

Daftar Pustaka

- Afthanorhan, A., Awang, Z., & Aimran, N. (2020). An extensive comparison of cb-sem and pls-sem for reliability and validity. *International Journal of Data and Network Science*, 4(4). <https://doi.org/10.5267/j.ijdns.2020.9.003>
- Ajeng Melati, T., J. Rachbini, D., & Rekarti, E. (2021). THE ROLE OF *BRAND IMAGE* IN MEDIATING THE EFFECT OF *PRODUCT QUALITY, SERVICE* AND *PRICE* ON *PURCHASE INTEREST*. *Dinasti International Journal of Digital Business Management*, 2(3). <https://doi.org/10.31933/dijdbm.v2i3.835>
- THE ROLE OF *BRAND IMAGE* IN MEDIATING THE EFFECT OF *PRODUCT QUALITY, SERVICE*
- Al-Fadly, A. (2020). *Price* element of marketing mix: Its effect on customer experience in construction industries. *Management Science Letters*, 10(15). <https://doi.org/10.5267/j.msl.2020.6.029>
- Alifia, H. R., & Hartono, A. (2022). Eefects of *Product Quality, Service quality, Price, Familiarity, Reputation, And Application Quality* On Shopee Users' *Purchase Intention*. *Jurnal Sosial Teknologi*, 2(6). <https://doi.org/10.36418/jurnalsostech.v2i6.352>
- Angraini, D. M., Aminudin, I., & Muhib, A. (2022). *DAYA SAING KOPI INDONESIA DI PASAR INTERNASIONAL*. *Sharia Agribusiness Journal*, 2(1). <https://doi.org/10.15408/saj.v2i1.26469>

- Arrigoni, T., & Friedman, S. D. (2012). Foundational implications of the *Inner model Hypothesis*. *Annals of Pure and Applied Logic*, 163(10).
<https://doi.org/10.1016/j.apal.2012.01.009>
- Aryoni, A., Eldine, A., & Muniroh, L. (2019). PENGARUH Product innovation TERHADAP LOYALITAS KONSUMEN. *Manager : Jurnal Ilmu Manajemen*, 2(2). <https://doi.org/10.32832/manager.v2i2.2557>
- Christono, A. B. (2022). Pengaruh service quality dan price terhadap Kepuasan Pelanggan. *Journal of Economics and Business UBS*, 8(1).
<https://doi.org/10.52644/joeb.v8i1.13>
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173. <https://doi.org/10.1016/j.techfore.2021.121092>
- Dashti, M., Sanayei, A., Dolatabadi, H. R., & Moshrefjavadi, M. H. (2016). An Analysis of Factors Affecting Intention to *Purchase Products and Services* in Social Commerce. *Modern Applied Science*, 10(12).
<https://doi.org/10.5539/mas.v10n12p98>
- Ernawati, D. 2019. Pengaruh Kualitas Produk, Inovasi Produk Dan Promosi Terhadap Keputusan Pembelian Produk Hi Jack Sandals Bandung. *Jurnal Wawasan Manajemen Vol. 7 Nomor 1*, 2019.
<https://dosen.perbanas.id/docs/wp-content/uploads/2020/06/Jurnal-02-Nasional-Sinta-4-Diah-Ernawati.pdf>
- Gefen, D., & Straub, D. (2005). A Practical Guide To Factorial Validity Using PLS-Graph: Tutorial And Annotated Example. *Communications of the Association for Information Systems*, 16. <https://doi.org/10.17705/1cais.01605>
- Hafidh Fauzi, D. (2021). DETERMINASI KEPUTUSAN PEMBELIAN DAN PEMBELIAN ULANG (LITERATURE REVIEW MANAJEMEN



- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS: Vol. EIGHTH EDITION*.
- Hedayat, A., Raghavarao, D., & Seiden, E. (2017). Further Contributions to the Theory of F -Squares Design. *The Annals of Statistics*, 3(3). <https://doi.org/10.1214/aos/1176343134>
- Hertina, D., Novtrianti, N., & Sukmawati, S. (2022). Analysis of buying decision levels based on brand image, price, and digital marketing. *International Journal of Business Ecosystem & Strategy* (2687-2293), 4(1). <https://doi.org/10.36096/ijbes.v4i1.313>
- Išoraitė, M. (2016). MARKETING MIX THEORETICAL ASPECTS. *International Journal of Research -GRANTHAALAYAH*, 4(6). <https://doi.org/10.29121/granthaalayah.v4.i6.2016.2633>
- John W. Creswell. (2014). "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches." Sage Publications. "Research Design: Qualitative, Quantitative, and Mixed Methods Approaches." Sage Publications.
- Jonkisz, A., Karniej, P., & Krasowska, D. (2022). The Servqual Method as an Assessment Tool of the Quality of Medical Services in Selected Asian Countries. In *International Journal of Environmental Research and Public Health* (Vol. 19, Issue 13). <https://doi.org/10.3390/ijerph19137831>
- Jordan, P. J., & Troth, A. C. (2020). Common method bias in applied settings: The dilemma of researching in organizations. *Australian Journal of Management*, 45(1). <https://doi.org/10.1177/0312896219871976>
- Kim, Y., Park, I., & Kang, M. (2013). Convergent validity of the International Physical Activity Questionnaire (IPAQ): Meta-analysis. In *Public Health Nutrition* (Vol. 16, Issue 3). <https://doi.org/10.1017/S1368980012002996>
- Kotler, & Armstrong. (2018). Principles of Marketing (17th ed.). *Principles of*

Marketing (17th Ed.).

Lund, T. (2022). Research Problems and Hypotheses in Empirical Research.

Scandinavian Journal of Educational Research, 66(7).

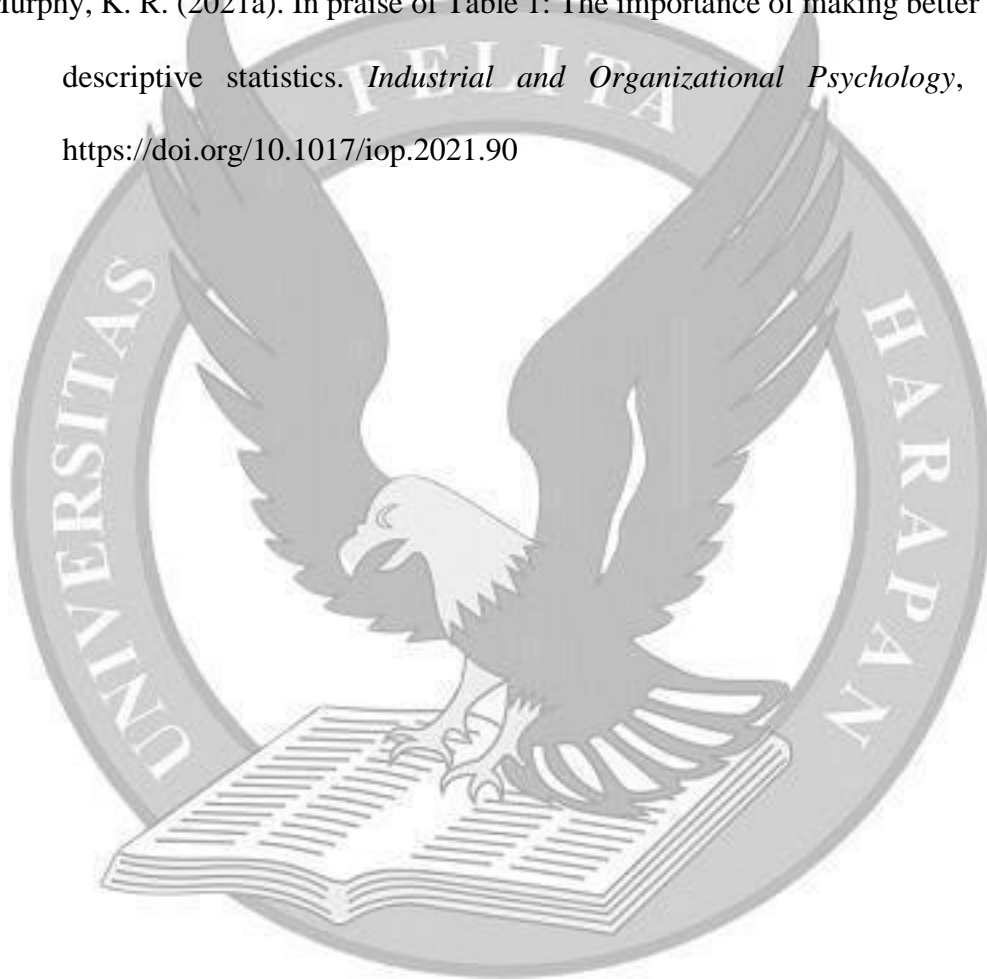
<https://doi.org/10.1080/00313831.2021.1982765>

Mevik, B. H., & Wehrens, R. (2007a). The pls package: Principal component and partial least squares regression in R. *Journal of Statistical Software*, 18(2).

<https://doi.org/10.18637/jss.v018.i02>

Murphy, K. R. (2021a). In praise of Table 1: The importance of making better use of descriptive statistics. *Industrial and Organizational Psychology*, 14(4).

<https://doi.org/10.1017/iop.2021.90>



- Nari, N. (2021). PENGARUH Product innovation DAN price TERHADAP KEPUTUSAN PEMBELIAN. *JURNAL AL-IQTISHAD*, 17(2).<https://doi.org/10.24014/jiq.v17i2.10602>
- Philippi, C. L. (2021). On measurement scales: Neither ordinal nor interval? *Philosophy of Science*, 88(5). <https://doi.org/10.1086/714873>
- Rahman, Md. M., Tabash, M. I., Salamzadeh, A., Abduli, S., & Rahaman, Md. S. (2022). Sampling Techniques (Probability) for Quantitative Social Science Researchers: A Conceptual Guidelines with Examples. *SEEU Review*, 17(1). <https://doi.org/10.2478/seur-2022-0023>
- Ramadhan, K. N., Welsa, H., & Dwi Cahyani, P. (2022). Pengaruh *quality service*, *perceived quality* terhadap *brand equity* dengan *brand image* sebagai variabel intervening. *KINERJA*, 18(4). <https://doi.org/10.30872/jkin.v18i4.10526>
- Robiah Al Adawiyati, & Yunita Budiarti. (2022). PARADIGMA DAN REVOLUSI ILMU PENGETAHUAN (THOMAS S. KUHN). *Tadzkirah : Jurnal Pendidikan Dasar*, 3(2). <https://doi.org/10.55510/tadzkirah.v3i2.103>
- Roemer, E., Schubert, F., & Henseler, J. (2021). HTMT2—an improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management and Data Systems*, 121(12). <https://doi.org/10.1108/IMDS-02-2021-0082>
- Rosadi, B., Azhari, S. Z., & Saraswati, J. K. (2023). Understanding the Driver of Customer *Purchase decision*: The Role of Customer Engagement and *Brand Attachment*. *Res Militaris*, 13(1). <https://doi.org/10.30741/adv.v6i1.835>
- Russo, D., & Stol, K. J. (2021). PLS-SEM for software engineering research: An

introduction and survey. In *ACM Computing Surveys* (Vol. 54, Issue 4).

<https://doi.org/10.1145/3447580>

SatriaWicaksono, N. J., & Sutanto, J. E. (2022). THE IMPACT OF *PRODUCT VARIATION, PRODUCT QUALITY, AND SERVICE QUALITY ON PURCHASE DECISION OF KO-KOPIAN PRODUCTS*. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 6(1). <https://doi.org/10.29040/ijebar.v6i1.4860>

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. www.wileypluslearningspace.com

Setiandika Igiyasi, T. (2019). Kedai Kopi Sebagai Ruang Publik: Studi Tentang Gaya Hidup Masyarakat Kota Tanjungpinang. *Jurnal Masyarakat Maritim*, 1(1). <https://doi.org/10.31629/jmm.v1i1.1660>

Subekti, F. E., & Jazuli, A. (2022). Pengembangan Modul Statistika Deskriptif Berbasis Penalaran Statistik. *Jurnal Cendekia : Jurnal Pendidikan Matematika*, 6(3). <https://doi.org/10.31004/cendekia.v6i3.1688>

Suhaily, L., & Darmoyo, S. (2017). Effect of *product quality, perceived price and brand image on purchase decision* mediated by customer trust (study on *japanese brand electronic product*). *Jurnal Manajemen*, 21(2). <https://doi.org/10.24912/jm.v21i2.230>

Sundaro, H. (2022). POSITIVISME DAN POST POSITIVISME: REFLEKSI ATAS PERKEMBANGAN ILMU PENGETAHUAN DAN PERENCANAAN

KOTA DALAM TINJAUAN FILSAFAT ILMU DAN METODOLOGI
PENELITIAN. *MODUL*, 22(1).
<https://doi.org/10.14710/mdl.22.1.2022.21-30>

Supardi, S. (1993). Populasi dan Sampel Penelitian. *Unisia*, 13(17).
<https://doi.org/10.20885/unisia.vol13.iss17.art13>

Wardhiani, W. F. (2017). ANALISIS PERSEDIAAN KOPI DALAM
MEMENUHIPERMINTAAN PASAR (Studi kasus di Kelompok Tani
Rahayu Kecamatan Pangalengan Kabupaten Bandung). *Paspalum: Jurnal
IlmiahPertanian*, 3(2). <https://doi.org/10.35138/paspalum.v3i2.15>

Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A global
perspective on the marketing mix across time and space. *International Journal
of Research in Marketing*, 39(2).
<https://doi.org/10.1016/j.ijresmar.2021.09.001>

Wiryan, I. P. G. H., & Seminari, N. K. (2022). PERAN Product innovation
MEMEDIASI ORIENTASI PASAR TERHADAP KINERJA PEMASARAN.
E-Jurnal Manajemen Universitas Udayana, 11(6).
<https://doi.org/10.24843/ejmunud.2022.v11.i06.p02>

Wu, X., Xie, Y., Zhou, J., Lin, D., & Wang, Y. (2018). Least Square Q-Kirchhoff
Migration: Implementation and Application. *Exploration Geophysics*,
2018(1). https://doi.org/10.1071/ASEG2018ABW10_1A

Angraini, Y., & Putri, N. M. (2023). The Effect of Product Innovation, Price, and
Service Quality on Purchasing Decisions for Herbalife Products. *Journal of
Islamic Economics (JoIE)*, 3(1), 76–92.

- Arjuna, H., & Ilmi, S. (2019). Effect of brand image, price, and quality of product on the smartphone purchase decision. *EkBis: Jurnal Ekonomi Dan Bisnis*, 3(2), 294–305.
- Azmy, A., Nauyoman, D., & Zakky, M. (2020). The Effect Of Brand Image And Perception Of Products On The Purchase Decisions Of Matic Motorcycle In East Belitung. *Jurnal Administrasi Bisnis*, 9(1), 31–42.
- Benhardy, K., Hardiyansyah, H., Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 10(14), 3425–3432.
- Ekonomi, F., Muhammadiyah, B. U., Kondisi, A., & Metode, K. M. (2022). *Volume .18 Issue 4 (2022) Pages 826-831 INOVASI : Jurnal Ekonomi , Keuangan dan Manajemen ISSN : 0216-7786 (Print) 2528-1097 (Online) Pengaruh Product innovation , kualitas produk dan promosi terhadap keputusan pembelian The influence of produk innovat. 18(4), 826–831.*
- Ellitan, L., Sindarto, J., & Agung, D. A. (2023). The Influence of Brand Image and Product Innovation on Customer Repurchase Intention through The Mediation of Customer Satisfaction Towards Indomie. *Journal of Entrepreneurship & Business*, 4(1), 32–45.
- Gay, S. D. P. (2022). *The Effects of Product Innovation and Brand Equity on Brand Resonance of Suzuki Car Users in Yangon*. MERAL Portal.
- Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh price Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Productivity*, 2(1), 69–72.
- Haro, A., Oktaviana, D., Dewi, A. T., Anisa, W., & Suangkupon, A. (2020). The influence of brand image and service quality towards purchase intention and its impact on the purchase decision of Samsung smartphone. *KnE Social*

Sciences, 329–336.

Hasmiati, H., Thaief, I., Hasan, M., Dinar, M., & Rahmatullah, R. (2021). *The Effect of Brand Image and Price on Product Purchase Decisions at the Sewing House Akhwat Makassar*. *Pinisi Business Administration Review*, 2 (2), 57.

Hermiyenti, S., & Wardi, Y. (2019). A literature review on the influence of promotion, price and brand image to purchase decision. *2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)*, 254–261.

Hutabarat, Z. S. (2022). Purchase Decision through Product Innovation and Service Quality Analysis. *Jurnal Ilmiah Dikdaya*, 12(2), 294. <https://doi.org/10.33087/dikdaya.v12i2.318>

Manajemen, P. S. (2022). *PENGARUH PRODUCT QUALITY DAN SERVICES QUALITY TERHADAP PURCHASE DECISION DENGAN KEPUASAN KOSUMEN SEBAGAI VARIABLE QUALITY TERHADAP PURCHASE DECISION DENGAN*.

Manoy, T. I., Mananeke, L., & jorie, R. J. (2021). Pengaruh Kualitas Produk dan service quality Terhadap Keputusan Pembelian Pada CV. Ake Maumbi. *Jurnal EMBA*, 9(4), 314–323.

MUKTI, A., & Aprianti, K. (2021). Pengaruh service quality Dan price Terhadap Keputusan Pembelian Pada Kedai Kirani Coffee. *Jurnal Bina Manajemen*, 10(1), 229–246. <https://doi.org/10.52859/jbm.v10i1.163>

Naksir, I., Wolok, T., & Niode, I. Y. (2022). Pengaruh Product innovation Dan price Terhadap Keputusan Pembelian DKI Martabak Mini Kota Gorontalo. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 102–108. <https://doi.org/10.37479/jimb.v5i1.14248>

Patmala, H. S., & Fatihah, D. C. (2021). Pengaruh service quality Terhadap

- Keputusan Pembelian Di Ukmmart Kartikawidya Utama. *JIMEA / Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3), 1154–1170.
- Putri, F. R., & Indriani, F. (2022). The Effect of E-Service Quality and Brand Image on E-Loyalty through Brand Trust and E-Satisfaction as Intervening Variables. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 9596–9604.
- Putti, A. R. (2020). Pengaruh Product innovation Terhadap Keputusan Pembelian Konsumen pada Usaha Kreatif All Crafts Supply Kota Jambi. *Jurnal Dinamika Manajemen, Vol.8(4)*, 141–152.
- Riset, J., & Putri, R. A. (2023). Pengaruh Kualitas Layanan, Kualitas Produk dan price Melalui Brand Image Terhadap Keputusan Pembelian di Outlet Coffee Shop Pada Generasi Z. 1(4). <https://doi.org/10.59581/jrim-widyakarya.v1i4.1457>
- Soemali, R. N. (2015). Pengaruh product innovation, product quality dan brand image terhadap customer loyalty dengan competitive advantage sebagai variabel intervening di PT. Wijaya Indonesia Makmur Bicycle Industries Gresik. *Jurnal Strategi Pemasaran*, 3(1), 1–10.
- Sukawati, T. G. R. (2021). Hospital brand image, service quality, and patient satisfaction in pandemic situation. *Journal: JMMR (Jurnal Medicoeticolegal Dan Manajemen Rumah Sakit)*, 10(2), 120–127.
- Tannady, H., Sjahrudin, H., Saleh, I., Renwarin, J. M., & Nuryana, A. (2022). Role of product innovation and brand image toward customer interest and its implication on electronic products purchase decision. *Widyakala Journal*,

9(2), 93–98.

- Tijjang, B. (2023). Product Innovation and Brand Image on Yamaha Motorcycle Purchasing Decisions. *Proceeding Medan International Conference on Economic and Business, 1*, 1863–1874.
- Titing, A. S., -, S.-, & Sriwahyuni, E. (2022). Pengaruh price dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Merek Vivo (Studi Kasus pada Ziola Aneka Jaya Kolaka). *ASSET: Jurnal Manajemen Dan Bisnis*, 5(1), 21–28. <https://doi.org/10.24269/asset.v5i1.4817>
- Usman, O., & Aryani, Y. (2019). The Effect of Brand Ambassador, Brand Image, Product Quality, and Price on Purchase Intention. *Brand Image, Product Quality, and Price on Purchase Intention (December 31, 2019)*.
- Ribut Muji Wahono and Ely Masykuroh (2022) ‘Pengaruh Inovasi Produk Dan Kualitas Pelayanan Terhadap Daya Saing Dengan Brand Image Sebagai Variabel Intervening Pada Bank Syariah Indonesia Kantor Cabang Nganjuk Yos Sudarso’, *Falahiya: Journal of Islamic Banking and Finance*, 1(2), pp. 156–172. Available at: <https://doi.org/10.21154/falahiya.v1i2.952>.
- Wahyuni, S., & Ghozali, I. (2019). *The impact of brand image and service quality on consumer loyalty in the banking sector*.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 Edisi 8*. Semarang: Badan Penerbit Universitas Diponegoro.
- Kotler, K. (2016). *Principle of Marketing (16th edition)*. Carolina: Pearson Education Limited.
- Muchson. (2017). Statistik Deskriptif. In S. M. Dr. M. Muchson, *Statistik Deskriptif* (p. 6). Guepedia.