

THE IMPACT OF BRAND EQUITY, PRODUCT QUALITY, AND PRODUCT INNOVATION IN EFFORTS TO ENHANCE PURCHASE DECISIONS FOR MAKITA MAKTEC PRODUCTS AT PT. YANMARINDO PERKASA

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ABSTRACT

The purpose of this study is to determine the influence of *brand equity*, product quality and product innovation on the purchase decision of Makita Maktec products at PT. Yanmarindo Perkasa. The data analysis technique of this study uses descriptive analysis and multiple linear regression analysis. The research population is consumers who make purchase transactions at PT. Yanmarindo Perkasa. The sampling technique was used by the Roscoe method. The number of samples in this study is 100 respondents from all customers who have purchased Makita Maktec products at PT. Yanmarindo Perkasa. The data analysis technique used for the SPSS test. The results of this study show that brand equity has a positive and significant effect on purchase decisions while product quality and product innovation have no effect and are not significant on purchase decisions. For researchers interested in conducting further research, it is better to add other variables. Further research can also be conducted on different companies with a wider scope and a larger sample.

Keywords: Brand Equity; Product Quality; Product Innovation; Purchase Decisions

PENGARUH BRAND EQUITY, KUALITAS PRODUK, DAN INOVASI PRODUK SEBAGAI USAHA UNTUK MENINGKATKAN KEPUTUSAN PEMBELIAN PRDUK MAKITA MAKTEC PADA PT. YANMARINDO PERKASA

ABSTRAK

Tujuan dari penelitian ini adalah untuk menentukan pengaruh dari brand equity, kualitas produk, dan inovasi produk terhadap keputusan pembelian pada produk Makita Maktec di PT. Yanmarindo Perkasa. Teknik analisis data yang digunakan pada penelitian ini adalah analisa deskriptif dan regresi linear berganda. Populasi pada penelitian ini mencakup semua pelanggan yang melakukan transaksi pembelian di PT. Yanmarindo Perkasa. Teknik pengambilan sampel yang digunakan adalah Metode Roscoe dengan jumlah sampel sebanyak 100 responden dari seluruh pelanggan yang pernah membeli produk Makita Maktec di PT. Yanmarindo Perkasa. Teknik analisis data pada penelitian ini menggunakan Uji SPSS. Hasil penelitian menunjukkan bahwa brand equity memiliki pengaruh signifikan positif terhadap keputusan pembelian, sedangkan kualitas produk dan inovasi produk tidak berpengaruh signifikan pada keputusan pembelian. Untuk peneliti selanjutnya, disarankan untuk dapat menambahkan variabel lainnya ataupun melakukan penelitian pada perusahaan lain dengan cakupan dan jumlah sampel yang lebih luas.

Kata Kunci: Brand Equity; Kualitas Produk; Inovasi Produk; Keputusan Pembelian

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INTRODUCTION

In this era of globalization, developments in the business world are increasingly tight and the growth of various businesses occurs everywhere. Therefore, every company is required to be able to maximize the Company's performance in order to compete. One of the businesses that has fierce competition is competition in the power tools machine business, with many power tools machine brands that have competitiveness and many products offered on the market, so that the products offered make consumers have many options to buy a type of product. In buying a certain product, there must be doubts that come, so that considerations that have been thought about before finally deciding to buy the product arise.

PT. Yanmarindo Perkasa is the most complete and trusted machine sales center in the city of Pekanbaru starting from various types of machines, tools to engine spare parts. This company has been established since 1981 in the city of Pekanbaru, Riau which was formerly centered on Jalan Juanda. Currently, PT. Yanmarindo Perkasa is centered on Jalan Riau No.53 A-E Pekanbaru. PT. Yanmarindo Perkasa also has five branches located at Jalan Setia Budhi, Jalan Tuanku Tambusai, Jalan Harapan Raya, Jalan H.R Soebrantas Panam, and Jalan Raya Pasir Putih. With the presence of branches from PT. Yanmarindo Perkasa so that it is able to reach more consumers.

Pekanbaru is one of the cities that has grown rapidly, as evidenced by the many construction or house construction businesses and also workshops that of course involve or need power tools products. This is marked by the growing number of people in Pekanbaru so that the desire for housing and entertainment facilities is increasing. This development is marked by an increasing market demand for these power tools products. Currently, many companies provide power tools products, where they compete with each other to seize market share.

That we can know in general that the annual sales turnover of powertools machines at PT. Yanmarindo Perkasa experienced fluctuating sales. It is known that the lowest sales turnover of powertools machines is in 2022 while the highest sales turnover is in 2019. So this can be seen that *brand equity* can be said to be good, if the brand can be easily remembered by consumers, the level of purchase decisions obtained by the company will be higher. Product quality is said to be good if the quality of the products obtained by consumers is in line with their expectations, then the level of purchase decisions obtained by the company will be higher. Likewise with product innovation, if the product innovation provided is good, the level of purchase decisions obtained will be higher

The results of the pre-survey that has been carried out and the distribution of questionnaires to 30 respondents showed that as many as 26 people knew the Makita Maktec machine and 4 people did not know it. In this case, those who use Makita Maktec engines are 76.7%, Modern 6.7%, Bosch 6.7%, and Ingco as much as 10%. Therefore, the results of the pre-survey show that 27 respondents consider that Makita Makita products are good, while 3 respondents consider that this product is not good. In this case, it can be known that the purchase decision of Makita Maktec is superior to other products.

Purchase decisions in general are a process where consumers evaluate and choose a product or service, often consumers consider various things that suit their needs in the purchase decision process. The product results selected from the purchase become the product of choice from consumers to meet their needs. A purchase decision is an action taken by consumers to buy a good or service that begins to meet needs and ends by selecting alternatives about the available goods or services.

Purchase decisions also affect sales turnover. Based on sales turnover data of PT. Yanmarindo Perkasa shows an increase and decrease every year. These are many factors that can affect *brand equity*, product quality, and product innovation.

Brand Equity is a set of brand assets and liabilities related to a brand, name, symbol, which is able to add or decrease the value provided by a product or service both to the company and to customers. *Strong brand equity* can be formed through *brand awareness*, *brand association*, *perceived quality* and brand loyalty. The stronger the *brand equity* of a product, the stronger the consumer's confidence in the purchase decision-making process, thus leading the company to gain profits from time to time. Competition is increasing among brands operating in the market, only products that have strong *brand equity* will still be able to compete, capture, and dominate the market. *Brand Equity* is a dimension that distinguishes a product or service from a company compared to other companies that both have the same goal of providing customer needs. An important factor of *Brand Equity* for consumers is to form a strong brand, consumers will give trust and loyalty to the brand, with brands that have brand strength do not need to be worried with competitors because they have loyal customers. *Brand Equity* can also affect customer confidence in making purchase decisions and has the potential to add value to the company According to the research of Bahtiar & Rahardja (2017), Irwanti (2016), Khaerunnisya & Endang Sri Rejeki (2022) concluded that *Brand equity* has a significant positive effect on purchase decisions, while in the research of Ali (2019) and Yansah et al., (2018) concluded that *Brand Equity* has a significant negative effect on purchase decisions.

Product quality is one of the factors that influence the purchase decision. A company must pay attention to the quality of the products it creates, because product quality is an important factor that affects consumers' decisions in purchasing a product or service. The better the quality of a product, the more

increasing consumer interest in buying the product. By providing good product quality, a company can be superior to its competitors. Therefore, a company must be able to understand consumer desires so that it can create products with good quality and in accordance with consumer expectations. Product quality has an important

role in purchasing decisions made by consumers, because good product quality has a good impact on the Company. And what is an important factor in product quality for consumers is that if the quality of the product is good, then more consumers will buy products in large quantities. According to research by Muangsal (2019), Ge et al., (2007), Sibirian & Zainurossalamia (2016) which states that Product Quality has a significant positive effect on purchase decisions, while research conducted by Nadiya & Wahyuningsih (2020) and Dzulhidayat, (2022) states that Product Quality has a significant negative effect on purchase decisions.

In addition to *brand equity* and product quality, there are other factors that affect purchasing decisions, namely product innovation. According to Antanegoro (2017) Product innovation is an innovation that is used in all company operations that has the potential to create people's thoughts and imaginations that ultimately create customers. In creating a product, innovation is needed, in order to distinguish the product from its competitors and what makes the product far superior to other similar products. And what is an important factor in product innovation for consumers is to provide new solutions by enabling the development of products that are more efficient, effective, or that can solve problems better, providing greater benefits for consumers. With the important factor of product innovation, of course, it can increase purchasing decisions. Research conducted by Al Rasyid & Tri Indah (2015), Permatasari & Maryana, (2021), Dachi, (2020) shows that Product Innovation has a significant positive effect on Purchase Decisions. However, research conducted by Silaban (2019) and Dean Mavilinda & Susanti (2022) shows that Product Innovation is not significant to purchasing decisions.

The objectives of this study are (1) To analyze the influence of *Brand Equity* on the purchase decision of Makita Maktec Products at PT. Yanmarindo Perkasa, (2) to analyze the influence of Product Quality on the purchase decision of Makita Maktec Products at PT. Yanmarindo Perkasa, (3) to analyze the influence of Product Innovation on the purchase decision of Makita Maktec Products at PT. Yanmarindo Perkasa.

LITERATURE REVIEW

Marketing Management

Marketing management is a well-coordinated and managed activity. According to Sudarsono (2020) Marketing Management is an effort to plan, implement, and supervise or control marketing activities in an organization in order to achieve the Company's goals efficiently and effectively. According to Utama (2023) Marketing management is the process of identifying, creating, and communicating value, as well as maintaining relationships that satisfy customers to maximize the Company's profits.

It can be concluded that marketing management is the process of analyzing, planning, implementing, controlling marketing programs and retaining consumers to achieve the Company's goals. Therefore, the implementation of marketing management must be carried out as well as possible.

The factors that affect Marketing Management are (1) the condition and ability of the seller, (2) market conditions, (3) capital, (4) the company's organizational condition, (5) other factors.

Purchase Decision

Purchase decisions are the activities of individuals who are directly involved in making decisions to make purchases of products offered by sellers. According to Tjiptono (2010) Purchase Decision is a process for consumers to get to know the problem, then look for information for a particular product and assess how well each option can solve the problem, so that it has an impact on the purchase decision.

According to Gunawan (2022), a purchase decision is an individual activity that is directly involved in making decisions to make purchases of products offered by sellers. A purchase decision is something that consumers will do when they know a product and decide to buy it. Whether or not a product is attractive can affect consumers' purchasing decisions. The more benefits the product offers, the higher the consumer's desire to buy.

In general, a consumer's purchase decision is to buy the brand they like the most, but there are two factors that can be between intent and purchase decision. According to Assauri (2013), consumer purchase decisions are a decision-making process for purchases that include determining what to buy or not to buy and the decision is obtained from previous activities.

It can be concluded that the purchase decision is a consumer behavior that aims to purchase the product offered by the seller as a choice that is considered profitable for him or her and buy the product he likes the most. Therefore, the purchase decision has a very important role because it can increase profits for the company in increasing the products marketed by the seller

The indicators of Purchase Decision according to P. Kotler (2021) are (1) There is a product stability, a purchase decision can also be made by consumers by looking for information, (2) There is a habit of buying, getting recommendations from suppliers whose information is important, that an indicator of a purchase decision is very interesting, (3) Recommendations from others, can convey information from others so that they can be interested in making this purchase. (4) There is a repurchase, this is very important in your business, so there is a reason why consumers also repurchase a product.

Brand Equity

According to Aaker (2014) *Brand equity* is a set of brand assets and liabilities related to a brand, its name and symbol, which adds or decreases the value provided by a good or service to the company or the company's customers.

The indicators of *Brand Equity* according to Firmansyah (2019) are (1) Brand Awareness, (2) Brand Loyalty, (3) Perceived Quality, (4) Brand Association.

Product Quality

According to Armstrong (2014), product quality is a characteristic of a product or service that depends on its ability to satisfy the stated or implied customer needs.

The indicators of Product Quality according to Nasir (2021) are (1) Performance, (2) *Range and type of features*, (3) *Realibility or durability*, (4) *Sensory characteristics*, (5) *Ethical profile and image*.

Product Innovation

According to P. and G. A. Kotler (2016) defines product innovation as the entire process that starts from new ideas, new inventions and the development of a new market that affects each other. The result of the introduction of a new way in the form of innovation has a huge change in comparing the use value test of the benefits of a product produced by the company and the price set by the manufacturer.

The indicators of Product Innovation according to Rogers (2014) are (1) Relative advantage, (2) Compatibility, (3) Complexity, (4) Trialability, (5) Observability.

Relationships Between Variables and Hypotheses**The Relationship of *Brand Equity* to Purchasing Decisions**

Brand equity is a set of associations and behaviors owned by brand customers, distribution channel members, and companies that allow a brand to gain strength, durability and advantages that can distinguish it from competing brands. If customers are not interested in a brand and buy because of the characteristics of the product, price, convenience, and with little regard for the brand, the chances of brand equity are low. Meanwhile, if customers tend to buy something of theirs even though they are faced with competitors who offer superior products, for example in terms of price and practicality, then the brand has a high equity value (Barus, 2008).

The results of research conducted by Bahtiar & Rahardja (2017) and Khaerunnisya & Endang Sri Rejeki (2022) stated that *Brand Equity* had a positive effect on Purchase Decisions, while research conducted by Ali et al., (2019) stated that *Brand Equity* had no effect on Purchase Decisions.

H1: *Brand Equity* have a positive effect on the Purchase Decision.

The Relationship Between Product Quality and Purchase Decisions

When consumers are going to make a purchase decision, product quality is the most important consideration, because product quality is the main goal for consumers to meet their needs. For products that are basic needs, consumers are very concerned about the quality, so the quality of the product greatly affects consumers in taking product purchases. If product quality is improved, consumer behavior to make purchases will also increase.

The results of research conducted by Muangsal, (2019) and Siburian & Zainurossalamia, (2016) show that Product Quality has a significant positive effect on Purchase Decisions, but research conducted by (Nadiya & Wahyuningsih, 2020) shows that Product Quality has a negative effect on Purchase Decisions.

H2: Product Quality has a positive effect on the Purchase Decision.

The Relationship Between Product Innovation and Purchase Decisions

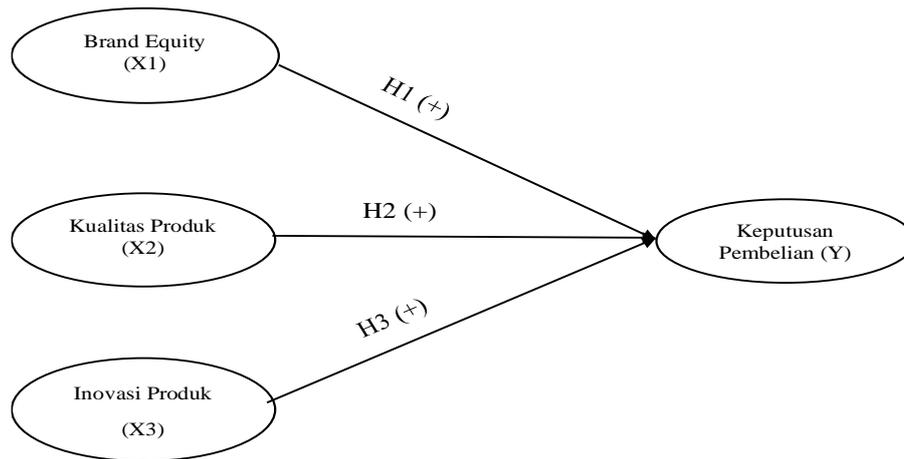
Innovation will create a new product that can provide better solutions to solve problems faced by consumers. The innovation must be able to make the product different in the eyes of consumers so that consumers are more interested in buying the product than competing products. Companies that continue to innovate products so that consumers are interested in buying so that purchase decisions occur are expected to improve marketing performance in terms of sales and increased opinions. It can be concluded that innovation is not only limited to developing new products or services. But innovation also includes new business thinking and new processes

The results of research conducted by Al Rasyid & Tri Indah (2015) show that Product Innovation has a positive effect on Purchase Decisions. Meanwhile, research conducted by Dean Mavilinda & Susanti (2022) shows that Product Innovation has no effect on Purchase Decisions.

H3: Product Innovation has a positive effect on Purchase Decisions.

Framework Model

Figure 1 shows the framework model of this study.



Source: Processed Data, Jurnal Referensi, 2024

Figure 1. Framework Model

RESEARCH METHODS

Population and Sample

Population can be interpreted as the entire element in the study including objects and subjects with certain characteristics and characteristics (Amin et al., 2023). The population in this study is all customers who have purchased products at PT. Yanmarindo Perkasa, because the population is the entire consumer in the city of Pekanbaru and outside Pekanbaru, the number of population cannot be counted.

Meanwhile, the sample is part of the number and characteristics owned by the population. The sample used is all customers who have made purchases at PT. Yanmarindo Perkasa. The sample is a part of the population taken for study. Since the population is unknown, using the guidelines from (Roscoe, 1975) is as follows: (1) Sample sizes greater than 30 and less than 500 are appropriate for most studies, (2) If the sample is broken down into sub-samples (male/female, junior/senior, and so on), a minimum sample size of 30 for each category is appropriate, (3) In multivariate studies (including multiple linear analysis), The sample size should be 10x larger than the number of variables in the study, (4) For simple experimental studies with strict experimental controls, successful studies are possible with a small sample size of between 10 and 20.

So the calculation method is set at a minimum sample number of $10 \times (\text{Dependent} + \text{independent variables}) = 10 \times 4 = 40$ respondents as the minimum number. Through the basis of consideration from the calculation of the Roscoe sample, it was decided to take a sample of 100 respondents/consumers of PT. Yanmarindo Perkasa.

Types and Data Sources

The data sources used in this study are: Primary Data, The data obtained directly from the object of the research is a questionnaire that has been distributed to customers who have made purchases at PT. Yanmarindo Perkasa, which consists of the identity of the respondents, respondents' responsiveness to *brand equity*, product quality, product innovation and purchase decisions.

Secondary Data, The data obtained indirectly, obtained from the data or archives of PT. Yanmarindo Perkasa, such as the number of customers and the organizational structure.

Data Collection Techniques

The techniques used in data collection are questionnaires, documentation and interviews.

Research Instruments

Research instruments are used to measure the value of the variables studied. The instrument used in this study is in the form of a questionnaire. Since the research instrument will be used to make measurements with the aim of producing accurate quantitative data, each segment must have a scale. The variable measurement scale used in this study is the Interval scale. An Interval Scale is a scale that distinguishes a particular category by a certain interval or distance and the distance between the categories is the same. This scale has no absolute zero value.

Operational Definition of Research Variables

In this study, two variables are used, namely: (1) The independent variable (X) is a variable that affects other variables in this study, the independent variables studied consist of: *Brand Equity*, Product Quality, and Product Innovation. The dependent variable (Y) is a variable that is influenced by other variables in this study, a variable

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that is influenced by another variable, namely the Purchase Decision. Table 1 shows the operational variables of this research.

Table 1. Operational Research Variables

Variable	Indicators	Statement	Source	Measurement Scale
Purchase Decision (Y)	The Existence of a Product Stability	I bought a Makita Maktec engine because the quality is guaranteed. I chose the Makita Maktec engine because of the wide variety of product options.	P. Kotler (2021)	Interval
	There is a habit of buying	I feel that it is not a loss to buy a Makita Maktec engine. I feel that the Makita Maktec engine is worth using in the long run.		
	Recommendations from others	I bought the Makita Maktec engine because of the affordable price. I chose PT. Yanmarindo Perkasa because it can buy Makita Maktec Engines online.		
	There is a repurchase	I chose the Makita Maktec engine because of the ease of getting the spare parts. I made the purchase of a Makita Maktec engine more than once.		
Brand Equity (x1)	Brand Awareness	The product has a broad vision. Makita Maktec products are known throughout Indonesia.	Firmansyah (2019)	Interval
	Brand Loyalty	I feel comfortable using Makita Maktec products. I feel that Makita Maktec products are of much better quality than other brands.		
	Perceived Quality	The public has a good perception of Makita Maktec machines. Makita Maktec products have a warranty compared to other brands.		
	Brand Association	The Makita Maktec engine has a very attractive design. Makita Maktec engines have an affordable price according to the consumer's budget.		
Product Quality (x2)	Performance	The engine quality of the Makita Maktec is very good. The quality of the Makita Maktec engine is in line with my expectations.	Nasir (2021)	Interval
	Features	Makita Maktec engine has quite good durability Makita Maktec engine parts are easy to find.		
	Durability	The durability of Makita Maktec products is undoubted. The service life of Makita Maktec products can last for a long time according to consumer use.		
	Characteristic	The typical colors of Makita Maktec products are Orange and Blue. Makita Maktec products have their own appeal for consumers.		
	Image	Makita Maktec products are highly prestigious products. I am proud to use Makita Maktec products sold by PT. Yanmarindo Perkasa.		
Product Innovation (X3)	Relative Advantage	Makita Maktec engines have various types. Makita Maktec engines have a relatively cheap price	Rogers (2014)	Interval
	Compatibility	Makita Maktec machines have a high use value. Makita Maktec engines have suitability according to consumers.		
	Complexity	Makita Maktec products tend to be easy to use because of the manual on the product. Innovations or concept ideas provided by Makita Maktec products can be accepted by the public		
	Trialability	PT. Yanmarindo Perkasa has a display unit that consumers can use before buying products. Makita Maktec's innovation in product development and modification.		
	Observability	The product development carried out at Makita Maktec has succeeded in binding consumers. Changes in the design of Makita Maktec products make the appearance of the product more fashionable		

Data Analysis Techniques

Respondent Characteristics Analysis

Respondents were asked to give an assessment of the questionnaire that had been distributed, where the respondents would be divided based on characteristics and used in the research by dividing by gender, age, last education, and occupation.

Validity Test

Validity tests are used to measure whether a questionnaire is valid (valid) or not. A questionnaire that is said to be valid is valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. To determine the consistency and accuracy of the data collected from the use of the questionnaire instrument, a validity test was carried out using Corrected Item-Total. An item is said to be valid if *the Corrected Item-Total Correlation* is greater than 0.3 Sugiyono, (2016). To test the validity of the instrument in this study, SPSS assistance was used.

Reliability Test

The Reliability Test is a tool to measure the consistency of the answers of respondents. If the answers given are consistent, then it is said that the research instrument (questionnaire) is reliable. In this study, the reliability test of the questionnaire was only carried out once (one shot), using the Cronbach's Alpha feature on SPSS. If the value of Cronbach's Alpha > 0.60 , it is said that the questionnaire is realistic (Santoso, 2014).

Classical Assumption Test

Normality Test

This test tool aims to test in a regression model and the residual variable (observation value) has a normal distribution. A good regression model is one that has a normal or near-normal distribution of data.

The normality test can be carried out with the Kolmogorov-Smirnov statistical test by looking at the level of significance. The normal data is Sig. Kolmogorov-Smirnov calculated $>$ Sig. Research (0.05). The advantage of this test is that it is simple and does not cause a difference in perception between one observer and another, which often occurs in normality tests using graphs. The data is declared to be normally distributed if the significance is greater than 0.05. If the significance level is more than 0.05 then H_0 is accepted, this means that the data has a normal distribution. Conversely, if the significance level is less than 0.05 then H_0 is rejected, which means that the data is abnormally distributed (Ghozali, 2016).

Multicollinearity Test

Multicollinearity is a state in which a linear relationship between independent variables that is perfect or near-perfect occurs in a regression model with a correlation value of 1 or close to 1. With no multicollinearity problem will result in a good regression model. There are several testing methods that can be used, including (1) by looking at the variance *inflation factor* (VIF) in the regression model, (2) by comparing the value of the individual determination coefficient (r^2) with the determination value simultaneously (R^2), and (3) by looking at the Eigenvalue and Condition Index values. According to Ghozali (2016), a regression model is said to be free from multicollinearity if the tolerance value is close to 1 and has a VIF value between 0 – 1, where the tolerance value $= 1/VIF$ or it can also be $VIF = 1/tolerance$.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is a variance inequality from the residual of one observation to another. If the variance from the residual of one observation to another is fixed, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is one that is homoscedasticity or no heteroscedasticity occurs. To detect the presence or absence of heteroscedasticity, it can be done by looking at the plot graph between the predicted value of the dependent variable and its residual.

Model Feasibility Test

Test F

The f test basically shows whether all the independent variables included in the model have a joint influence on the bound variable (Ghozali, 2016). In this study, simultaneous hypothesis testing is intended to measure the magnitude of the influence of *brand equity*, product quality and product innovation. By comparing the value of $F_{cal} > F_{table}$, Halayak. In other words, it states that the independent variable simultaneously and significantly affects the dependent variable.

Determination Coefficient Test (R^2)

The determination coefficient (R^2) is used to describe a dependent (free) variable that is able to be explained by the variation of its independent variable (bound). A small R^2 value means that the ability of an independent variable

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to provide almost all the information needed to predict a dependent variable. The fundamental weakness of the use of the determination coefficient is that it is common to the number of dependent variables that are included against the model. Therefore, many researchers advocate *the adjusted* value of R2 in a good regression model (Ghozali, 2016). A small R2 value means that the ability of independent variables to explain the variation of dependent variables is very limited. While a value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable

Multiple Linear Regression Analysis

Multiple regression analysis is a linear relationship between two or more independent variables and dependent variables. The equation model used in this study is *brand equity*, product quality, and product innovation on purchasing decisions which can be seen as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Hypothesis Test

The t-test is used to find out whether or not the independent variables partially have a real effect on the dependent variables. If the $t_{cal} > t_{table}$ and significant are smaller than alpha, then it has a significant effect. The alpha used in this study is 0.05 (Ghozali, 2016).

Research Results

Respondent's Character

Before entering the discussion of respondents' responses about *Brand Equity*, Product Quality, Product Innovation along with Makita Maktec's Purchase Decision at PT. Yanmarindo Perkasa The researcher used data on the number of respondents as many as 100 respondents. The respondents will be divided according to characteristics such as gender, age, last education, and type of occupation as follows: (1) The largest number of respondents based on gender is 91 people (91%), while the least number of female gender is 9 people (9%). (2) The largest number of respondents based on age was 17-28 years old as many as 71 people (71%), age while the smallest number of respondents was 53-62 years old as many as 4 people (4%). (3) The largest number of respondents based on the last education was Bachelor (S1) as many as 49 people (49%) while the least respondents had the last diploma education as many as 3 people (3%). (4) The highest number of respondents based on the type of work was Wiraswata as many as 77 people (77%), while the least respondents were Entrepreneurs as many as 23 people (23%).

Preliminary Test

Validity Test

The validity test for each variable are shown in Table 2, 3, 4 and 5.

Table 2. Test the Validity of Purchase Decision Variables

Statement	CITC	Significant	Conclusion
Y1	0,617	0,3	Valid
Y2	0,624	0,3	Valid
Y3	0,592	0,3	Valid
Y4	0,648	0,3	Valid
Y5	0,627	0,3	Valid
Y6	0,497	0,3	Valid
Y7	0,607	0,3	Valid
Y8	0,628	0,3	Valid

Table 3. Brand Equity Variable Validity Test

Statement	CITC	Significant	Conclusion
X1.1	0,633	0,3	Valid
X1.2	0,653	0,3	Valid
X1.3	0,741	0,3	Valid
X1.4	0,638	0,3	Valid
X1.5	0,763	0,3	Valid
X1.6	0,742	0,3	Valid
X1.7	0,726	0,3	Valid
X1.8	0,609	0,3	Valid

Table 4. Product Quality Variable Validity Test

Statement	CITC	Significant	Conclusion
X2.1	0,766	0,3	Valid
X2.2	0,735	0,3	Valid
X2.3	0,674	0,3	Valid
X2.4	0,739	0,3	Valid
X2.5	0,735	0,3	Valid
X2.6	0,741	0,3	Valid
X2.7	0,542	0,3	Valid
X2.8	0,664	0,3	Valid
X2.9	0,751	0,3	Valid
X2.10	0,589	0,3	Valid

Table 5. Product Innovation Variable Validity Test

Statement	CITC	Significant	Conclusion
X3.1	0,692	0,3	Valid
X3.2	0,570	0,3	Valid
X3.3	0,781	0,3	Valid
X3.4	0,653	0,3	Valid
X3.5	0,735	0,3	Valid
X3.6	0,783	0,3	Valid
X3.7	0,712	0,3	Valid
X3.8	0,715	0,3	Valid
X3.9	0,734	0,3	Valid
X3.10	0,691	0,3	Valid

Reliability Test

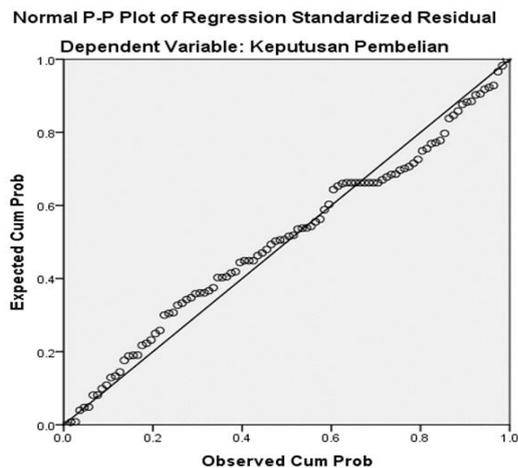
Table 6. Variable Reliability Test

Variable	Chonbach's Alpha	Information
Purchase Decision	0.857	Reliable
Brand Equity (x1)	0.899	Reliable
Product Quality (x2)	0.917	Reliable
Product Innovation (X3)	0.922	Reliable

Based on Table 6, the results of the reliability test on Brand Equity, Product Quality, Product Innovation and Purchase Decision are greater than 0.6 which means that each variable in this research instrument is reliable.

Classical Assumption Test

Normality Test

**Figure 2. Data Normality Test**

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Figure 2 shows that the point is not far from the diagonal line. This means that the regression model has been distributed normally. The results of the data normality test using the p-plot are supported by the Kolmogorov Test test as shown in Table 7.

Table 7. One Sample Kolmogorov Test

		Unstandardized Residual
N		100
Normal Parameters ^{ab}	Mean	.0000000
	Std. Deviation	.29885065
	Most Extreme Differences	
	Absolute	.077
	Positive	.072
	Negative	-.077
Kolmogorov-Smirnov Z		.077
Asymp. Sig. (2-tailed)		.146

a Test distribution is Normal.

b Calculated from data.

c Lilliefors Significance Correction.

Source: SPSS Processed Data, 2024

It is known that *Asymp Sing* = 0.620 < 0.05.

Multicollinearity Test

Table 8. Multicollinearity Test

Variable	Tolerance	VIF	Information
<i>Brand Equity (x1)</i>	0,230	4,339	No Multicollinearity Occurs
<i>Product Quality (x2)</i>	0,260	3,846	No Multicollinearity Occurs
<i>Product Innovation (X3)</i>	0,158	6,324	No Multicollinearity Occurs

It can be seen in Table 8 that Brand Equity, Product Quality, and Product Innovation have a tolerance value of > 0.1 and VIF < 10, so it can be concluded that there is no multicollinearity between independent variables, so the regression model does not experience multicollinearity.

Heteroscedasticity Test

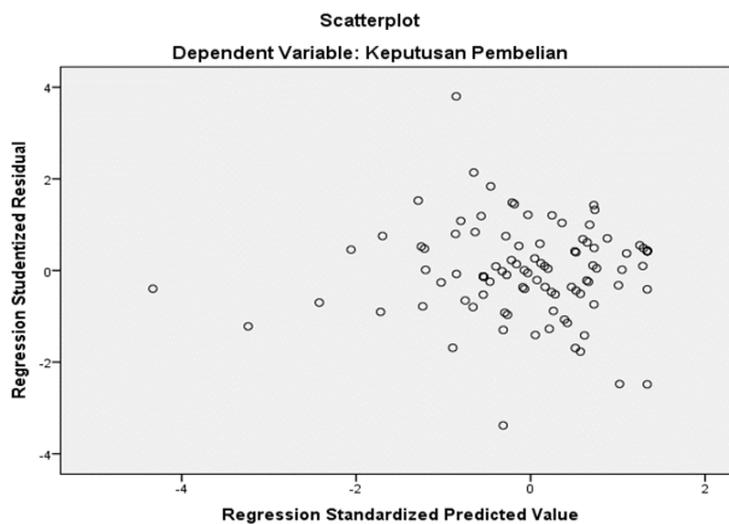


Figure 3. Heteroscedasticity Test

It can be seen in Figure 3 that the scatterplot results from the Heteroscedasticity test show that the data is randomly spread above or below zero on the Regression Standardized Predicted Value axis, meaning that the regression model in this study is free from the symptoms of Heteroscedasticity.

Model Feasibility Test

Test F (Model Test)

Table 9. Test F

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.492	3	6.497	70.543	.000b
	Residual	8.842	96	.092		
	Total	28.334	99			

Source: Processed Data, 2024

Based on the test results presented in Table 9, the F_{cal} is 70.543 with the F_{table} is 2.47. This shows that $F_{cal} > F_{table}$ with a significant value that is smaller than the predetermined significance level of $0.000 < 0.05$. It can be concluded that there is an influence *Brand Equity*, Product Quality, and Product Innovation together on the Purchase Decision.

Determination Coefficient Test (R²)

Table 10. Coefficient of Determination Test

Type	R	R Square	Adjusted R Square
1	0,829	0,688	0,678

Source: Processed Data, 2024

From the result in Table 10, it can be seen that the value of *Adjusted R²* by 0.678 or 67.8%. This shows that *Brand Equity*, Product Quality and Product Innovation affect Purchase Decisions by 67.8% while 32.2% are explained by other variables outside this research model such as the Price variable, *Relationship Marketing*, and brand image.

Hypothesis Test Analysis

Table 11. Hypothesis Test

Variable	Unstandardized	T _{Test}	Significant	Hypothesis	Conclusion
(Constant)	0.703				
<i>Brand Equity</i> (x1)	0.420	3.683	0,000	+	Positive and Significant
Product Quality (x2)	0.189	1.743	0,085	+	Positive and Insignificant
Product Innovation (X3)	0.226	1.690	0,094	+	Positive and Insignificant

Source: Processed Data, 2024

The multiple linear regression equation in this study is:

$$Y = 0.703 + 0.420X_1 + 0.189X_2 + 0.226X_3$$

Based on Table 11, the constant value of 0.703 indicates that without the influence of Brand Equity, Product Quality, and Product Innovation, the Purchase Decision is 0.703 or in other words if the independent variable is considered constant, then the Purchase Decision is 0.703. The regression coefficient of the Brand Equity variable has a positive influence, meaning that if Brand Equity increases, it will increase the Purchase Decision assuming that other variables remain (constant) and vice versa. Therefore, the value of the multiple linear regression coefficient of the Brand Equity variable is 0.420. The regression coefficient of the Product Quality variable has a positive influence, meaning that if Product Quality increases, it will increase the Purchase Decision assuming that other variables remain constant and vice versa. Therefore, the value of the multiple linear regression coefficient of the Product Quality variable is 0.189. The regression coefficient of the Product Innovation variable has a positive influence, meaning that if Product Innovation increases, it will increase the Purchase Decision assuming that other variables remain (constant) and vice versa. Therefore, the value of the multiple linear regression coefficient of the Product Quality variable is 0.226.

The tcount value in the table above is (1) Brand Equity of 3.683 by comparing the tcount and the ttable, which is (3.683 > 1.985), then the hypothesis is accepted. The conclusion is that because the tcount value < ttable

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(3.683 > 1.985) and its significance is greater than 0.05 (0.000 < 0.05), Brand Equity has a positive and significant effect on Purchase Decisions. (2) The tcount value in the table above is Product Quality of 1.743 by comparing the tcount and the ttable, which is (1.743 < 1.985), then the hypothesis is positive and insignificant. The conclusion is that because the tcount value < ttable (1.743 < 1.985) and its significance is greater than 0.05 (0.085 < 0.05), Product Quality has a positive and insignificant effect on the Purchase Decision. (3) The tcount value in the table above, namely Product Innovation is 1,690 by comparing the tcount and the ttable, which is (1,690 < 1,985), then the hypothesis is positive and not significant. The conclusion is that because the tcount value < ttable (1.690 < 1.985) and its significance is greater than 0.05 (0.094 < 0.05), Product Innovation has a positive and insignificant effect on Purchase Decisions.

Discussion

Effect of Brand Equity on Purchase Decisions

In theory, Brand Equity has a positive influence on Purchase Decisions, suggesting that the better a company's Brand Equity can improve Purchase Decisions.

The results of the analysis of respondent characteristics show that based on gender dominated by male gender, respondent characteristics based on age are dominated by age 17-28 years old, then respondent characteristics based on education are dominated by undergraduate education, and respondent characteristics based on type of job are dominated by self-employed.

Based on the descriptive results of the respondents' responses, it can be seen that the average total value of Brand Equity (X1) to the Purchase Decision (Y) has a very good response to Brand Equity in PT. Yanmarindo Perkasa, this is in line with the results of the respondent's response based on the Purchase Decision where the respondent gave a very good response. The results of the Multiple Linear Regression Test show that Brand Equity has a positive influence, and the Hypothesis Test has a positive and significant effect.

The results of this study are in line with the research conducted by Bahtiar & Rahardja (2017) showing that Brand Equity has a positive effect on Purchase Decisions, but research conducted by Ali et al (2019) shows that Brand Equity has a negative effect on Purchase Decisions.

Effect of Product Quality on Purchase Decisions

In theory, product quality has a positive influence on Purchase Decisions, this shows that the better the quality of a company's products can improve Purchase Decisions.

The results of the analysis of respondent characteristics show that based on gender dominated by male gender, respondent characteristics based on age are dominated by age 17-28 years old, then respondent characteristics based on education are dominated by undergraduate education, and respondent characteristics based on type of job are dominated by self-employed.

Based on the descriptive results of the respondents' responses, it can be seen that the average total value of Product Quality (X2) to Purchase Decision (Y) has a very good response to Product Quality in PT. Yanmarindo Perkasa, this is in line with the results of the respondent's response based on the Purchase Decision where the respondent gave a very good response. The results of the Multiple Linear Regression Test show that Product Quality has a positive influence, and the Hypothesis Test has a positive effect.

When consumers are going to make a purchase decision, product quality is the most important consideration, because product quality is the main goal for consumers to meet their needs. If product quality is improved, consumer behavior to make purchases will also increase.

The results of this study are in line with research conducted by Siburian & Zainurossalamia (2016) showing that Product Quality has a positive effect on Purchase Decisions, but research conducted by Nadiya & Wahyuningsih (2020) shows that Product Quality has a negative effect on Purchase Decisions.

Effect of Product Innovation on Purchase Decisions

In theory, Product Innovation has a positive influence on Purchase Decisions, this shows that the better a company's product innovation can improve Purchase Decisions.

The results of the analysis of respondent characteristics show that based on gender dominated by male gender, respondent characteristics based on age are dominated by age 17-28 years old, then respondent characteristics based on education are dominated by undergraduate education, and respondent characteristics based on type of job are dominated by self-employed.

Based on the descriptive results of the respondents' responses, it can be seen that the average total value of Product Innovation (X3) to Purchase Decision (Y) has a very good response to the innovation of a product in the company PT. Yanmarindo Perkasa, this is in line with the results of the respondent's response based on the Purchase Decision where the respondent gave a very good response. The results of the Multiple Linear Regression Test show that product innovation has a positive influence, and the Hypothesis Test has a positive effect.

The results of this study are in line with research conducted by Permatasari & Maryana (2021) which states that Product Innovation has a positive effect on Purchase Decisions, while research conducted by Dean Mavilinda & Susanti (2022) states that Product Innovation has a negative effect on Purchase Decisions.

CONCLUSION

Based on the results of the research and discussion, several conclusions can be drawn, namely (1) *Brand Equity* has a positive and significant effect on the Purchase Decision, so that the hypothesis is worthy of acceptance. This means that *the Brand Equity* of power tools offered by the Makita Maktec brand will influence consumers in making repurchases at PT. Yanmarindo Perkasa Pekanbaru. (2) Product Quality has no effect and is not significant to the Purchase Decision, so the hypothesis is rejected. This means that the product quality of power tools needs to be improved so that consumers can shop at PT. Yanmarindo Perkasa Pekanbaru. (3) Product Innovation has no effect and is not significant to the Purchase Decision, so the hypothesis is rejected. This means that product innovation of power tools needs to be added in meeting the needs and desires of consumers so that consumers can shop at PT. Yanmarindo Perkasa.

Based on the results of the research, discussion, and conclusions obtained, suggestions that can be given to (1) For researchers who are interested in conducting further research, it is better to add other variables. Further research can also be conducted on different companies with a wider scope and a larger sample. (2) For the Company, the efforts that the company can make to be able to increase consumer interest to buy the products offered, namely (a) Based on the *Brand Equity* variable, the company should continue to maintain Makita Maktec products and improve and provide a variety of Makita Maktec product choices so that they do not switch to other products. (b) Based on the variable of product quality, the company should still maintain the Makita Maktec Power Tools brand, because the Makita Maktec brand is already widely known by the public and also because Makita Maktec products have complete and easy-to-find spare parts. (c) Based on the Product Innovation variable, the company should continue to retain existing customers and add better service for consumers.

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