



**THE INFLUENCE OF BRAND IMAGE, LIFESTYLE, AND PRICE
PERCEPTION ON PURCHASE DECISIONS OF VANS SHOES AMONG
GEN Z IN LAMONGAN REGENCY**

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Abstract

This study aims to analyze the influence of brand image, lifestyle, and price perception on purchasing decisions for Vans shoes among gen Z consumers in Lamongan Regency. The research is motivated by the increasingly fierce competition in the fashion industry, particularly footwear, necessitating companies to understand the factors that influence consumer purchasing decisions. This study used a quantitative approach with purposive sampling and involved 104 respondents from Gen Z in Lamongan Regency who had purchased Vans shoes. Data were collected through a Likert-scale questionnaire and analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The results showed that brand image, lifestyle, and price perception had a positive and significant influence on purchasing decisions for Vans shoes. These findings suggest that a positive brand image, product compatibility with consumers' lifestyles, and favorable price perception play a significant role in enhancing purchasing decisions. Therefore, companies need to strengthen their brand image, keep up with Gen Z lifestyle trends, and maintain a price perception that aligns with product quality and benefits to enhance consumer purchasing decisions.

Keywords: Brand Image; Lifestyle; Price Perception; Purchasing Decisions



INTRODUCTION

The rapid development of information and communication technology has brought significant changes to various aspects of life, including the fashion industry. Technological advancements not only affect product production and distribution processes, but also change the way companies market their products and how consumers obtain information prior to making a purchase. The ease of internet and social media access makes it increasingly easy for consumers to obtain information about a product, so that purchase decisions are no longer based solely on functional needs, but are also influenced by trends, preferences, and brand image (Christi & Junaedi, 2021).

Shoes are one of the fashion products that not only function as a complement to appearance, but also become part of lifestyle and self-identity. Along with the development of global fashion trends, various shoe brands continue to compete in offering products with diverse characteristics to attract consumer interest (Manggala, 2020). One of the well-known brands is Vans. However, amid increasingly competitive rivalry, Vans faces the challenge of maintaining consumer interest due to the presence of numerous other brands offering products with similar designs, qualities, and characteristics (Lestari & Rahmi, 2025). This condition indicates that the company needs to continuously improve its competitiveness to maintain consumer purchase decisions.

In facing this competition, companies need to understand various factors that influence consumer purchase decisions. Purchase decisions are not only affected by product quality, but also by how consumers perceive a brand, the compatibility of the product with their lifestyle, and their assessment of the offered price. These three factors become important considerations as they reflect how consumers evaluate a product before deciding to make a purchase.

Brand image is one of the factors that plays a role in shaping consumer purchase decisions. A positive brand image is capable of building trust, enhancing perceived quality, and providing added value for a product compared to competitor brands. In the fashion industry, especially shoes, consumers not only consider product functionality, but also the image attached to the brand as part of their self-identity. Therefore, the better the brand image possessed by a brand, the greater the opportunity for consumers to choose that product (Jakaria & Karmelia, 2023).

In addition to brand image, lifestyle is also a factor that influences purchase decisions, especially among Generation Z. Lifestyle reflects patterns of activity, interests, and how individuals express themselves through the products



they use. In the context of fashion, consumers tend to choose products that align with the character, trends, and lifestyle they live. This condition makes shoes not only viewed as a functional need, but also as a medium to show identity and follow ongoing trend developments (Hindyni & Nurhaliza, 2024).

Furthermore, price perception serves as an important consideration in the purchase decision-making process. Consumers do not only evaluate price based on the nominal amount paid, but also compare it with the benefits, quality, and value obtained from the product. If consumers assess that the offered price matches the quality and benefits of the product, the tendency to make a purchase will be higher. Conversely, if the price is considered disproportionate to the value received, consumers tend to consider alternative brands (Syafitri & Nugroho, 2024),

Generation Z was chosen as the subject in this study because they are a consumer group with a high interest in fashion trend developments and utilize the products they use as a means to express self-identity. The ease of accessing information through digital media makes Generation Z more critical in evaluating a product before making a purchase. Besides considering product quality, this group also tends to pay attention to brand image, product alignment with lifestyle, and prices deemed appropriate for the benefits obtained (Pohan *et al.* 2025).

Lamongan Regency was chosen as the research location because it possesses interesting community characteristics in fashion product consumption behavior. Despite being close to major cities, consumers in Lamongan Regency tend to be more rational in making purchase decisions by considering various aspects such as brand image, lifestyle, product quality, and price suitability. On the other hand, the development of communities and fashion trends among the younger generation shows that shoes are no longer viewed merely as functional needs, but also as part of lifestyle and self-identity (Vanessa & Imasari, 2024).

Research regarding the effect of brand image, lifestyle, and price perception on purchase decisions has been widely conducted. However, most previous studies still focused on different research objects, such as general fashion products or other brands. Research specifically examining these three variables on Vans shoes with a focus on Gen Z respondents in Lamongan Regency remains relatively limited. Therefore, this study is expected to contribute to expanding literature on consumer behavior, particularly within the fashion industry, and serve as a reference for future research. Based on the phenomena described, this study aims to analyze the effect of brand image,



lifestyle, and price perception on purchase decisions of Vans shoes among Generation Z in Lamongan Regency.

LITERATURE REVIEW

Brand Image

Brand image is the perception, impression, or association that arises in the minds of consumers toward a brand based on experiences, views, and information received regarding the brand. Brand image is one of the important factors influencing consumer decisions in making purchases, because a brand with a good image tends to be more easily remembered and chosen by consumers. Brand image can also be interpreted as a representation or consumer memory of a brand that is capable of reflecting the identity and lifestyle of its users. According to Ramadhan & Saraswati (2023), brand image is the expression and impression that consumers hold toward a company. A strong brand image can help companies build positive perceptions and increase consumer trust in the offered products. In addition, consumer attitudes and behaviors toward a brand are also heavily influenced by the company's brand image (Yusa *et al.*, 2024). In this study, brand image is measured using several indicators: the brand is widely known by the public, the brand is able to strengthen the user's self-image, and the brand possesses unique characteristics that differentiate it from other brands (Murtazah & Purwanto 2024).

Lifestyle

Lifestyle is a consumer behavior pattern related to how a person lives, spends money, and manages time in daily life. Lifestyle also reflects an individual's characteristics, psychological condition, and self-concept within their social environment. According to Ramadhan & Saraswati (2023), lifestyle is a behavior pattern that describes a person's life. In addition, lifestyle is also related to an individual's activities, interests, and opinions in navigating their life (Putra dan Anggrainie 2023). The development of social media and fashion trends also influences the lifestyle of teenagers to keep up with the times and shape preferences in choosing a product. According to Hindyni and Nurhaliza (2024), lifestyle also reflects how someone interacts with the products they use and how they perceive the benefits and satisfaction from those products. The higher an individual's interest in fashion and a certain lifestyle, the greater their tendency to choose products that align with their self-image. In this study, lifestyle is measured using the indicators of activity, interest, and opinion (Astini *et al.* 2024).

**Price Perception**

Price perception is the consumer's view of a price offered for a specific product or service. According to Alvina Rahma (2021) perception is the process of selecting, organizing, and interpreting information to create a meaningful picture, including understanding the price information of a product. Price perception relates to how consumers understand and assign meaning to the offered price. According to Pardede *et al.* (2022), price perception is the consumer's view regarding whether a price is considered high, low, or commensurate with the benefits obtained, which can influence purchase intent and consumer satisfaction. Thus, price perception can be interpreted as the consumer's evaluation of the alignment between a product's price and its perceived quality and benefits. In this study, price perception is measured using several indicators: price affordability, price matching product quality, and competitive pricing (Suhendar & Rachmansyah 2026). Consumers tend to consider whether the offered price corresponds to the product quality, the benefits obtained, and its ability to compete with other products in the market.

Purchase Decisions

Purchase decisions represent the process undertaken by consumers in selecting and determining a product before making a purchase. According to Sangadji in Fauziah *et al.* (2023), a purchase decision is the process of evaluating and selecting alternative purchase options. Meanwhile, Kotler and Keller in the same journal state that a purchase decision is the stage when consumers actually make a purchase after going through several stages of consideration. According to Adi dan Trihandayani (2024), a purchase decision is the process of combining consumer knowledge and considerations in choosing one product from several available alternatives. Purchase decisions are influenced by various factors such as product quality, price, needs, and consumer experience with a product. In this study, purchase decisions are measured using several indicators: providing recommendations to others, consistency in choosing the product, habit in buying the product, and repeat purchases (Putra dan Anggrainie, 2023). These indicators demonstrate the level of consumer confidence and satisfaction with the chosen product, thereby driving repurchase behavior.

Research Hypotheses:

- H1: Brand image has a positive effect on the purchase decisions of Vans shoes among Generation Z in Lamongan Regency.
- H2: Lifestyle has a positive effect on the purchase decisions of Vans shoes among Generation Z in Lamongan Regency.



- H3: Price perception has a positive effect on the purchase decisions of Vans shoes among Generation Z in Lamongan Regency.

RESEARCH METHOD

This study employs a quantitative approach with the Partial Least Square (PLS) analysis method. The research population consists of Generation Z (aged 18–25) in Lamongan Regency who have previously purchased Vans shoes. The sampling technique used is purposive sampling, and in this study, there are 13 indicators to be estimated with 8 parameters. Consequently, the sample size used is 13 times 8 = 104 respondents. Data were collected through a questionnaire using Google Forms and a five-point Likert scale. Validity testing was conducted through outer loadings and Average Variance Extracted (AVE) values, while reliability testing utilized Composite Reliability and Cronbach's Alpha

RESULTS AND DISCUSSION

Respondent Characteristics

Tabel 1.
Respondent Characteristics

No	Gender	Total	Percentage (%)
1	Male	58	55,7
2	Female	46	44,3
Total		104	100

No	Birth Year	Total	Percentage (%)
1	1997 – 2001	7	6,64
2	2002 – 2005	85	81,71
3	2006 – 2010	12	11,65
Total		104	100

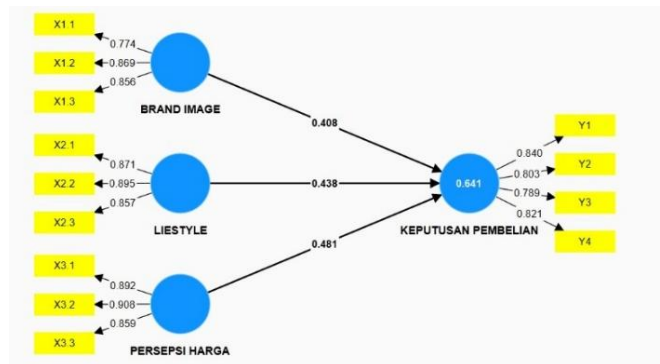
Source: Data Processing Results, SmartPLS Output

Based on Table 1, the questionnaire distribution results show that this study involved 104 respondents who are consumers of Vans shoes in Lamongan Regency. The characteristics of the respondents in this study were observed based on gender and birth year. Based on gender, the majority of respondents are male, totaling 58 people or 55.7%, while female respondents amount to 46 people or 44.3%. This indicates that Vans shoe consumers in Lamongan Regency are predominantly male. Based on birth year, the majority of respondents were born

between 2002 and 2005, totaling 85 people with a percentage of 81.71%. These results indicate that the majority of respondents fall into the late adolescence to early adulthood age group. This age group tends to follow fashion trend developments more closely, has an interest in products that support their lifestyle, and actively seeks product information through digital media. Therefore, Vans shoes become a preferred choice because they are able to meet consumer needs for comfort, attractive designs, and a strong brand image among the younger generation.

Structural Model Results

Table 1.
Outer Model



Source: Data Processing Results, SmartPLS Output

According to the outer loadings figure above, the factor loading results) of all indicators for brand image (X1), lifestyle (X2), price perception (X3), and purchase decisions (Y) are greater than 0.50 or considered significant. Therefore, all indicators used in this study have met convergent validity, which means their validity is good.

Table 2.
Outer Loading

	Brand Image	Purchase Decisions	Lifestyle	Price Perception
X1.1	0,774			
X1.2	0,869			
X1.3	0,856			
X2.1			0,871	
X2.2			0,895	



X2.3			0,857	
X3.1				0,892
X3.2				0,908
X3.3				0,859
Y1.1		0,840		
Y1.2		0,803		
Y1.3		0,789		
Y1.4		0,821		

Source: Data Processing Results, SmartPLS Output

According to Table 2 above, all indicators for brand image (X1), lifestyle (X2), price perception (X3), and purchase decisions (Y) show factor loading values (original sample) greater than 0.50 and are considered significant. Therefore, all indicators used in this study have met convergent validity, which means their validity is good.

Table 3.
Composite Reliability

	Composite Reliability
Brand Image	0,800
Purchase Decisions	0,832
Lifestyle	0,848
Price Perception	0,874

Source: Data Processing Results, SmartPLS Output

According to the table above, the composite reliability testing results show that the brand image variable (X1) is 0.800, lifestyle (X2) is 0.848, price perception (X3) is 0.874, and purchase decisions (Y) is 0.832. All of these variables show composite reliability values above 0.70, so it can be concluded that all variables in this study are reliable.

Table 4.
R Square

	R-square
Purchase Decisions	0,641

Source: Data Processing Results, SmartPLS Output



Based on Table 4. R Square above, the result shows an R value of 0.641. This can be interpreted that the variables of brand image X1, lifestyle X2, and price perception X3 simultaneously explain 64.1% of the change or variation in the purchase decisions of Vans shoes among Gen Z in Lamongan Regency. Referring to the model evaluation criteria in PLS-SEM, an R-Square value of 0.641 falls into the moderate category. This indicates that the research model has a fairly good explanatory power in describing the relationship between brand image, lifestyle, and price perception on purchase decisions. Meanwhile, the remaining 35.9% is influenced by other factors outside the variables examined in this model.

Tabel 5.
Path Coefficients

	Path Coefficients (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BI → PP	0,408	0,413	0,071	5,775	0,000
L → P	0,438	0,436	0,063	6,949	0,000
PH → PP	0,481	0,480	0,059	8,160	0,000

Source: Data Processing Results, SmartPLS Output

Based on Table 5. Path Coefficients above, the hypothesis testing results indicate that brand image has a positive and significant effect on purchase decisions. This is indicated by a path coefficient value of 0.408, a t-statistic value of 5.775 (>1.96), and a p-value of 0.000 (<0.05). These results show that brand image is directly related to customer satisfaction and can enhance purchase decisions. Thus, the first hypothesis (H1) is accepted.

Furthermore, lifestyle is also proven to have a positive and significant effect on purchase decisions. This is indicated by a path coefficient value of 0.438, a t-statistic value of 6.949 (>1.96), and a p-value of 0.000 (<0.05). These results indicate that as a person's lifestyle follows fashion trend developments, purchase decisions will increase. Therefore, the second hypothesis (H2) is also accepted.

The hypothesis testing results show that price perception has a positive and significant effect on purchase decisions. This is indicated by a path coefficient value of 0.481, a t-statistic value of 8.160 (>1.96), and a p-value of 0.000 (<0.05). These results show that price perception is a psychological factor that has an important influence on consumer reactions to prices, so price perception has a positive impact on purchase decisions. Thus, the third hypothesis (H3) is accepted.



Based on the hypothesis testing results, there is a positive relationship between brand image and the purchase decisions of Vans shoes among Gen Z in Lamongan Regency. The brand image offered by Vans shoes gives a positive impact on consumers, so purchase decisions will increase. Conversely, if the brand image is poor, purchase decisions will decrease. Brand image has a positive influence on purchase decisions because brand image affects products and services. Therefore, brand image is directly related to customer satisfaction and can enhance purchase decisions.

The analysis results also show that indicator X1.2 has the highest loading value, which indicates that wearing Vans brand shoes can reflect the user's self-image. This finding is in line with the research by Murtazah and Purwanto (2024), which demonstrates that brand image has a positive and significant effect on Uniqlo purchase decisions in Surabaya.

Based on the hypothesis testing results, there is a positive relationship between lifestyle and the purchase decisions of Vans shoes among Gen Z in Lamongan Regency, because as a person's lifestyle follows fashion trend developments, purchase decisions will increase. Similarly, the lower a person's interest in fashion trends, the lower the level of purchase decisions. The development of lifestyle has a positive influence on purchase decisions, because lifestyle represents an individual's entire self in dealing with their environment. Consumers buy and consume products not merely because of their initial functional value, but also because of their social and emotional value.

The analysis results also show that X2.2 has the highest loading value, which indicates that choosing Vans shoes aligns with the user's interests and fashion style. This finding is in line with the research by Efendi and Purwanto (2023), which shows that lifestyle has a positive and significant effect on Nike shoe purchase decisions in Surabaya.

Based on the hypothesis testing results, there is a positive relationship between price perception and the purchase decisions of Vans shoes among Gen Z in Lamongan Regency, because the price perception offered by Vans shoes gives a positive impact on consumers, so purchase decisions will increase. Conversely, if price perception is unsuitable and gives a negative impact, purchase decisions will decrease. Price perception from various aspects is a psychological factor that has an important influence on consumer reactions to prices, so price perception has a positive impact on purchase decisions. Therefore, price perception becomes a reason for someone to make a purchase decision.



The analysis results also show that indicator X3.2 has the highest loading value, which indicates that respondents consider the price of Vans shoes to be commensurate with the quality they obtain after using the product. This finding is in line with the research by Suhendar and Rachmansyah (2026), which shows that price perception has a positive and significant effect on Warrior shoe purchase decisions in Bandung City.

CONCLUSION

Based on the results of the research regarding the effect of brand image, lifestyle, and price perception on the purchase decisions of Vans shoes among Generation Z in Lamongan Regency, it can be concluded that brand image, lifestyle, and price perception have a positive and significant effect on purchase decisions. These results indicate that the better the brand image of Vans in the minds of consumers, the more aligned consumer lifestyle is with the characteristics and trends offered by Vans, and the more positive consumer perception is regarding price alignment with product quality and benefits obtained, the higher the consumer's tendency to make a purchase decision. A strong brand image is capable of increasing consumer trust and confidence in choosing products, product alignment with lifestyle makes Vans more relevant to Gen Z, while good price perception provides confidence that the offered price is commensurate with the quality received. Therefore, these three variables are important factors capable of driving an increase in purchase decisions for Vans shoes among Generation Z in Lamongan Regency.

Based on the research findings, Vans is advised to continue strengthening its brand image through sustainable product quality improvements and building consistent marketing communication to create a positive perception in the minds of consumers. In addition, Vans also needs to keep up with lifestyle developments and trends favored by Generation Z through product design development and collaborations with various parties so that the offered products remain relevant to consumer lifestyles. On the other hand, Vans needs to maintain the alignment between price and product quality so that consumers feel the offered price is proportional to the value obtained, as well as continuously provide added value through enhanced product quality and appropriate promotional programs so that consumer price perception remains positive and capable of driving purchase decisions. For future researchers, it is recommended to develop the study by adding other relevant variables to produce more comprehensive research, as well as expanding the research area



coverage and increasing the number of respondents to obtain a broader picture of the factors influencing the purchase decisions of Vans shoes.

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