



The Influence of Brand Image, Price Perception, and Local Wisdom-Based Promotional on Buyer's Decision

Tesi Nopera*, Dini Elida Putri, Anggy Qurnia Raafy Hasibuan

Department of Management, Faculty of Law and Business Economics, Universitas Dharmas Indonesia

Corresponding author: Tesinovera7@gmail.com

Abstract

This study analyzes the influence of brand image, price perception, and local wisdom-based promotional strategies on the purchasing decisions for Tebo Riski Danang batik in Tebo Regency, Jambi Province. Tebo batik is unique, and Rumah Batik Riski Danang stands out by producing and marketing it, highlighting the region's history and distinctiveness. The research employed a quantitative method with questionnaires distributed to 255 respondents in Tebo Tengah District. The analysis included validity, reliability, correlation, and multiple linear regression. The findings revealed that brand image negatively impacts purchasing decisions, while price perception has a positive influence. However, the promotional strategy does not significantly affect purchasing decisions. Simultaneously, the three variables together significantly influence purchasing decisions. Brand image, price perception, and promotional strategy explain 41.4% of the variation in purchasing decisions, with other factors accounting for the remaining 58.6%. In conclusion, brand image and price perception are crucial in shaping purchasing decisions for Tebo Riski Danang batik, while the promotional strategy has no significant impact.

Keywords: Brand Image, Price Perception, Promotion, Buyer's Decision

1. Introduction

Purchasing decision is one of the stages in the purchasing decision process before post-purchase behavior. In entering the previous purchasing decision stage, consumers have been faced with several choices so that at this stage consumers will actively decide to buy products based on the choices determined (Armayani & Jatra, 2019).

Purchasing decisions on batik, as part of Indonesia's cultural heritage, play a significant role in national identity and the creative economy. Along with the development of the times and globalization, batik industry players must deeply understand the factors influencing consumer purchasing decisions. Therefore, a deep understanding of the complex interactions between brand image, price perception, and local wisdom-based promotional strategies is essential in designing effective marketing strategies for the batik industry, which not only aims to increase sales, but also to preserve cultural heritage and strengthen local identity (Anwar & Andrean, 2021).

According to (Pusparini & Chafrani, 2010) local wisdom as social capital is seen as a vital spice for the development of community economic empowerment.

Local wisdom is the power and real potential owned by a region as a regional asset that can drive company progress. With the development of regional culture, Tebo Regency also develops local wisdom, namely Tebo's typical batik, so by developing local wisdom, batik can increase regional economic growth and with the existence of Tebo's local wisdom, namely batik, everyone can see the history of Tebo from the design of the image made on the batik cloth, usually batik is only worn during certain events or only office workers but those who are not office workers rarely wear batik, this is where there is a lack of awareness of the culture we have and a lack of interest in local wisdom.

Although Batik Riski Danang has the advantage of being the only producer of unique Tebo batik and is the only one actively producing, this brand still faces several problems related to its brand image. One of the problems that may be faced is the lack of understanding or knowledge of the wider community about Tebo batik produced by Batik Riski Danang. This can be an obstacle in expanding market share, especially outside the local area. In addition, because Batik Riski Danang is the only one actively producing, they may face pressure to meet increasing demand, which can affect the quality of their products or cause delays in delivery. This can damage

the brand's reputation if not addressed properly. Brand image is an association that exists in the minds of consumers when remembering a particular brand (Anwar & Andrean, 2021). With this brand, consumers can purchase based on the price offered.

Price is the value that must be paid to get a product. The high or low price of a product is always the main concern of consumers when they need it, so the price offered to consumers becomes a special consideration before they decide to buy goods or use services (Cakranegara et al., 2022).

Based on the description of the background of the problem that occurred above, a study can be submitted with the title The Influence of Brand Image, Price Perception, and Promotion Strategy on Buyer's Decision.

Based on the research results (Rafi Dimas Azhari, 2020) stated that brand image has a significant effect on the decision to purchase Karawang batik at Ramayana Mall, Karawang;, because brand image is an indication used by consumers to evaluate a product when they do not have sufficient knowledge about a product. There is a tendency for consumers will choose products that are well known through experience using the product or based on information obtained through various sources.

Based on the research results (Mubarak, 2018) shows Brand Image has a positive and significant influence on purchasing decisions. This means that the better the brand image of a batik product, the easier it will be for consumers to make decisions in buying batik in Sidoarjo. Likewise, if the brand image is lower, it will make consumers reluctant to buy the batik.

Based on the research results (Nulufi & Murwartiningsih, 2015) prove that brand image has a positive and significant influence on purchasing decisions because brand image has a significant influence on purchasing decisions of Batik consumers in Pekalongan, the majority of batik consumers in Pekalongan pay attention to the image of the product they are going to buy. So the hypothesis is concluded as follows:

H1: It is suspected that the brand image variable has a positive and significant influence on purchasing decisions.

Based on the results of research conducted by (Adhe Kurnia Utami, 2018), state that the price perception variable has a positive influence on the decision to purchase Kebumen hand-drawn batik.

Based on the research results (Agatha, 2018) state that the price perception variable has a positive effect on purchasing decisions. There is an influence of price on purchasing decisions for Batik Barong Gung Tulungagung. These results indicate that determining the right and appropriate price greatly influences purchasing decisions for Batik Barong gung Tulungagung.

Based on the research results (Kusumodewi, 2016) stated that price perception has a positive influence on the decision to purchase batik cloth at Mirota Surabaya. So the relationship between the price perception variable and purchasing decisions is:

H2: It is suspected that price perception has a positive influence on purchasing decisions.

Based on the research results (Lukitasari & Mahargiono, 2020) States that Promotion is an activity carried out by a company with the main objective of informing, persuading, influencing, and reminding consumers to buy the products produced. The test results show that promotion has a positive and significant effect on the purchasing decision of Batik Gedog Zaenal in Tuban. These results reflect that the more aggressive Batik Gedog Zaenal in Tuban is in carrying out promotions, the more information will be provided about the products offered through social media and exhibitions, so that it will attract consumer buying interest.

Based on the research results (Shintia, 2021) states that the promotion variable has a positive influence on purchasing decisions at the mainstay batik house in the Pelalawan district. Based on the research results (Rafi Dimas Azhari, 2020) states that the promotion variable has a significant influence on the decision to purchase Karawang batik at Ramayana Mall.

H3: It is suspected that promotion has a positive influence on purchasing decisions.

2. Method

Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research a particular population or sample, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2018). This research was conducted on the community of Tebo batik buyers at the Riski Danang batik house in Tebo district, which aims to analyze brand image, price perception and local wisdom-based promotional strategies on purchasing decisions for Riski Danang batik. In this study, the researcher chose to use primary data. Primary data is data obtained directly from the field and is making purchases of Riski Danang batik products related to purchasing decisions. There are 4 variables in

this study, namely brand image, price perception, promotion strategy and purchasing decisions. The dependent variable in this study is (Y) the purchasing decision, the dependent variable is the variable that is influenced or is the result of the independent variable. Brand image representation of the overall perception of a brand and is formed from past information and experiences with that brand. Price is a way of selling a product to others as a differentiator from other products, which have benefits and advantages in using the product. A promotion strategy is a series of activities carried out in the form of company marketing management. This means that every promotional activity is carried out with the aim of marketing the company's products. Population can be defined as a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and learned and then conclusions drawn (Pandey & Pandey, 2021). From the

explanation of the meaning of the research population, the population of this research is 700 people from the sales data of Riski Danang's batik house in 2023. Sampling in this study was selected based on a non-probability sampling method using a purposive sampling technique. Because respondents have several specific criteria to be used as samples in this study. So, based on Slovin formula, the sampling criteria in this study, the sample in this study amounted to 255 respondents.

3. Result and Discussion

Result

The normality test aims to determine whether a data distribution is normal or not. Basically, the normality test is comparing the data we have and normally distributed data that has the same mean and standard deviation as our data. So the normality test can be seen in the following table:

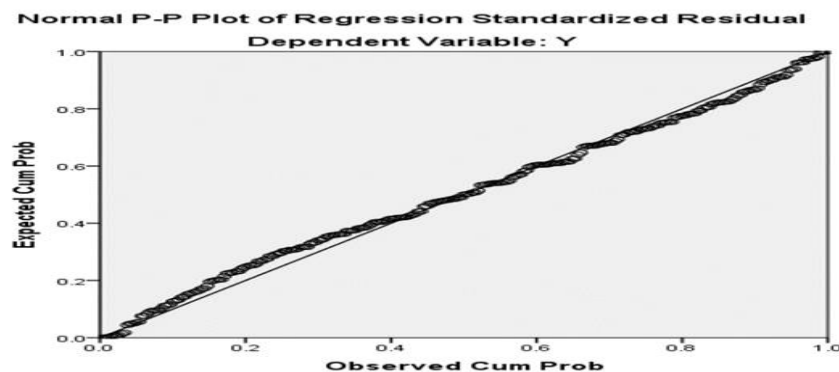
Table 1.
Normality Test Result

		Unstandardized Residual
N		255
Normal Parameters,b	Mean	0E-7
	Std. Deviation	3.16096622
Most Extreme Differences	Absolute	.053
	Positive	.039
	Negative	-.053
Kolmogorov-Smirnov Z		.843
Asymp. Sig. (2-tailed)		.476

Source: SPSS.20 data processing (2024)

From the data in the table above which is processed with the Kolmogorov-Smirnov test because the data owned is more than 255 and to make an assessment refers to the significance number with a large significance level (>) of 0.05. And from the data above it can be concluded that the results and data of this study are normal. Based on the results of the normality test, the significance value is $0.476 > 0.05$, so it can be concluded that the residual value is normally distributed.

The normality plot also supports this test. The normality test can be done by looking at the graph. Normality can be seen from the distribution of plots on the PP plot graph in a linear form and concentrated around the PP plot diagonal line. From the normality test conducted on this research data, the following results were obtained:



Source: SPSS.20 data processing (2024)

Figure 2. Normal P Plot

The image above shows that there is a distribution of approaches the diagonal line, then the research data is data (points) on the diagonal axis that looks very close normally distributed. Other tests for normality tests can to the diagonal line. The requirement in the normality be done by looking at the histogram image below: test is if the distribution of data (points) follows or

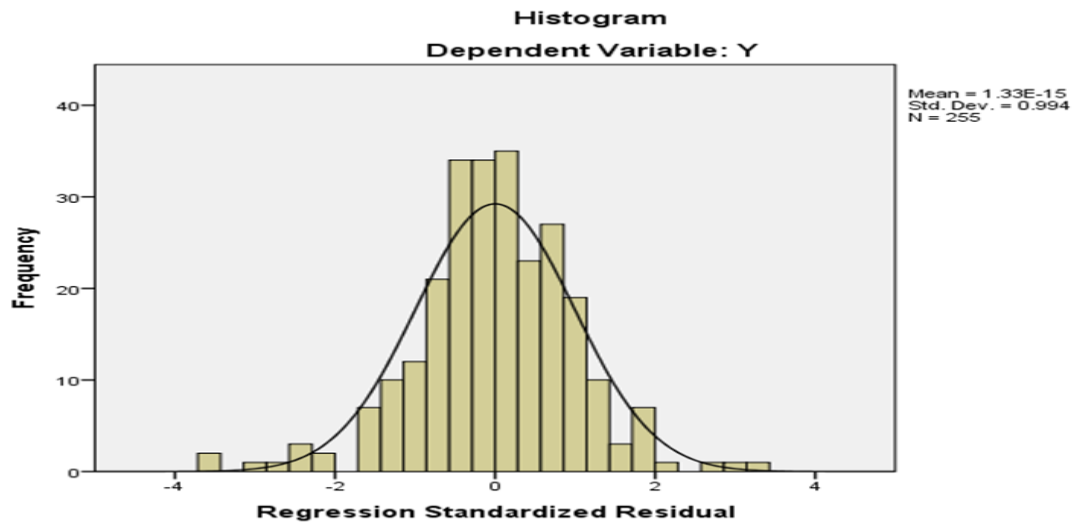


Figure 3. Histogram

The image above shows that the data presented is analysis aims to determine the influence between brand normal. This can be seen from the curve on the image, price perception, promotional strategy, and histogram graph, which is balanced or has no skew to the purchasing decisions, which can be seen in the following table: normality of the data. Data is said to be normal if the graph produced by the histogram is balanced. This

Table 2.
 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	34,068	3.177		10,722	.000
1 X1	-.562	.193	-.364	-2.909	.004
X2	1.123	.154	.951	7.303	.000
X3	.044	.062	.038	.719	.473

Source: SPSS.20 data processing (2024)

The F-test is intended to test the hypothesis of the purchasing decisions (Y). The results of the hypothesis research, stating the brand image variables (X1), price testing together can be seen in the following table: perception (X2), promotion strategy (X3), and

Table 3.
 Simultaneous Hypothesis Testing Results (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1847.965	3	615,988	60,922	.000
Residual	2537.894	251	10.111		
Total	4385.859	254			

Source: SPSS.20 data processing (2024)

From the table data above, it can be seen that this test is carried out by comparing the value of the f table (60.922 > 2.25) and the level of significance (0.000 < 0.05). So it is obtained that Ho is rejected and H4 is accepted, which means that this is done together between brand image, price perception and promotional strategy have a significant effect on purchasing decisions. For further clarity, the research hypothesis can be summarized in the following table:

Table 4.
Research Hypothesis Testing Results

Hypothesis	Statement	Measurement		Comparison		Decision
		Sig.	t-table	t-statistic	Sig.	
H1	It is suspected that brand image does not have a positive and significant influence on purchasing decisions.	0.004	1.650947	-2,909	0.05	Accepted
H2	It is suspected that price perception has a positive and significant influence on purchasing decisions.	0,000	1.650947	7,303	0.05	Accepted
H3	It is suspected that promotional strategies have a significant influence on purchasing decisions.	0.473	1.650947	0.719	0.05	Rejected

Source: SPSS.20 data processing (2024)

Determination analysis in multiple linear regression is used to determine the percentage of influence of independent variables consisting of brand image (X1), price perception (X2) and promotion strategy (X3) on purchasing decisions (Y). The determination results can be seen in the following table:

Table 5.
Determination Test Results (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649	.421	.414	3.180

Source: SPSS.20 data processing (2024)

From the data in the table above, the Adjusted R Square figure is 0.414, this shows that the contribution of brand image variables, price perception and promotional strategies to purchasing decisions is 0.414. This means that the influence of brand image variables, price perception and promotional strategies on purchasing decisions is 41.4% while 58.9% is influenced by other factors not included in this research model.

Discussion

Variable Relationship Analysis Brand Image on Purchasing Decisions.

Variables brand image partially (t-test) shows a negative and significant relationship direction to the decision to purchase batik riski danang. Shown by the results of SPSS 20 data processing, namely, the value of t count - 2.909 and t table 1.650947 where t count is smaller than t table (-2.909 < 1.650947) this shows that the independent variable brand image has a negative effect

on the dependent variable of the decision to purchase batik riaksi danang. And the level of significance is smaller than alpha (0.004 < 0.05) then it can be obtained Ho is rejected and H1 is accepted, meaning that brand image (X1) has a significant effect on purchasing decisions.

Based on the research results (Rafi Dimas Azhari, 2020) stated that brand image has a significant effect on the decision to purchase Karawang batik at Ramayana Mall, Karawang because brand image is an indication used by consumers to evaluate a product when they do not have sufficient knowledge about a product. There is a tendency for consumers to choose products that are well known through experience using the product or based on information obtained through various sources.

After the author conducted research in the field, the results were different from the research above, so the

author strengthened it with research results that were the same as the author's research results, namely research. (Kawilarang et al., 2022) Brand Image has a negative and significant influence on purchasing decisions on local skincare products, Something, so that the calculated t is smaller than the t table, which is $-3.355 < 1.66$ and a significant value of $0.001 < 0.05$.

This means that brand image significantly but negatively affects purchasing decisions. This is because the activities carried out by Batik Riski Danang have not been able to build and instill an understanding of the brand image of Batik Tebo Riski Danang in consumers (the Tebo community). For this reason, a strategy is needed to instill a brand image, for example, with a clear differentiation between the image of Batik Tebo Riski Danang and another batik.

Analysis of the Relationship between Price Perception Variables and Purchasing Decisions.

The price perception variable partially (t-test) positively and significantly affects the decision. This is shown by the results of SPSS 20 data processing: the calculated t value of 7.995 and the t table of 1.650947, where the calculated t is greater than the t table ($7.995 > 1.650947$). This shows that the independent variable of price perception has a positive but significant effect on the dependent variable of purchasing decisions. If the level of significance is smaller than alpha ($0.000 < 0.05$) then it can be obtained that H_0 is rejected and H_1 is accepted, meaning that price perception (X2) has a positive and significant effect on purchasing decisions.

The results of my research are following the research I cited in previous research, namely (Adhe Kurnia Utami, 2018), which shows the price perception variable partially has a significant effect on purchasing decisions. From the results of the hypothesis analysis, the influence of the price perception variable and purchasing decisions on consumers purchasing batik can be seen. Based on the results of the regression analysis, the t-value of price perception is 3.824, which is greater than the t-table of 1.985, and the significant value of price perception is 0.000, which is less than 0.05, so it can be concluded that H_0 is rejected and H_2 is accepted; thus the price perception variable has a significant effect on purchasing decisions. This means that price perception has a positive effect on purchasing decisions. Price is one of the factors that someone considers in determining a purchase. A price that is considered quite expensive will make someone reluctant to buy the product and tend to choose another product that is considered to be following the person's ability. With an affordable price and appropriate benefits will increase a person's purchasing decision for the product.

Analysis of the Relationship between Local Wisdom-Based Promotion Strategy Variables and Purchasing Decisions.

Promotion strategy variables partially (t-test) show a negative and insignificant relationship to the decision. Shown by the results of SPSS 20 data processing, namely, the calculated t value of 0.719 and t table 1.650947 where the calculated t is smaller than the t table ($0.719 < 1.650947$) this shows that the independent variable of promotion strategy does not have a positive effect on the dependent variable of purchasing decisions. And the level of significance is greater than alpha ($0.473 > 0.05$) then it can be obtained that H_0 is accepted and H_1 is rejected, meaning that the promotion strategy (X3) does not have a significant effect on purchasing decisions.

Based on the research results (Lukitasari & Mahargiono, 2020) States Promotion is an activity carried out by a company with the main objective of informing, persuading, influencing, and reminding consumers to buy the products produced. The test results show that promotion has a positive and significant effect on Batik Gedog Zaenal's purchasing decision in Tuban. These results reflect that the more aggressive Batik Gedog Zaenal in Tuban is in carrying out promotions, the more information will be provided about the products offered through social media and exhibitions, so that it will attract consumer buying interest.

After the author conducted research in the field, the results were different from the research above, so the author strengthened it with research results that were the same as the author's research results, namely research. (Nasution et al., 2019) Which concludes the promotion factor on consumer purchasing decisions at 212 Mart Medan. The test results show that the promotion factor has a t-statistic value of 0.515 < ttable 1.985 and a sig value of $0.084 > 0.05$. Thus, it can be concluded that the promotion factor does not have a positive and insignificant effect on consumer purchasing decisions at 212 Mart Medan.

This means that promotion has a positive and insignificant effect on purchasing decisions on batik riski danang, so the promotion carried out is ineffective and not optimal. Promotion is only carried out through exhibitions and is not active on social media. Therefore, what must be done is to increase promotion with active social media and also involve workers in promotions, both by promoting between family, friends, and neighbors in the environment where the workers live.

Analysis of the Relationship between Brand Image Variables, Price Perception and Promotion Strategy on Purchasing Decisions.

The variables of brand image, price perception, and promotional strategy simultaneously (F-test) positively and significantly affect purchasing decisions. As shown by the results of SPSS 20 data processing, namely, the calculated f value is greater than the f table value ($60.922 > 2.25$) and the level of significance ($0.000 < 0.05$). So, it is obtained that H_0 is rejected and H_4 is accepted, which means that this is done together with brand image, price perception, and promotional strategy, which significantly affect purchasing decisions.

This research is supported (Hartiyanti, 2018). The variables of price perception, brand image, and promotion simultaneously or together significantly influence the decision to purchase Fida Make Up Artist wedding services. This is proven by the F count of 11.149 with a probability of 0.000 because the probability is much smaller than 0.05. So, it can be concluded that the three independent variables, price perception, brand image, and promotion, significantly contribute to the purchasing decision variable.

4. Conclusion

Based on the results of the research and data analysis that has been carried out, the following conclusions are drawn:

1. The brand image variable has a calculated t value of -2.909 and a table of t of 1.650947, where the calculated t value is smaller than the t-table. This indicates that the brand image variable has a negative effect and the level of significance is smaller than alpha ($0.004 < 0.05$), so it can be obtained that H_0 is rejected and H_1 is accepted, meaning that brand image (X1) has a significant effect on purchasing decisions. This is because the activities carried out by Batik Riski Danang have not been able to build and instill the brand image of Batik Tebo Riski Danang in the minds of consumers (the Tebo community). For this reason, a strategy is needed to instill a brand image, for example, with a clear differentiation between the image of Batik Tebo Riski Danang and another batik.
2. Perception variable t value count 7.995 and t table 1.650947 where t count is greater than t table this shows the price perception variable has a positive effect and the level of significance is smaller than alpha ($0.000 < 0.05$) then it can be obtained H_0 is rejected and H_1 is accepted, meaning that price perception (X2) has a positive and significant effect on purchasing decisions. This shows that price perception has a positive effect on purchasing decisions. Price is one of the factors that someone considers in determining a purchase. A price that is considered quite expensive will make someone reluctant to buy the product and tend to choose other products that are considered to be following the person's ability. Affordable prices and appropriate

benefits will increase a person's purchasing decision for the product.

3. The local wisdom-based promotion strategy variable has a t value of 0.719 and a t table of 1.650947 where the t count is smaller than the t table ($0.719 < 1.650947$). This indicates that the promotion strategy variable has no positive effect and the level of significance is greater than alpha ($0.473 > 0.05$) then it can be obtained that H_0 is accepted and H_1 is rejected, meaning that the promotion strategy (X3) has no significant effect on purchasing decisions. This shows that promotion has no positive and insignificant effect on purchasing decisions on batik riski danang, so the promotion carried out is not effective or optimal. Promotion is only carried out with exhibitions and is not active on social media; therefore, what must be done is to increase promotion with active social media and also involve workers in promotions by promoting between family, friends, and neighbors in the environment where the workforce lives.
4. The variables of brand image, price perception, and promotional strategy simultaneously (f-test) positively and significantly affect purchasing decisions. The calculated f value is greater than the f table value ($60.922 > 2.25$) and the level of significance ($0.000 < 0.05$). So, it is obtained that H_0 is rejected and H_4 is accepted, which means that this is done together with brand image, price perception, and promotional strategy, which significantly affect purchasing decisions. So it can be concluded that the three independent variables, namely price perception, brand image and promotion, significantly contribute to the purchasing decision variable.

Based on the results of the discussion on the promotional strategy variable (X3), the study suggests that Riski Danang batik products optimize promotion with active social media and also involve workers in promoting between families, friends and neighbors in the worker's residential environment and Riski Danang batik should develop more into e-commerce so that the market reach is wider and the public is more familiar with Riski Danang batik.

Based on the discussion results on the brand image variable (X1), the author suggests that Riski Danang batik products should further instill a brand image in consumers with a clear differentiation between the image of Tebo Riski Danang batik and another batik. Based on the discussion results on the price perception variable (X2), the author suggests that Riski Danang batik products should be given more attention to consumer perceptions regarding the price of Riski Danang batik products. Therefore, prices that are able to compete with other products must be maintained, followed by product quality.

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