

Decoding Consumer Purchase Decisions: The Strategic Role of Digital Marketing, Pricing, and Product Quality

Nurhul Hudah¹
Sukaris²

^{1,2}Management Study Program, Faculty of Economics and Business
Universitas Muhammadiyah Gresik, East Java, Indonesia
e-mail: huda16n06@gmail.com, sukaris21@umg.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, harga, dan kualitas produk terhadap keputusan pembelian konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada konsumen produk frozen food. Teknik pengambilan sampel dilakukan secara purposive sampling, sedangkan analisis data menggunakan regresi linear berganda untuk menguji pengaruh parsial dan simultan antara variabel. Uji validitas dan reliabilitas dilakukan untuk memastikan kualitas instrumen penelitian. Hasil penelitian menunjukkan bahwa digital marketing berpengaruh signifikan namun berarah negatif terhadap keputusan pembelian, sementara harga tidak memiliki pengaruh signifikan. Sebaliknya, kualitas produk terbukti berpengaruh positif dan signifikan serta menjadi faktor dominan dalam meningkatkan keputusan pembelian. Secara simultan, digital marketing, harga, dan kualitas produk berpengaruh signifikan terhadap keputusan pembelian. Simpulan penelitian ini menegaskan bahwa kualitas produk merupakan determinan utama dalam perilaku pembelian konsumen, sedangkan strategi digital marketing perlu dioptimalkan agar lebih efektif. Secara teoritis, penelitian ini memperkaya literatur perilaku konsumen dengan menegaskan pentingnya penciptaan nilai melalui kualitas produk. Secara praktis, perusahaan disarankan untuk memprioritaskan peningkatan kualitas produk serta mengevaluasi strategi pemasaran digital guna meningkatkan daya saing di pasar.

Kata kunci: Digital marketing, harga, kualitas produk, keputusan pembelian, perilaku konsumen

ABSTRACT

This study aims to analyze the influence of digital marketing, price, and product quality on consumer purchasing decisions. This study employed a quantitative approach with a survey method, distributing questionnaires to frozen food consumers. Purposive sampling was used for sampling, while multiple linear regression was used to analyze the partial and simultaneous effects between variables. Validity and reliability tests were conducted to ensure the quality of the research instrument. The results showed that digital marketing had a significant but negative effect on purchasing decisions, while price had no significant effect. Conversely, product quality was shown to have a positive and significant effect and was the dominant factor in increasing purchasing decisions. Simultaneously, digital marketing, price, and product quality significantly influenced purchasing decisions. The conclusion of this study confirms that product quality is a key determinant of consumer purchasing behavior, while digital marketing strategies need to be optimized for greater effectiveness. Theoretically, this research adds to the literature on consumer behavior by emphasizing the importance of value creation through product quality. Practically, companies are advised to prioritize product quality improvements and evaluate digital marketing strategies to increase market competitiveness.

Keywords: Digital marketing, price, product quality, purchasing decisions, consumer behavior

INTRODUCTION

The growth of the frozen food industry in Indonesia shows increasingly competitive market dynamics along with changes in modern lifestyles that demand practicality in food consumption. Consumption of frozen food products is reported to increase with an average growth of around 15% per year since 2018, driven by the increasing number of working households, changes in dietary patterns, and advances in food distribution and storage technology. In 2023, frozen food sales will even reach around 4.5 trillion rupiah, dominated by processed chicken products because they are considered practical and affordable for consumers. The popularity of frozen food is also influenced by ease of preparation, product durability, and an increasingly diverse variety of choices (Pallant et al., 2020). In addition, revenue for this segment is projected to reach USD 2.46 billion in 2024, reflecting a large market opportunity while increasing the intensity of competition between producers. In facing these conditions, companies are increasingly relying on digital marketing strategies to increase awareness, while price and product quality remain the main factors in consumer purchasing decisions (Girimurugan, 2024; Godiyal & Mishra, 2025; Samundeeswari & Gokulavani, 2025).

A unique phenomenon in the frozen food industry in Indonesia can be seen in the increasing intensity of competition between brands, which requires companies to design more effective and consumer-oriented marketing strategies. Data shows that major brands such as So Good and Fiesta dominate the processed meat market, while Seafood Line and Finna excel in the frozen seafood segment. Most products have a quality rating above 4.3 out of 5, with prices varying by product category, with processed meat and frozen seafood among the highest-priced groups (Sinclair & Cooper, 2014)

This situation indicates that consumers consider not only price affordability but also product quality when making purchasing

decisions. From a marketing perspective, frozen food companies are increasingly relying on digital strategies such as social media, paid advertising, and influencer endorsements to increase positive consumer perception, which currently averages over 70%. However, this perception still has potential to be improved through more appropriate marketing strategies and an emphasis on the product's value proposition to consumers (Melovi et al., 2020)

The development of digital technology has also changed the way consumers interact with brands, making the use of digital marketing a crucial part of increasing product awareness (Nartea & Barrera, 2024; Zulkarnain, 2025). However, the company still faces real challenges, as evidenced by PT. FRS's sales data for the 2021–2023 period, which shows that several products have not yet achieved their sales targets. This discrepancy between sales targets and actual sales indicates the possibility that the implemented digital marketing strategy, pricing, and product quality are not yet fully capable of driving optimal purchasing decisions. Therefore, a deeper understanding of how digital marketing, pricing, and product quality influence purchasing decisions is crucial for companies to formulate more adaptive and competitive strategies amidst the rapid growth of the frozen food market.

The purchasing decision is a cognitive and behavioral process consumers go through to evaluate various alternatives before ultimately selecting a product or service. According to Pratiwi & Ananda, (2024) purchasing decisions reflect the final stage of the consumer decision-making process, influenced by perceived value, brand preferences, and risk considerations. In the modern marketing context, these decisions are not only rational but also influenced by digital experiences and widely available information. Research by Lemon & Verhoef, (2016) confirms that an integrated customer journey plays a crucial role in shaping purchasing

decisions, especially in an omnichannel environment.

Consumer purchasing decisions are significantly influenced by digital marketing strategies, price perception, and product quality. A study by Nartea & Barrera, (2024) showed that digital marketing has a positive impact on purchasing decisions, especially among Gen Z consumers in the Philippines. Research by Ramlawati & Murniati, (2023) found that product quality and price significantly influence consumer purchasing decisions in the retail market. Furthermore, research by Reva et al., (2025) highlighted that product quality directly influences customer satisfaction and purchasing decisions, while price has a positive influence through customer satisfaction. A study by Alfadilah & Budiono, (2023) also identified that price perception and promotions have a greater influence on purchasing decisions than product quality. These findings emphasize the importance of integrating effective digital marketing strategies, competitive pricing, and providing high-quality products to drive consumer purchasing decisions in an increasingly competitive market.

Digital marketing is defined as the use of digital technology and online platforms to create, communicate, and deliver value to customers. Chaffey & Ellis-chadwick, (2019) explain that digital marketing enables companies to reach consumers more personally through data-driven strategies. A study by Dwivedi et al., (2021) also shows that digital marketing has a significant impact on customer engagement and purchase intention due to its ability to increase the interactivity and relevance of marketing messages.

Pricing strategy refers to a company's approach to setting prices to reflect product value while maintaining market competitiveness. According to Nagle et al., (2016) price is a signal of quality and a strategic tool to influence consumer perceptions of the value offered. Research by Kumar, (2021) found that a match between price and perceived

benefits increases purchase probability and customer loyalty.

Meanwhile, product quality is the ability of a product to meet or exceed consumer expectations. (Zeithaml, 1988) defines quality as the assessment of product superiority formed from customer perceptions. Furthermore, a study by Ladhari & Michaud, (2015) confirmed that product quality directly contributes to satisfaction and purchasing decisions because consumers tend to choose products that deliver consistent and reliable performance.

Theoretically, the influence of digital marketing, pricing strategy, and product quality on purchasing decisions can be explained through signaling theory and perceived value theory. Digital marketing functions as an information signal that reduces consumer uncertainty, while price and quality shape value perceptions that form the basis for purchase evaluations. When consumers perceive positive signals and perceive high value, the likelihood of a purchase decision increases (Kirmani & Rao, 2000). Therefore, integrating these three factors is an important foundation for understanding consumer purchasing behavior in an increasingly competitive market.

Although Various studies have examined the influence of digital marketing, price, and product quality on purchasing decisions. Most studies are partial and do not integrate these three variables into a comprehensive model. For example, Sari & Kusumasari, (2025) found that digital marketing and product quality significantly influence purchasing decisions for local perfumes, but did not consider the price variable. Meanwhile, Halim & Hermeindito, (2026) highlighted that marketing communications had a dominant influence compared to price perceptions and product quality in purchasing decisions for calendars in e-commerce, without exploring the interaction between the variables.

Furthermore, research by Wati et al., (2025) used a Systematic Literature Review method to analyze the influence of digital marketing and product quality on purchasing

decisions, but did not include price as a significant factor. This situation indicates the need for research that simultaneously integrates digital marketing, price, and product quality in influencing consumer purchasing decisions.

This research offers novelty by simultaneously integrating three key variables—digital marketing, price perception, and product quality—in influencing consumer purchasing decisions. Most previous studies tend to focus on just two variables, such as digital marketing and product quality or digital marketing and brand image, without considering the interaction of the three simultaneously. Furthermore, this study emphasizes the context of the frozen food industry, which is still rarely explored in digital marketing literature. With this approach, this study is expected to provide theoretical and practical contributions in understanding consumer behavior in the digital era, particularly in the competitive frozen food industry.

The rapid growth of the frozen food industry has intensified competition among companies, making understanding the factors that drive purchasing decisions increasingly crucial. Companies are required to design effective marketing strategies through optimizing digital marketing, setting competitive prices, and providing product quality that meets consumer expectations. However, market reality shows that not all of these strategies are successful in increasing sales consistently, indicating a gap between marketing efforts and consumer response. Therefore, this research problem focuses on how digital marketing, pricing strategies, and product quality influence purchasing decisions, thus providing a basis for formulating more adaptive and competitive marketing strategies.

METHODS

This study uses a quantitative approach with an explanatory research design aimed at examining the causal relationship between digital marketing, pricing strategy, product quality,

and purchasing decisions. This approach was chosen because it provides empirical evidence and allows for generalization of the findings to a broader population.

The sampling technique used was purposive sampling, with respondents being consumers who had purchased frozen food products within a certain time period. This technique was deemed appropriate because respondents had direct experience related to the research object and could therefore provide relevant answers. The sample size was determined by considering the adequacy of multivariate statistical analysis, namely a minimum of 100 sample data for the number of research indicators, so the planned number of respondents was 125.

Data collection was conducted through a survey using a structured questionnaire distributed online. Each item was measured using a five-point Likert scale to capture respondents' level of agreement with the research statements. Data validity testing includes validity and reliability tests. Validity was tested using a validity correlation test, while reliability was measured using Cronbach's Alpha. Multiple regression was used as the data analysis technique because it can analyze simultaneous relationships between variables and is suitable for predictive models.

RESULTS AND DISCUSSION

RESULTS

The results of this study were analyzed through several systematic stages to ensure the quality and accuracy of the findings. The first stage was a validity test, which aimed to assess the indicators' ability to represent the research constructs through the correlation values of the indicators and variables. Next, a reliability test was conducted using Cronbach's Alpha to ensure the internal consistency of the instrument. The next stage was data analysis using a multiple linear regression approach to examine the relationships between variables partially and simultaneously. Finally, the hypothesis was tested.

1. Validity test

Testing the validity of indicators against variables is shown in Table 1.

Table 1: Validity test

Variable/ Indicator	Pearson Correlation	Sig. (2- tailed)
DigitalMarketing		
X1.1	0.689	0.000
x1.2	0.657	0.000
X1.3	0.565	0.000
X1.4	0.207	0.021
X1.5	0.670	0.000
X1.6	0.553	0.000
X1.7	0.640	0.000
X1.8	0.610	0.000
X1.9	0.549	0.000
X1.10	0.443	0.000
Price		
X2.1	0.549	0.000
X2.2	0.619	0.000
X2.3	0.355	0.000
X2.4	0.545	0.000
X2.5	0.625	0.000
X2.6	0.260	0.003
X2.7	0.575	0.000
X2.8	0.520	0.000
X2.9	0.510	0.000
X2.10	0.419	0.000
X2.11	0.265	0.003
X2.12	0.410	0.000
X2.13	0.333	0.000
X2.14	0.356	0.000
ProductQuality		
X3.1	0.643	0.000
X3.2	0.645	0.000
X3.3	0.502	0.000
X3.4	0.343	0.000
X3.5	0.575	0.000
X3.6	0.507	0.000
X3.7	0.620	0.000
X3.8	0.551	0.000
X3.9	0.534	0.000
X3.10	0.499	0.000
X3.11	0.370	0.000
X3.12	0.508	0.000
X3.13	0.289	0.001
X3.14	0.564	0.000

X3.15	0.461	0.000
X3.16	0.304	0.001
X3.17	0.284	0.001
X3.18	0.350	0.000
X3.19	0.140	0.119
PurchasingDecision		
Y1.1	0.697	0.000
Y1.2	0.689	0.000
Y1.3	0.596	0.000
Y1.4	0.791	0.000
Y1.5	0.564	0.000
Y1.6	0.680	0.000
Y1.7	0.630	0.000
Y1.8	0.632	0.000
Y1.9	0.337	0.000
Y1.10	0.649	0.000
Y1.11	0.385	0.000
Y1.12	0.421	0.000

The validity test results showed that most indicators in each variable had a significance level below 0.05, thus they were declared valid in measuring the research constructs. Only indicator X3.19 was insignificant and was therefore removed from the measurement. Overall, the research instrument was declared valid; the removal of weak indicators improved measurement accuracy and the quality of the research model.

2. Reliability Test

Reliability testing variables shows the results of the analysis presented in table 2

Table 2: Reliability test

Variable	Cronbach's Alpha Value
DigitalMarketing	0.747
Price	0.696
ProductQuality	0.786
PurchasingDecision	0.828

The reliability test results showed that all research variables had Cronbach's Alpha values above the minimum criterion of 0.60, thus the instrument was declared reliable and acceptable. The digital marketing variable obtained a value of

0.747, indicating a good level of internal consistency. The price variable had a value of 0.696, which was still above the acceptance limit, so it remained reliable. Furthermore, product quality recorded a value of 0.786, indicating a high level of reliability. The purchasing decision variable had the highest value of 0.828, indicating very strong consistency. Thus, all questionnaire items were able to provide stable and reliable measurement results.

3. Variable Determination Test

Testing the influence of determination, shows the results of the determination coefficient analysis presented in table 3:

Table 3: coefficient of determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.414	0.171	0.151	5.091

a Predictors: (Constant), Product_Quality, Price, Digital_Marketing

The results show that the R value of 0.414 indicates a sufficient relationship between digital marketing, price, and product quality on purchasing decisions. The R Square value of 0.171 indicates that 17.1% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 82.9% is influenced by other factors outside the research model. Meanwhile, the Adjusted R Square of 0.151 confirms that after adjusting for the number of variables, the model's ability to explain purchasing decisions is in the moderate category. Thus, the research model has adequate explanatory power although there is still an opportunity to add other variables.

4. Simultaneous Test of Variables

Simultaneous influence testing, shows the results of the simultaneous influence analysis presented in table 4:

Table 4: Simultaneous Test of Variables

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	647.483	3.000	215.828	8.327	0.000
	Residual	3136.389	121.000	25.921		
	Total	3783.872	124.000			

a Predictors: (Constant), Product_Quality, Price, Digital_Marketing

b Dependent Variable: Consumer_Purchasing_Decision

The results of the simultaneous regression test show that the F value is 8.327 with a significance level of 0.000, which means it is smaller than the limit of $\alpha = 0.05$. This significant F value indicates that digital marketing, price, and product quality together have an influence on consumer purchasing decisions. Thus, the regression model used is considered appropriate because it is able to explain the relationship between the independent and dependent variables simultaneously. These results also

indicate that the combination of these three variables plays a role in forming purchasing decisions, so that the research model can be used to explain consumer behavior empirically, in this case, purchasing decisions.

5. Regression Testing through Constant Values

Testing the constant values, shows the results presented in table 5:

Table 5: Regression results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1					
(Constant)	32.026	6.471		4.949	0.000
Digital_Marketing	-0.887	0.207	-0.671	-4.280	0.000
Price	0.019	0.100	0.017	0.188	0.851
Product_Quality	0.669	0.138	0.776	4.852	0.000
a	Dependent Variable: Consumer_Purchasing_Decision				

Based on the results of multiple linear regression analysis, the following equation was obtained:

$$Y = 32,026 - 0,887X_1 + 0,019X_2 + 0,669X_3$$

Information:

Y = Consumer Purchase Decision

X₁ = Digital Marketing

X₂ = Price

X₃ = Product Quality

This equation shows the direction and magnitude of the influence of each independent variable on consumer purchasing decisions:

- a. The constant value of 32.026 indicates that if digital marketing, price, and product quality are considered constant or have a value of zero, the purchasing decision remains at 32.026. This indicates that there are other factors outside the model that contribute to consumer purchasing decisions.
- b. A coefficient of -0.887 indicates that each one-unit increase in digital marketing actually decreases purchasing decisions by 0.887, assuming other variables remain constant. This negative trend indicates that the implemented digital marketing strategy may not be effective or may not be aligned with consumer preferences.
- c. A coefficient of 0.019 indicates that a price increase will increase purchasing decisions by 0.019. However, this effect is very small and insignificant, so price is not a

primary consideration for consumers when making purchases.

- d. A coefficient of 0.669 indicates that each increase in product quality will increase purchasing decisions by 0.669. This confirms that product quality is the most dominant factor in encouraging consumers to make purchases.

6. Hypothesis testing results

Partial hypothesis testing aims to determine the influence of each independent variable on purchasing decisions using a t-value and a significance level of 0.05 as decision-making criteria. If the significance value is <0.05, the hypothesis is accepted; if it is >0.05, the hypothesis is rejected.

- a. The first hypothesis tested the influence of digital marketing on purchasing decisions. The analysis showed a t-value of -4.280 with a significance level of 0.000, which is less than 0.05. Thus, the hypothesis was accepted, indicating that digital marketing significantly influences purchasing decisions. However, the regression coefficient was negative, indicating that an increase in digital marketing was accompanied by a decrease in purchasing decisions. This finding suggests that the implemented digital marketing strategy was not fully effective or did not align with consumer needs and preferences, thus not being able to optimally drive purchasing interest.
- b. The second hypothesis tested the effect of price on purchasing

decisions. The t-value was 0.188 with a significance level of 0.851, which is greater than 0.05. Therefore, the hypothesis was rejected, indicating that price does not significantly influence purchasing decisions. These results indicate that consumers tend not to consider price as a primary consideration when making purchases, but rather pay more attention to other factors such as the benefits and quality of the product offered.

- c. The third hypothesis examines the effect of product quality on purchasing decisions. The test results show a t-value of 4.852 with a significance level of 0.000, thus accepting the hypothesis. This means that product quality has a positive and significant influence on purchasing decisions. The higher the product quality perceived by consumers, the more likely they are to make a purchase. This finding confirms that product quality is a dominant factor in shaping purchasing decisions and is key for companies to increase their competitiveness in the market.
- d. Based on the results of the simultaneous test, a significance value of 0.000 was obtained, which is below the 0.05 test criterion. This indicates that the hypothesis stating that digital marketing, price, and product quality simultaneously influence purchasing decisions is accepted. This means that these three independent variables together can increase or influence consumer purchasing decisions. These findings confirm that an integrated marketing strategy, supported by appropriate pricing and good product quality, is a crucial factor in encouraging consumers to make purchases. Thus, the research model

has statistical significance and practical relevance.

DISCUSSION

The study results show that digital marketing has a significant influence on purchasing decisions, although the direction of the influence is negative. This indicates that the implemented digital marketing strategies are not yet effective in driving consumer purchasing decisions. This finding aligns with research by Nartea & Barrera, (2024) which states that digital marketing effectiveness is highly dependent on content quality and consumer engagement. Therefore, companies need to evaluate and optimize their digital marketing strategies to better align with consumer preferences and needs.

Analysis shows that price does not significantly influence purchasing decisions. This indicates that consumers do not consider price as a primary factor in making purchases, but rather consider other aspects such as product quality. Research by Sari & Kusumasari, (2025) supports this finding, stating that although price has a positive influence, it is not significant on purchasing decisions. Therefore, companies should focus on increasing product added value rather than competing on price.

Product quality has been shown to have a positive and significant influence on purchasing decisions. Consumers tend to consider product quality more heavily in their purchasing decision-making process. Research by Handayani & Sutawijaya, (2024) supports this finding, stating that product quality and brand image play a significant role in influencing purchasing decisions. Therefore, companies need to ensure high product quality to increase consumer satisfaction and loyalty.

Simultaneously, digital marketing, price, and product quality significantly influence purchasing decisions. Although price does not have a significant effect individually, when combined with digital marketing and product quality, these three variables can explain variation in consumer purchasing decisions. Research by (Bara et al., (2022); Puji et al., (2024) shows that price and product quality simultaneously have a significant influence on purchasing decisions. Therefore, companies need to integrate effective digital marketing

strategies, competitive pricing, and product quality improvements to maximize their influence on consumer purchasing decisions.

CONCLUSION

This study aims to analyze the influence of digital marketing, price, and product quality on consumer purchasing decisions. The results show that digital marketing partially has a significant but negative influence on purchasing decisions, indicating that the implemented digital marketing strategy is not fully effective in driving consumer purchasing interest. Price does not significantly influence purchasing decisions, so it is not a primary consideration for consumers in making choices. Conversely, product quality is proven to have a positive and significant influence and is the most dominant factor in increasing purchasing decisions. Furthermore, simultaneous testing shows that digital marketing, price, and product quality together have a significant influence on purchasing decisions, thus the research model is considered capable of explaining consumer behavior empirically. Theoretically, this study strengthens the concept of consumer behavior that places product quality as the primary determinant in forming purchasing decisions, while also demonstrating that the effectiveness of digital marketing depends not only on the intensity of promotion but also on the suitability of the strategy to consumer needs. These findings also emphasize the importance of marketing strategy integration in creating value for customers. Practically, companies are advised to prioritize improving product quality as a primary strategy in winning market competition. Evaluation of digital marketing strategies is also necessary to make the messages delivered more relevant and able to increase consumer engagement. Although price was not proven to be significant, companies still need to maintain competitive prices to maintain consumer perceptions of value. This study has limitations, particularly in the number of variables used, which makes it unable to explain all factors influencing purchasing decisions. Furthermore, the limited scope of respondents may also affect the generalizability of the findings. Therefore, future research is recommended to add other variables such as consumer trust, brand image, or customer experience, as well as expand the sample size to

produce a more comprehensive model with stronger predictive power.

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