

## THE EFFECT OF BRAND IMAGE, PRICE PERCEPTION AND ONLINE CUSTOMER REVIEW ON PURCHASE DECISIONS OF AZARINE COSMETIC PRODUCTS IN DENPASAR CITY

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### Abstract

In an era of increasingly intense competition within the cosmetic industry, companies are required to comprehensively understand the factors influencing consumer purchase decisions. The emergence of numerous new brands, issues related to brand image, price sensitivity, and the proliferation of consumer reviews on digital platforms have made consumer behavior more dynamic and complex. This research is conducted to analyze the effects of brand image, price perception, and online customer review on purchasing decisions of Azarine Cosmetic products in Denpasar City. This research employs a quantitative approach using a survey method. The data were collected by administering questionnaires to consumers who have previously used Azarine Cosmetic products in Denpasar city, utilizing a non-probability sampling technique. Data analysis was conducted using multiple linear regression analysis to examine the influence of each independent variable on purchasing decisions as the dependent variable. The analysis demonstrates that brand image has a positive and significant effect on purchasing decisions, suggesting that a strong brand image can enhance consumer trust and purchase intention. Price perception also demonstrates a positive and significant effect on purchasing decisions, indicating that the alignment between price, quality, and product benefits is a key consideration for consumers. Furthermore, online customer review have a positive and significant effect on purchasing decisions, highlighting the important role of consumer reviews in shaping confidence and reducing uncertainty prior to purchase. These findings provide important implications for cosmetic companies to strengthen brand image, set competitive pricing strategies, and strategically manage consumer review

**Keywords:** Brand image, Price perception, Online customer review , Purchase decision

### INTRODUCTION

Lifestyle Changes, increasing appearance demands, and easy access to information through digital media have encouraged consumers to become more proactive in searching for and comparing products prior to making purchase decisions. This condition has intensified brand competition at both domestic and global levels, where companies compete by offering product innovations, pricing strategies, and increasingly diverse marketing approaches (Setiawati & Susanti, 2022). In an increasingly competitive market environment, consumer purchase decisions are no longer based solely on product functionality. Consumers' perceptions of a brand play a crucial role, as they shape trust and confidence before a purchase decision is made. Brand image

represents a collection of associations, impressions, and beliefs embedded in consumers' perceptions (Kotler & Keller, 2016).

A positive brand image can enhance consumer trust and reduce perceived risk before the buying decision (Kotler & Keller, 2016). Numerous studies have demonstrated that a strong brand image significantly influences purchase decisions (Darmanik & Suhardi, 2024; Adimuntja, 2024; Agustina & Fadhilah, 2024). However, contrasting findings have also been reported, indicating that brand image does not always serve as a primary determinant of purchase decisions (Djauhar & Suharlihan, 2021; Yunita & Indriyatni, 2022). These inconsistencies suggest that the effect of brand image is highly contingent upon product context, consumer characteristics, and market conditions. Price is another important consideration throughout the decision making stage of purchasing. Price perception is not merely related to whether a product is considered cheap or expensive, but rather reflects consumers' evaluations of the balance between the cost incurred and the quality and value received (Monroe, 1990). Consumers tend to accept prices when they perceive the value obtained to be commensurate with the sacrifices made (Tjiptono & Fandi, 2019). Several studies indicate that price perception contributes positively to purchase decisions (Pratama & Maskur, 2024; Latifah et al., 2024; Yanti et al., 2024). Conversely, some empirical findings reveal that price perception does not have a significant influence on purchase decisions (Raynanda et al., 2022; Fauziah, 2023). These divergent results further emphasize the importance of re-examining price perception across different research contexts and objects.

Advancements in digital technology have transformed consumer behavior in accessing pre-purchase information. Consumers increasingly pay attention to the experiences of other users conveyed through online reviews. Online customer review are perceived as more neutral references because they are based on firsthand user experiences (Hartanto & Indriyani, 2022; Arief et al., 2023). Reviews disseminated on digital platforms are capable of shaping perceptions, influencing trust levels, and are frequently used as references prior to purchase decisions (Hindun et al., 2023; Sugiharto & Hanif, 2023). However, empirical evidence suggests that their influence on purchase decisions is not always consistent (Murti & Santosa, 2023; Taufik, 2023), indicating that this variable remains relevant for further investigation.

Azarine Cosmetic is a local cosmetic brand that has been present in the Indonesian market for a considerable period and is currently facing increasingly complex competitive dynamics. Azarine Cosmetic has encountered challenges related to brand image, as the brand has recently experienced negative public perceptions due to reports alleging overclaim practices, namely exaggerated product quality claims that are perceived as inconsistent with actual performance. In addition, Azarine Cosmetic faces pricing-related challenges, as interviews indicate that the emergence of numerous new cosmetic brands offering comparable or superior quality at similar price levels has intensified competition. Furthermore, issues related to online customer review have emerged, as some users have expressed dissatisfaction with Azarine Cosmetic products.

Reviews posted on various digital platforms are likely to influence potential consumers' purchase decisions.

Consumers' perceptions of brand image, product price, and online reviews circulating on digital platforms are therefore factors that potentially influence purchase decisions. This condition renders consumer purchase decisions an empirically interesting phenomenon to examine. Accordingly, this study aims to analyze the effects of brand image, price perception, and online customer review on purchase decisions of Azarine Cosmetic products in Denpasar City. The findings are expected to enrich the literature on consumer behavior and provide practical insights for companies in formulating responsive and sustainable marketing strategies.

Based on the phenomena described above, this study is conducted under the title: "The Effect of Brand Image, Price Perception, and Online customer review on Purchase Decisions of Azarine Cosmetic Products in Denpasar City."

## **LITERATURE AND HYPOTHESES**

### **Theory of Planned Behavior dan Keputusan Pembelian**

The Theory of Planned Behavior (TPB) is used to explain how individual behavior is formed through a planned and rational process. This theory posits intention as the primary determinant that drives an individual to perform a particular behavior, where intention is influenced by behavioral evaluation, normative pressure, and perceived behavioral control (Ajzen, 1991). In the context of consumer behavior, purchase decisions are not understood as spontaneous actions but rather as the outcome of an evaluative process in which consumers assess various types of information prior to making a purchase (Kotler & Keller, 2016). In this study, the Theory of Planned Behavior serves as the conceptual framework for interpreting purchase decisions related to Azarine Cosmetic products. Brand image is conceptualized as a representation of consumers' attitudes toward the brand, price perception reflects consumers' evaluation of their ability and willingness to make a purchase, and online customer review represent social influence derived from the experiences of other consumers. This framework enables a more systematic analysis of the factors influencing consumer purchase decisions.

### **Brand Image**

Brand image represents the construction of consumers' perceptions and beliefs toward a brand, formed through consumption experiences and exposure to information. These perceptions play contributes substantially to decision making, as consumers tend to rely on brand image when faced with multiple product choices that possess relatively similar characteristics. A positive brand image can improve consumer trust and reduce perceived risk prior to purchase (Kotler & Keller, 2016). According to Gunawan et al. (2022), brand image consists of three indicators: brand strength, brand uniqueness, and product favorability.

### **Price Perception**

Price perception reflects consumers' subjective assessment of the fairness the pricing of a product when compared with its perceived quality and advantages. Price is not merely understood as the monetary cost that must be incurred, but also as a value indicator used by consumers to evaluate the appropriateness of a product before making a purchase decision (Monroe, 1990). According to Hakim et al. (2019), price perception comprises four indicators: price affordability, price–quality congruence, price–benefit congruence, and price competitiveness.

### **Online Customer Review**

Online customer review constitute a form of consumer-to-consumer communication conveyed through digital platforms based on product usage experiences. These reviews serve as an important source of information for potential consumers, as they are perceived to be more objective and credible than information directly provided by companies (Hartanto & Indriyani, 2022). According to Pujianti and Wibowo (2021), online customer review are measured through four indicators: review usefulness, review timeliness, positive review valence, and review volume.

### **Purchase Decision**

A purchase decision is a problem-solving activity undertaken by people when making a selection the most appropriate behavioral alternative from two or more options and is regarded as the final action in the purchasing process, which involves several stages of decision-making (Firmansyah, 2019). According to Yuliasuti and Usila (2021), purchase decisions are reflected through four indicators: confidence in purchasing the product, purchasing due to preference for the brand, purchasing based on suitability with needs and desires, and purchasing based on recommendations from others

### **Research Hypotheses**

#### **The Effect of Brand Image on Purchase Decision**

Kotler and Keller (2016:330) define brand image as consumers' perceptions of a brand, reflecting the associations stored in consumers' minds. Brand image represents the set of associations that arise when consumers recall a particular brand, which may manifest in the form of specific thoughts and shows related to that brand. Previous studies conducted by Darmanik and Suhardi (2024), Adimunja (2024), and Agustina and Fadhilah (2024) indicate that brand image has a positive and significant effect on purchase decisions. Similarly, Arianty and Andira (2021) found that brand image positively and significantly influences purchase decisions. In contrast, research by Djauhar and Suharlihan (2021) reports a negative and insignificant effect of brand image on purchase decisions. Based on the findings of prior studies, the following hypothesis is proposed:

**H1:** Brand image has a positive and significant effect on the purchase decision of Azarine Cosmetic products.

## **The Effect of Online Price Perception on Purchase Decision**

Persepsi Price perception refers to a comprehensive representation of selected price-related information that is compared with consumers' experiences or expectations (Wardhana et al., 2023). Price is one of the key determinants in brand selection and is closely related to consumers' purchase decisions. Studies conducted by Pratama and Maskur (2024), Latifah (2024), and Pratiwi and Maskur (2023) demonstrate that price perception has a positive and significant effect on purchase decisions. This finding is further supported by Yanti (2024), who also reports a positive and significant influence of price perception on purchase decisions. Conversely, research by Salsabila and Maskur (2022) indicates a negative and insignificant effect of price perception on purchase decisions. Based on previous research, the following hypothesis is formulated:

**H2:** Price perception has a positive and significant effect on the purchase decision of Azarine Cosmetic products.

## **The Effect of Online Customer Review on Purchase Decision**

Latief and Ayustriana (2020) state that online customer review are platforms that allow consumers to freely and easily share comments and opinions online regarding products or services, which can exert a substantial influence on purchase decisions. Previous studies by Hindun (2023), Tito (2025), and Sugiharto and Hanif (2023) reveal that online customer review have a positive and significant effect on purchase decisions. Similar results are also reported by Istinawati and Nurlinda (2024), who find that online customer review positively and significantly influence purchase decisions. In contrast, Khoirunisa and Nurhayati (2024) report a negative and insignificant effect of online customer review on purchase decisions. Based on prior empirical evidence, the following hypothesis is proposed:

**H3:** Online customer review have a positive and significant effect on the purchase decision of Azarine Cosmetic products.

### **1. RESEARCH METHODOLOGY**

The research took place in Denpasar City, as Denpasar serves as the center of economic activity in Bali, and based on preliminary interviews, a large proportion of the population shows a strong interest in using skincare products. The object examines the influence of brand image, price perception, and online customer review on purchase decisions regarding Azarine Cosmetic products in Denpasar City. The research population comprises users of Azarine Cosmetic products in Denpasar; however, the exact number of this population is not clearly identified. Therefore, purposive sampling was employed by selecting respondents who met specific criteria, namely individuals who have used Azarine Cosmetic products and are domiciled in Denpasar City. Given that the population size is unknown, the sample size was calculated based on Hair's formula, resulting in 105 respondents. Data for this research were gathered through observation, interview sessions, and questionnaire distribution. Data analysis was

performed using multiple linear regression analysis to examine the effect of the predictor variables on purchase decisions. Prior to regression testing, the research instruments and data were evaluated through Validity and reliability testing were conducted, followed by classical assumption tests comprising normality, multicollinearity, and heteroscedasticity assessments. Hypothesis testing employed the t-test to examine the individual influence of each independent variable, while the coefficient of determination was utilized to measure the model's ability to explain the variation in the dependent variable in explaining variations in purchase decisions.

#### 4) Results and Discussion

##### Instrument Testing

##### a. Validity Testing

**Table 1**  
**Results of Instrument Validity Test**

No.	Variable	Item Statement	Correlation Coefficient	Standard	Remark
1.	<i>Brand Image (X<sub>1</sub>)</i>	X1.1	0,837	0,30	Valid
		X1.2	0,847	0,30	Valid
		X1.3	0,818	0,30	Valid
2.	Price perception ( <i>X<sub>2</sub></i> )	X2.1	0,931	0,30	Valid
		X2.2	0,944	0,30	Valid
		X2.3	0,958	0,30	Valid
		X2.4	0,931	0,30	Valid
3	<i>Online Customer Review (X<sub>3</sub>)</i>	X3.1	0,940	0,30	Valid
		X3.2	0,889	0,30	Valid
		X3.3	0,909	0,30	Valid
		X3.4	0,882	0,30	Valid
4.	Purchase decisions ( <i>Y</i> )	Y1.1	0,821	0,30	Valid
		Y1.2	0,844	0,30	Valid
		Y1.3	0,814	0,30	Valid
		Y1.4	0,776	0,30	Valid

Source: Processed data, 2025

Table 1 indicates that all Pearson correlation coefficients of the research instruments exceed 0.30, demonstrating that every questionnaire item used in this study meets the validity criteria for data collection.

b. **Reliability Test**

**Table 2**

**Results of Instrument Reliability Test**

Variable	<i>Cronbach's Alpha</i>	Standard	Remark
<i>Brand Image (X<sub>1</sub>)</i>	0,781	0,60	Reliable
Price perception (X <sub>2</sub> )	0,957	0,60	Reliable
<i>Online Customer Review (X<sub>3</sub>)</i>	0,926	0,60	Reliable
Purchase decisions (Y)	0,827	0,60	Reliable

Source: Processed data, 2025

Based on the results of the analysis shown in Table 2, all variables demonstrate Cronbach's Alpha values greater than 0.60. This indicates that the measurement instruments used in this study meet the reliability criteria, allowing the research to proceed.

**Classical Assumption Testing**

a. Normality Test

**Table 3**

**Results of Normality Testing**

	<i>Unstandardized Residual</i>
N	105
Asymp. Sig. (2-tailed)	0.200

Source: Processed data, 2025

Table 3 indicates that the Asymp. Sig. (2-tailed) value reaches 0.200, exceeding the 0.05 significance level, which confirms that the data follow a normal distribution.

b. Multicollinearity Test

**Table 4**

**Results of Multicollinearity Testing**

<b>Independent Variables</b>	<b>Tolerance</b>	<b>VIF Value</b>
Brand Image	0,411	2,435
Price perception	0,544	1,837
Online Customer Review	0,412	2,429

Source: Processed data, 2025

Table 4 indicates that all tolerance values exceed 0.10 and the Variance Inflation Factor (VIF) values are below 10. This confirms that the regression model does not exhibit multicollinearity.

c. Heteroscedasticity Test

**Tabel 5**  
**Results of Heteroscedasticity Testing**

Independent Variables	Sig.
Brand Image	0,931
Price perception	0,112
Online Customer Review	0,098

Source: Processed data, 2025

Table 5 shows that the significance values for the independent variables exceed 0.05, suggesting that the regression model does not exhibit heteroscedasticity.

### Results of Data Analysis

**Table 6**  
**Summary of Multiple Linear Regression Analysis Results**

Variable	Regression Coefficients	Beta	T-value	Sig.
Constant	0,262		0,206	0.837
Brand image	0.438	0.349	3.875	0.000
Price perception	0.364	0.310	3.956	0.000
Online customer reviews	0.293	0.265	2.942	0.004
R				0.814
<i>Adjusted R Square</i>				0,653
Sig. F				0,000

Source: Processed data, 2025

a. Findings from the Multiple Linear Regression Analysis

Using the data shown in Table 6, the multiple linear regression equation can be expressed as follows:

$$Y = 0.262 + 0.438 X_1 + 0.364 X_2 + 0.293 X_3$$

Based on the above multiple linear regression equation, the regression coefficients provide the following interpretations:

- 1)  $b_1=0.438$  indicates that brand image has a positive effect on purchase decisions, meaning that an improvement in brand image leads to an increase in purchase decisions.
- 2)  $b_2=0.364$  indicates that price perception has a positive effect on purchase decisions, implying that a more favorable price perception increases purchase decisions.
- 3)  $b_3=0.293$  indicates that online customer review have a positive effect on purchase decisions, suggesting that higher-quality online customer review lead to increased purchase decisions.

The positive regression coefficients indicate a unidirectional relationship, meaning that improvements in brand image, price perception, and online customer review are associated with an increase in purchase decisions for Azarine Cosmetic products in Denpasar City.

#### b. Coefficient of Determination

The analysis in Table 6 shows an adjusted  $R^2$  of 0.653, suggesting that brand image, price perception, and online customer review together account for 65.3% of the variation in purchase decisions, with the remaining 34.7% attributed to factors not included in this study.

#### c. T Test

Based on the results of the analysis presented in Table 6 above, the following conclusions can be drawn:

##### 1) The Effect of Brand Image on Purchase Decision

The analysis shows that the  $t$ -value for brand image is 3.875, with a beta coefficient of 0.438 and a significance level of 0.000 ( $< 0.05$ ). These results indicate that brand image has a positive and significant effect on purchase decisions. Therefore, the first hypothesis (H1), which states that brand image positively influences the purchase decision of Azarine Cosmetic products in Denpasar City, is accepted.

##### 2) The Effect of Price Perception on Purchase Decision

The results indicate that the  $t$ -value for price perception is 3.956, with a beta coefficient of 0.364 and a significance level of 0.000 ( $< 0.05$ ). This finding demonstrates that price perception has a positive and significant effect on purchase decisions. Consequently, the second hypothesis (H2), which posits that price perception positively influences the purchase decision of Azarine Cosmetic products in Denpasar City, is accepted.

##### 3) The Effect of online customer review on Purchase Decision

The analysis reveals that the  $t$ -value for online customer review is 2.942, with a beta coefficient of 0.293 and a significance level of 0.004 ( $< 0.05$ ). These results indicate that online customer review have a positive and significant effect on purchase decisions. Thus, the third hypothesis (H3), which states that online customer review positively influence the purchase decision of Azarine Cosmetic products in Denpasar City, is accepted.

## **Discussion of Results**

### **The Effect of Brand Image on Purchase Decision**

The results of the hypothesis testing indicate that brand image has a positive and significant effect on purchase decisions. This implies that the stronger the brand image, the greater the probability that consumers will make a purchase Azarine Cosmetic products in Denpasar. Firmansyah (2019:60) explains that brand image represents consumers' perceptions of a product, which are reflected through the brand name, symbols, and other visual elements that distinguish it from competitors. The findings also reveal that brand image has the largest beta coefficient among all variables, confirming it as the primary factor affecting purchasing decisions for Azarine Cosmetic products in the study area. This result is further supported by the indicator with the highest mean score for brand image, namely *"The Azarine Cosmetic brand is strongly embedded in my mind."* This suggests that Azarine Cosmetic products leave a strong and memorable impression on consumers in Denpasar City. These findings corroborate the results reported in earlier studies by Darmanik and Suhardi (2024), Adimuntja (2024), Agustina and Fadhilah (2024), Arianty and Andira (2021), which report that brand image has a positive and significant effect on purchase decisions.

### **The Effect of Price Perception on Purchase Decision**

The analysis results indicate that price perception has a positive and significant effect on purchase decisions, suggesting that a more favorable price perception tends to increase consumers' purchase intentions toward Azarine Cosmetic products in Denpasar. Wardhana et al. (2023) define price perception as consumers' overall interpretation of price-related information, which is subsequently compared with their experiences and expectations. Based on the findings, the price perception variable has the second-largest beta coefficient, indicating that price perception makes a relatively strong contribution to purchase decisions for Azarine Cosmetic products in Denpasar. This result is also reflected in the indicator with the highest mean score for price perception, namely *"The price of Azarine Cosmetic products is consistent with the benefits I receive."* This implies that consumers perceive the benefits of Azarine Cosmetic products to be commensurate with the price paid. These findings are in line with previous studies by Pratama and Maskur (2024), Latifah (2024), Pratiwi and Maskur (2023), Yanti (2024), and Hardono and Vildayanti (2025), which conclude that price perception has a positive and significant effect on purchase decisions.

### **The Effect of Online customer review on Purchase Decision**

The research findings demonstrate that online customer review have a positive and significant effect on purchase decisions, indicating that higher-quality reviews increase the likelihood of consumers purchasing Azarine Cosmetic products in Denpasar. Latief and Ayustriana (2020) explain that online customer review provide a platform for consumers to freely express their opinions regarding products or services, which can influence purchasing decisions. However, the beta coefficient for online customer review

is the smallest among the examined variables, suggesting that its contribution to purchase decisions is relatively moderate compared to brand image and price perception. This result is further supported by the indicator with the highest mean score for online customer review, namely *“A large number of reviews for Azarine Cosmetic products increases my confidence, as it indicates that the brand is well accepted by many consumers.”* This indicates that the volume of reviews enhances consumer trust in Azarine Cosmetic products. These findings are consistent with previous studies conducted by Hindun (2023), Tito (2025), Sugiharto and Hanif (2023), Istinawati and Nurlinda (2024), and Dalimunthe and Komalasari (2024), which report that online customer review have a positive and significant effect on purchase decisions.

## **5. Conclusion and Limitations**

Based on the findings discussed earlier, several conclusions can be drawn. First, brand image positively and significantly influences purchase decisions, indicating that a stronger brand image encourages consumers in Denpasar City to choose Azarine Cosmetic products. Second, price perception also has a positive and significant impact on purchase decisions, suggesting that more favorable perceptions of price lead to increased consumer purchases of Azarine Cosmetic products. Third, online customer review positively and significantly affect purchase decisions, meaning that higher quality online reviews boost consumers' likelihood of purchasing Azarine Cosmetic products in Denpasar City.

Based on the coefficient of determination, the variables of brand image, price perception, online customer review jointly describe 65.3% of the differences in purchase decisions. The remaining 34.7% is influenced by other factors not included in this study. This indicates that the independent variables examined do not fully capture all factors affecting purchase decisions for Azarine Cosmetic products in Denpasar City. This study is subject to several limitations. It only employs brand image, price perception, and online customer review as predictors of purchase decisions. Limitations in available resources, including time, funding, and manpower, prevented the inclusion of additional variables that may also influence purchase decisions. Therefore, future research is recommended to incorporate other potential determinants, such as product quality, live streaming shopping, electronic word of mouth (e-WOM), or digital marketing. Incorporating a broader range of variables is expected to enhance the generalizability of the findings across a wider research context.

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