. Product Diversity variable coefficient (X3) from multiple linear regression coefficients computation = 0.275. This demonstrates that if the Brand Image, Design, and Product Diversity variables are held constant (0), the increased Product Diversity factors will lead to a 0.275 increase in Purchase Decisions. Therefore, the product diversity variable is positively associated with the decision to purchase eyeglasses from Pranoto Laweyan Optics.

    e. Based on the findings of the multiple linear regression analysis presented previously, it can be observed that the Design variable has the biggest impact on Purchase Decisions, as the regression coefficient for this variable, which is equal to 0.346, has the highest value among the other variables.

5. The value of the adjusted R square, based on the outcomes of the tests involving the coefficient of determination (R2), is 0.517. This indicates that the decision to purchase glasses at Pranoto Laweyan Optics is influenced by brand image, design, and product variety 51.7% of the time, while the other 48.3% of the time it is influenced by other factors that are not described in this study.

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