

## **The Influence of Lifestyle and Brand Image on Purchasing Decisions for Mundo Products with Purchase Intention as an Intervening Variable at PT. Jumbo Niaga Lestari**

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### **ABSTRACT**

The textile industry in Indonesia has great potential with various types of raw materials, including cotton, silk, rattan, and polyester. An integrated supply chain is the key to success in this industry, which is currently experiencing positive growth. Socks are an important textile product and have become part of the lifestyle, especially in the digital era. This study aims to understand the effect of lifestyle and brand image in the digitalization era on purchasing decisions for Mundo socks products through purchase intention as an intervening variable. This research uses descriptive quantitative methods. The research sample size was determined by the Slovin method with an error rate of 5% resulting in 154 respondents. data was collected with various research instruments, literature studies and research questionnaires. The results showed that Lifestyle and Brand Image and Purchase Intention as intervening variables had a partial and simultaneous effect on Purchasing Decisions at PT. Jumbo Niaga Lestari. And Lifestyle is the most dominant variable influencing Purchasing Decisions at PT. Jumbo Niaga Lestari.

**Keywords:** Brand Image, Lifestyle, Partial, Purchase Decision, Purchase Intention.

### **INTRODUCTION**

Indonesia has natural resources in the form of cotton, natural fibers such as silk and rattan, and synthetic raw materials such as polyester. This provides great potential for the textile industry in producing various types of products with varied and quality raw materials. The development of textile products is an important part of the manufacturing sector in many countries, including Indonesia.

In addition, the development of textile products is also related to the industry's ability to integrate the supply chain. In the textile industry, good coordination between manufacturers, suppliers, and other business partners is key to achieving success. A well-integrated supply chain enables stable procurement of raw materials, high production efficiency, and timely distribution of products, thus being able to respond well to market demand. According to the Central Bureau of Statistics (BPS) in 2022, despite facing tough challenges and the threat of recession, the Indonesian economy was able to grow positively by 5.31% (yoy) in 2022. One sector that is a catalyst in driving national economic performance is the Textile and Textile Products (TPT) and Footwear industry sector. In 2022, the performance of the textile trade balance experienced a surplus of USD3.71 billion or an increase of 3.34% compared to the previous period. Likewise with footwear, which experienced a surplus of USD1.03 billion or an increase of 41% compared to the previous period. The United States and Europe are still the main export

destinations for these two industries, by understanding the background of the development of textile products in Indonesia, stakeholders can plan the right strategy to optimize the potential of this industry. The government, companies, and businesses in the textile industry can work together to improve competitiveness, strengthen supply chains, encourage product innovation, and adopt sustainable and environmentally friendly business practices.

Socks are a type of textile product that is used by many people in various walks of life, both men and women, children and adults. Socks have an important role in completing the appearance, providing comfort, and protecting the feet from friction and extreme temperatures. Along with the times and fashion trends, socks are no longer just considered a functional product, but also a part of today's lifestyle. People now tend to share their product experiences through social media. They can upload photos, comment and recommend sock brands and styles to their friends and followers. This creates greater reach and brand awareness, as well as offering brands the opportunity to engage directly with consumers and build deeper relationships. Many brands and designers have developed a wide range of socks with diverse designs, attractive colors, and the latest materials and technologies to meet consumer needs and preferences.

In the digital age, the lifestyle of consumers of sock products has undergone major changes. The development of technology and easy access to the internet has changed the way consumers find, buy and use socks. One of the biggest changes in the lifestyle of sock consumers is the way they search for information. In the past, consumers had to rely on physical stores or catalogs to view sock options. However, with the advent of e-commerce platforms and brand websites, consumers can now easily explore different brands, models and styles of socks through digital devices. They can view product images, descriptions, reviews and testimonials online before making a purchase decision.

In addition, digitalization has also affected the way consumers buy socks. With the popularity of e-commerce, buying socks online has become increasingly common. Consumers can order socks with just a few clicks and have the product delivered right to their door. Digital payments and flexible delivery options make it easy for consumers to get socks quickly and easily. Digitalization has made it easier for consumers to access a wide range of sock brands and product options. They can explore local and international brands and learn about the latest materials, designs and trends. Consumers can also choose from a variety of sock colors, patterns, and styles based on personal preferences. Overall, the lifestyle of sock consumers in the digital age is changing rapidly. With easy access to information and online purchasing, consumers can more easily explore, select and use socks based on their personal preferences.

Mundo as an original Indonesian sock product, not only sells its products in the local market but has also reached a global market share where its products have been exported in several countries including Australia, France, Germany, Japan, Malaysia, Singapore, and the UK. The following is the sales data of Mundo products from 2019 to 2022 in the following table:

**Table 1. Sales data from 2019 to 2022**

YEAR	SALES
2019	Rp 12,497,119,950
2020	Rp 4,096,672,252
2021	Rp 2,489,762,258
2022	Rp 2,864,537,616

Source: Sales data of Pt. Jumbo Niaga Lestari from 2019 to 2022

The digitalization era also provides an opportunity for brands to showcase their sustainability and social responsibility. Consumers are increasingly concerned about environmental and social issues, and they tend to favor brands that adopt sustainable practices. Brands that commit to using eco-friendly materials, responsible production processes, or supporting social programs have a greater chance of building a positive brand image in the eyes of consumers. Overall, digitalization has played a major role in shaping the brand image of sock consumers. With social media, online reviews, direct communication, and a focus on sustainability, brands can build a strong brand identity, increase brand awareness, and form positive perceptions in the eyes of consumers.

The increasing number of sock brands will have an impact on people's buying interest by considering the brand before deciding on their purchasing decisions so that with this brand image the lifestyle in society in following the current sock trend. Based on the explanation above, the researcher wants to find out more about "The Influence of Lifestyle and Brand Image in the digitalization era on Purchasing Decisions for Mundo Products Through Purchase Intention as an Intervening Variable at PT Jumbo Niaga Lestari". The purpose of this study is to determine whether or not there is an influence of lifestyle and brand image on purchasing decisions for Mundo products through buying interest as an intervening variable.

## LITERATURE REVIEW

### 1. Lifestyle

According to Kotler (2012: 192), lifestyle is "a person's way of life in the world, which is expressed through his activities, interests and opinions". Lifestyle describes the whole person who interacts with the environment. Meanwhile, according to Widiastuti (2009: 10), the concept of lifestyle is the behavior that a person shows in activities, interests, and opinions, especially those related to self-image that reflect his social status. In addition, according to (Ustanti, 2018), Lifestyle is the habit of people allocating money and time for personal enjoyment. According to Sunarto & Reski Amalia (2017: 92) there are 3 indicators in lifestyle, including: 1). Activity in lifestyle refers to the level of physical activity, daily living habits, and participation in certain activities. This activity reflects how a person spends time and energy in all areas of life. In the context of product sales or marketing, activity indicators can help measure consumer interaction and engagement with a particular product or brand; 2). Interest Lifestyle interest refers to an individual's interest or passion for a particular topic, activity or thing. Interest reflects the strength of a person's interest in something, and can affect his attention and search. In the context of sales and marketing, interest indicators can help measure whether consumers are interested in a product or brand; 3). Opinions in lifestyle refer to a person's subjective view, opinion, or evaluation of something. Opinions reflect how a person views and evaluates a particular situation, product, or issue. In the context of sales and marketing, opinion indicators can help measure how consumers view a product or brand by looking at how satisfied they are, and what is considered positive or negative.

### 2. Brand Image

Brand Image is a picture associated with existing brand associations and customer trust (Mardikaningsih & Sinambela, 2016). Another view from the American Marketing Association (Chen, 2010) defines a brand as a name, term, sign, mark, design, or combination thereof, designed to identify the goods or services of a seller or group of sellers and to distinguish them from differentiated competing opponents. According to Fianto et al (2014) brand image can be measured using indicators including: 1). saliency in brand image is the extent to which a brand stands out and is easily remembered by consumers in various contexts or situations. Brands with high saliency are often the first

choice or main consideration for consumers in the decision-making stage. Measuring saliency can help understand how strong a brand is in the minds of its consumers; 2). Reputation in brand image refers to how consumers and society perceive and recognize a brand. Brand reputation reflects the history of the brand, whether it has a positive or negative image, and overall perception. Reputation measurement can help understand whether a brand is viewed positively or negatively by consumers; 3). Familiarity in brand image measures how well-known a brand is among individuals. The degree to which consumers recognize and remember the brand is indicated by their level of familiarity; 4). Trust in brand image can be based on product quality, brand reliability, or the principles upheld by the company; 5). service excellence can measure the extent to which a brand is perceived as offering outstanding service and satisfying customer needs reflected in the service excellence brand image indicator. Exceptional customer service has the potential to differentiate the brand from competing products.

### **3. Purchase Intention**

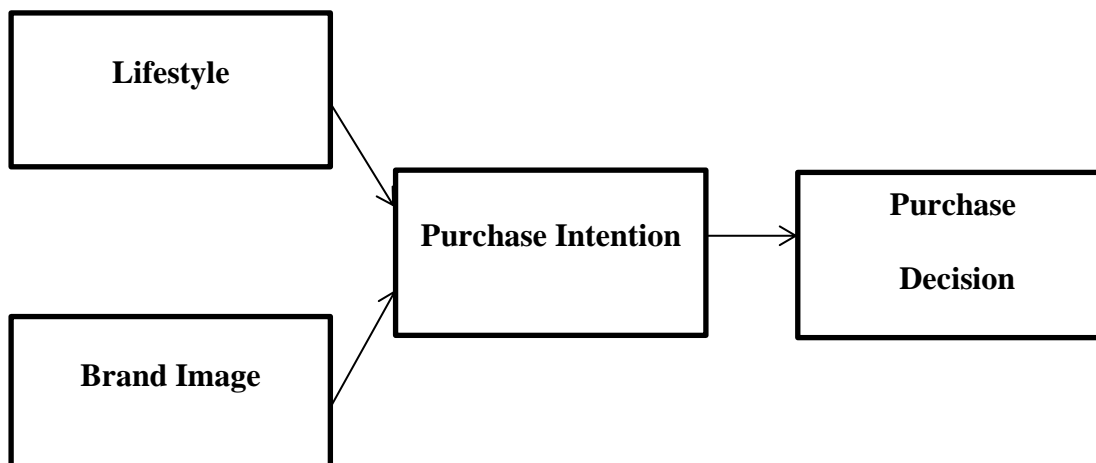
Kotler and Keller (2009) define purchase intention as a response to an object that shows consumer intention to make a purchase. High purchase interest in this scenario affects purchasing decisions. Purchase interest is considered a measurement of consumer interest in making a purchase of a product. Ferdinand (in Hariani 2013) lists the indicators: 1) transactional interest shows whether customers are likely to buy from the brand, perhaps because they have a certain need or are interested in the goods or services provided; 2) refrential interest indicates the customer's desire to support or mention a particular brand or item to others. Consumers often have good brand interactions and feel comfortable discussing those interactions with others.; 3) preferential interest in a brand or product is determined. this indicator reveals the extent to which customers prioritize or choose brands under certain circumstances.; and 4) exploratory interest in brand image consumer attitudes in learning more about brands or products, consumers who have high curiosity often want to learn more about the company, either through direct experience or active search.

### **4. Purchase Decision**

Purchasing decisions, according to Alma (2011), are things that are seriously considered by a buyer when choosing goods and services related to his desires, Purchasing decision making is a stage of the entire psychological process and other physical activities that occur at a certain time and time in the purchasing process, and to meet certain needs, in other words, a series of stages that must be passed by consumers. Each brand has its own advantages in marketing its products to attract consumers so that it supports its sales Sales of Aspira Spare Parts PT Calispo Multi Utama Medan are Growing.Sawhani (2021: 19, in Angelia Siatama, et al)". The steps that consumers take before making a purchase choice according to Kotler and Keller (2009) are as follows: (1) problem recognition includes Consumer knowledge of the problem or need to be solved is a component of this stage. Consumers can believe that they have an unmet demand or a challenge that must be resolved. Consumers first see a problem when they understand the difference between the existing situation and the desired situation; (2) seeking information, Consumers will seek information about potential solutions after realizing a problem or need. This may include comparing available options and learning more about related goods or services. Information can be obtained by consumers from various sources, including the internet, friends, family, product reviews, etc.; (3) evaluation of alternatives at this stage Consumers begin to assess the many choices or alternatives available to satisfy their wants or solve their problems at this time. They consider the characteristics, advantages, price, brand, and other aspects of each option. Consumers can narrow down their choices to those that best suit their tastes and needs thanks to this review procedure; (4) make a purchase decision, consumers will choose to buy after

evaluating. They will choose the alternative they believe to be the best. Price, quality, brand, features and other value-added factors may influence this choice. This choice can result in an immediate purchase or a delayed purchase; and (5) consumer behavior after making a purchase is the focus of the last phase. This can include post-purchase analysis, customer happiness, and the emotional and practical effects of the transaction. Consumer actions after making a purchase have the potential to influence future purchase choices and brand loyalty.

**Figure 1.** Framework of Thought



## RESEARCH METHOD

The author uses a quantitative approach method. The author examines the influence of variables, namely the influence of Lifestyle, and brand image on purchasing decisions through buying interest in retail consumers of mundo sock products in Medan. The population of stores that sell mundo products in 2019-2022 is 250 stores spread across the city of Medan. So that the sample determined in this study using the slovin formula was 154 respondents from retail stores that sell mundo products in Medan city. This research uses the random sampling method to determine the sample. This research was conducted through a survey using a questionnaire method distributed via online media with google form. Respondents filled out a questionnaire with a Likert scale that the researcher had provided in google form. The analysis method used is path analysis and multiple linear regression.

## RESULTS

In this study conducted with a regression analysis model, where the regression analysis will test data processing using the help of the SPSS version 25 computer program with 154 respondents from retail stores spread across the city of Medan.

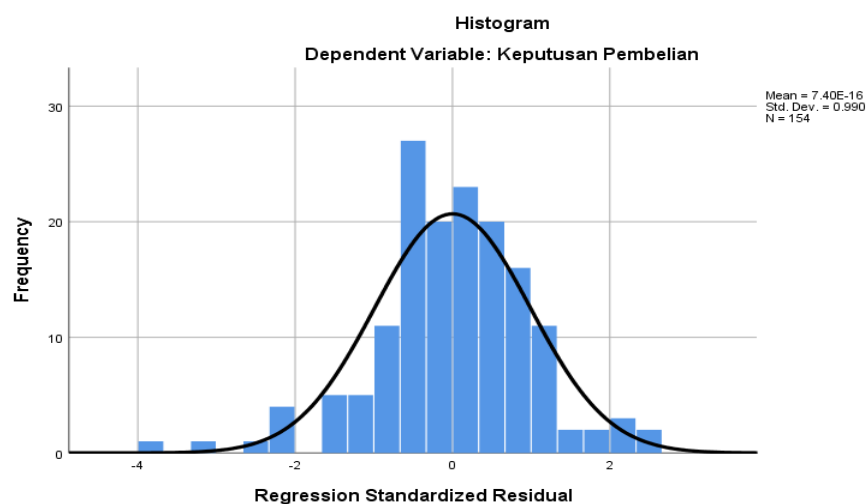
Characteristics of respondents based on loyalty, namely respondents who have been customers for 1 year 33 stores (21.2%), respondents who have been customers for 2 years 39 stores (25.5%), respondents who have been customers for more than 2 years 82 stores (53.3%), This explains that overall those who have been customers for more than 2 years are more dominant because they have a higher percentage.

Characteristics of respondents based on frequency of purchase, namely respondents who bought 1 time a month amounted to 38 stores (24.5%), respondents who bought

more than 1 time a month amounted to 116 stores (75.5%), this explains that overall those who buy more than 1 time a month are more dominant because they have a higher percentage.

This study uses a validity test as a test tool to measure whether a questionnaire is valid or not, and a reliability test as a tool to measure a questionnaire which is an indicator of a variable or structure. The results of the study through the validity test and reliability test showed that the value of  $R_{count}$  on the indicators on the lifestyle variable ( $X_1$ ), brand image ( $X_2$ ), purchase intention (Y) and purchase decision (Z) was greater than  $R_{tabel}$ , a sample of 154 people and  $\alpha = 5\%$  resulted in an  $R_{tabel}$  of 0.361 so that it was declared valid. While the reliability test results show the Cronbach's Alpha value of each variable above 0.600, so according to the standard it can be concluded that all variables are reliable or reliable.

**Figure 2.** Normality Test Results



Source: Data processed,2023

The results of the histogram normality test show that the research data is normally distributed, indicated by the direction of the data line following the histogram line in the histogram normality test.

**Figure 3.**Normal Probability Plot of Regression



Source: Data processed,2023

from figure 3 above shows that the data points around the diagonal line and follows the direction of the diagonal line, so the regression model fulfills the assumption of normality.



**Table 2.** Multicollinearity Test

Variabel	Tolerance	VIF
Lifestyle ( $X_1$ )	0,547	1,827
Brand Image ( $X_2$ )	0,535	1,868
Purchase Intention (Y)	0,745	1,343

Source: Data processed,2023

Based on the table above, it can be seen that the colleration value for the Lifestyle, Brand Image, and Purchase Intention variables respectively has a tolerance value (0.547), (0.535), (0.745)> 0.1 and a VIF value (1.827), (1.868), (1.343) < 10 so it can be concluded that the Lifestyle, Brand Image and Purchase Intention variables do not have multicollinearity.

**Table 3.** Multiple Linear Regression Test

Coefficients <sup>a</sup>				
Model		Unstandarized Coefficients		Standarized Coefficients
		B	Std. Error	Beta
1	(Constant)	28,688	4,609	
	Lifestyle	0,143	0,151	0,090
	Brand Image	0,032	0,087	0.035
2	(Constant)	5,733	2,555	
	Purchase Interest	0.499	0,089	0,435

Source: Data processed,2023

$$Z=28,688+0,143+0,032$$

$$Y=5,733+0.499$$

Based on this equation, it can be concluded. A constant of 28.688 statistically means that if Lifestyle, Brand Image and Purchase Intention are worth 0 or no value, then the Purchasing Decision remains at 28.688. The regression coefficient of the Lifestyle variable ( $X_1$ ) of 0.143 indicates that every increase in the Lifestyle variable by 1 unit, the Purchasing Decision will increase by 0.143 units. And the coefficient is positive, so the effect of Lifestyle on Purchasing Decisions is positive or increases in the same direction. This means that the Lifestyle variable can influence the Purchasing Decision for Mundo Socks Products at PT. Jumbo Niaga Lestari. The Brand Image variable regression coefficient ( $X_2$ ) of 0.032 indicates that every increase in the Brand Image variable by 1 unit, the Purchasing Decision will increase by 0.032 units. And the coefficient is positive, so the effect of Brand Image on Purchasing Decisions is positive or increases in the same direction. This means that the Brand Image variable can influence the Purchasing Decision for Mundo Socks Products at PT. Jumbo Niaga Lestari. The coefficient of the Purchase Interest variable (Y) of 0.499 indicates that every increase in the Purchase Interest variable by 1 unit, the Purchasing Decision will increase by 0.499 units. And the coefficient is positive, so the effect of Purchase Intention on Purchasing Decisions is positive or increases in the same direction. This means that the Purchase Intention variable can influence the Purchase Decision for Mundo Socks Products at PT. Jumbo Niaga Lestari.

**Table 4.** Test t

Variabel	t	sig
Lifestyle ( $X_1$ )	6,225	000

Brand Image ( $X_2$ )	5,951	000
Purchase Intention (Y)	5,365	000

Source: Data processed,2023

Based on Table 6 of the partial test results above, it can be seen that the Lifestyle variable ( $X_1$ ) shows that the tcount value (5,951) > ttable (1,983) with a significant level of  $0.000 < 0.05$  so it is concluded that there is a partially significant positive influence between Lifestyle on Purchasing Decisions at PT. Jumbo Niaga Lestari. In the Brand Image ( $X_2$ )  $X_2$  variable, it can be seen that the tcount value (5.365) > ttable (1.983) with a significant level of  $0.000 < 0.05$  so it is concluded that there is a partially significant positive influence between Brand Image on Purchasing Decisions at PT. Jumbo Niaga Lestari. In the Purchase Interest (Y) variable, it can be seen that the tcount value (5.603) > ttable (1.983) with a significant level of  $0.000 < 0.05$  so it is concluded that there is a partially significant positive influence between Purchase Interest on Purchasing Decisions at PT. Jumbo Niaga Lestari.

**Table 5** Test F

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	1705.853	3	568.618	18.470	0,000 <sup>b</sup>
	Residual	4617.913	150	30.786		
	Total	6323.766	153			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Purchase Intention, Lifestyle, Brand Image

In Table 5 above, it can be seen that the value of  $F_{hitung}$  (18.470) >  $F_{tabel}$  (3.056) with a significant  $0.000 < 0.05$  so it can be concluded that there is a significant influence between Lifestyle, Brand Image and Purchase interest on purchasing decisions at PT Jumbo Niaga Lestari.

**Table 6.** Coefficient of Determination

Model	$R^2$	R Square	Adjusted R Square	Std. Error of the Estimate
1	.519 <sup>a</sup>	.435	.355	5.549

a. Predictors: (Constant), Purchase Intention, Lifestyle, Brand Image

b. Dependent Variable: Purchase Decision

Source: Data processed,2023

Based on the table of the results of the coefficient of determination test above, it can be seen that the R Square ( $R^2$ ) value or the coefficient of determination obtained is 0.450, meaning that the Purchasing Decision variable can be explained by the variables of Purchase Interest (Y), Lifestyle ( $X_1$ ), and Brand Image ( $X_2$ ) by 43.5% while the remaining 56.5% is influenced by other factors that come from outside this research model such as price, promotion, location and various other variables.

## DISCUSSION

Lifestyle influences a person's behavior and consumption choices. People tend to choose certain products, services or activities because they are associated with a certain lifestyle. A person's lifestyle also changes over time, influenced by a person's desire to change his lifestyle, both in the way he dresses and in his habits and behavior.



This is in accordance with the results of research conducted by Hijriyanti, S. A., Effendi, A., Abdullah, W., & Image, B. (2023) on "The Effect of Trend and brand Image on Purchasing Decisions with Lifestyle as an Intervening variable on Bella Square brand jilbab customers in Kolaka Regency", the results showed that lifestyle has an effect on Purchasing Decisions. And relevant to the results of research by Febiyati, L., & Aqmal, D. D. (2022). which states that the purchase interest variable has a positive effect on purchasing decisions.

Based on the results of the t test, it shows that lifestyle and brand image and buying interest as intervening variables partially have a positive and significant influence on purchasing decisions at PT. Jumbo Niaga Lestari. The results of the F test show that lifestyle and brand image and purchase intention as intervening variables simultaneously have a positive and significant influence on purchasing decisions at PT. Jumbo Niaga Lestari.

## CONCLUSIONS

A strong brand image is a valuable asset in marketing. It turns out that buying interest also plays an important role, high buying interest encourages consumers to make purchases. The statistical test results show that these three variables partially or simultaneously influence purchasing decisions.

In business, understanding this relationship can help companies design marketing strategies that are more effective and better suited to changing consumer lifestyles, strengthen brand image, and stimulate consumer purchase interest, all with the goal of increasing sales and customer satisfaction.

From the results of the coefficient of determination, it shows that the effect of Lifestyle and Brand Image variables and Purchase Intention as Intervening Variables simultaneously on Z is 43.5%, while the remaining 56.5% is influenced by other factors.

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