

The Influence of Brand Image, Product Quality, and Price on Purchase Decisions for Cimory Products (A Case Study of the Jabodetabek Community)

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ABSTRACT

Increasing milk consumption in society has impacted competition within the dairy industry. Although PT Cisarua Mountain Dairy Tbk, or Cimory, has maintained its top position in the yoghurt market, it has lost its top position in the UHT milk market. This study aims to determine the effect of brand image, product quality and price on the purchase of Cimory products. The research was conducted via a questionnaire distributed to consumers aged 15–45 years living in Jabodetabek who had purchased Cimory products at least once in the previous month.. The sampling method used in this study was purposive sampling with a sample size of 385 respondents. The analysis used in this study included validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, coefficient of determination test, partial t hypothesis test, and partial correlation analysis. The results showed that the brand image variable had a significant effect on purchase decisions, the product quality variable had a significant effect on purchase decisions, and the price variable had a significant effect on purchase decisions. The effect of brand image, product quality, and price variables on purchase decision is 34.8% while the remaining 65.2% is influenced by other variables outside this study.



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INTRODUCTION

Consumer behavior in fulfilling food and beverage needs is often assessed through individual nutritional status and dietary patterns. A significant portion of the population seeks to meet their nutritional requirements, particularly for calcium and protein, through milk consumption. A September 2024 survey by Jakpat, involving 889 respondents, indicated that 82% preferred consuming UHT milk (Yonatan, 2024). Consequently, numerous milk brands have emerged, intensely competing for consumer attention. Among the key players in this industry is PT Cisarua Mountain Dairy Tbk, widely known as Cimory, a prominent producer of dairy products popular among Indonesian consumers. Despite its popularity, Cimory faces considerable market competition.

According to a Kurious survey by Katadata Insight Center (KIC) in February 2023, authored by (Annur, 2023), Cimory ranked fifth, with 41.8% of respondents consuming Cimory UHT milk. This position, not at the forefront of the UHT milk market, is influenced by intense brand competition. Furthermore, the brand index for Cimory experienced a decline from 92.80% in 2024 to 80.30% in 2025, which is directly linked to its brand image. The Top Brand Index (TBI) is calculated as a weighted average of various parameters (Top Brand Award, 2025). As cited by Firmansyah (2019), brand image refers to consumers' perceptions of a brand, formed through associations in their memory regarding the product based on their experiences. The development of a strong brand image necessitates a clear and robust brand identity. Consumers typically seek distinctive and unique characteristics associated with a brand. A mismatch between brand image and consumer expectations can provide competitors with an opportunity to gain market share.

Concerns regarding product quality have also emerged. Research by Uci (2024) indicated that while Cimory UHT milk possesses a creamy and fresh taste akin to other fresh milk products, it contains only 91% fresh milk, contrary to claims on its packaging of being 100% fresh milk. This discrepancy raises questions about the product's quality, despite its generally high perception. Ensuring guaranteed product quality is paramount, as it alleviates consumer concerns about seeking alternative products or switching to competitors. Firmansyah (2019) defines product quality as the recognition that a product possesses a competitive advantage in terms of sales value that rivals cannot match. Therefore, companies must prioritize product quality, which extends beyond mere appearance. A product delivers customer satisfaction when its performance significantly contributes to its overall quality.

In terms of price, Cimory UHT milk is positioned at a higher price point compared to some competitors. For instance, on Klik Indomaret (2025), Cimory UHT milk is priced at Rp 7,500, while Ultra Milk UHT is Rp 7,200. Similarly, on Alfagift (2025), Cimory UHT milk ranges from Rp 7,500 to Rp 7,600, whereas Greenfield UHT milk is Rp 7,200. To effectively reach a broad target market, Cimory needs to price its products commensurately with the perceived benefits. While competitive pricing can lead to intense competition among milk brands, a price that aligns with the product's benefits for consumers can significantly boost purchase decisions. Firmansyah (2019) defines price as what consumers must exchange to acquire a desired good or service. The price variable exerts a dominant influence on brand switching intentions and plays a crucial role in purchase decisions. For the majority of Indonesian milk consumers, this presents a significant opportunity for Cimory to foster closer relationships with its customer base.

The Jabodetabek region, characterized by its dense population and high milk consumption, represents a substantial potential market for the dairy industry. Consequently, the Jabodetabek community serves as Cimory's most promising and effective consumer segment compared to other regions. The high population density in Jabodetabek offers a significant opportunity for researchers to delve into the factors influencing Cimory purchase decisions among residents in this area.

Saraswati (2024) identified three primary factors influencing purchase decisions: product quality, price, and brand (which encompasses brand image). This research aims to analyze the influence of brand image, product quality, and price on purchase decisions for Cimory products among the Jabodetabek community. The findings are expected to provide valuable insights for Cimory in developing more effective marketing strategies to enhance sales and maintain its market leadership in the dairy product industry.

LITERATURE REVIEW

Brand Image

Brand image, as defined by Anang Firmansyah (2019), represents the consumer's perception of a brand, stemming from associations and memories formed through their experiences with the product. Developing a strong brand image requires establishing a clear and robust identity, as consumers are typically drawn to distinctive and unique brand characteristics. A misalignment between brand image and consumer expectations can create opportunities for competitors to gain market share. Further, Camelia & Hartono (2021) describe brand image as a collection of brand associations embedded in the consumer's mind. These associations encompass everything related to a brand, with brand attributes directly contributing to them. Therefore, when a company cultivates memorable and positive associations, it fosters a favorable brand image. Synthesizing these perspectives, brand image plays a pivotal role in shaping consumer perception and building trust through a compilation of brand associations. A company's ability to create a positive impression on consumers directly correlates with the likelihood of purchase. A superior brand image enhances product appeal, leading consumers to perceive the product as safe and trustworthy, thereby increasing their inclination to buy.

Product Quality

Product quality, as defined by Firmansyah (2019), signifies the distinct recognition that a product possesses an inherent sales value unchallengeable by competitors. Consequently, a core strategic imperative for firms is to meticulously focus on product quality, extending beyond superficial attributes to encompass tangible performance impacts. A product's capacity to generate customer satisfaction is intrinsically linked to its performance, thereby establishing a direct correlation with its inherent quality. Reinforcing this perspective, Shofiyana (2020) posits that product quality encompasses

the physical and functional attributes, along with the inherent characteristics, of a product that demonstrably satisfy consumer needs. This satisfaction is foundational to cultivating consumer loyalty, fostering repeat purchases, and ultimately converting transient buyers into enduring customers. In the intensely competitive market landscape, product quality serves as a paramount determinant of business success, directly influencing sales trajectories. Consumers invariably gravitate towards products exhibiting superior quality, and this commitment to quality, in turn, forges a robust nexus between the firm and its clientele. Synthesizing these scholarly perspectives, it is evident that product quality encapsulates the features and conditions of a product or service that directly facilitate repurchase intent, contingent upon the product possessing discernible sales value and the capacity to generate customer satisfaction. This necessitates a primary focus from the manufacturing or service-providing entity. Critically, the inherent quality of a product is demonstrably linked to the consumer's ultimate purchase decision.

Price

Price, as articulated by Firmansyah (2019), represents the value consumers must exchange to acquire a good or service. This fundamental economic concept reveals a profound influence on brand switching intentions. When marketers strategically offer relatively lower prices or attractive discounts, they often succeed in enticing customers to shift their allegiance from competing brands. Gulo et al. (2022) further elaborate on price's critical role, identifying it as a necessary factor in all sales activities. The determination of a selling price is inherently linked to production costs, augmented by desired profit margins. A core principle of economics is the inverse relationship between price and demand: an increase in price generally leads to a decrease in the quantity demanded, while a decrease in price typically results in an increase in demand. Synthesizing these academic insights, it becomes clear that price is the monetary value exchanged for a product or service. It serves as a pivotal factor in a company's strategic decision-making process. If the price offered does not align with the perceived benefits consumers expect, they are likely to seek out alternative companies that provide similar value at a more accessible cost. Understanding this dynamic is crucial for businesses aiming to maintain competitiveness and consumer loyalty.

Purchase Decision

When it comes to buying something, people go through a purchase decision process. Firmansyah (2019) describes this as a problem-solving activity where individuals choose what they believe is the right option to buy, moving through various stages of decision-making. Consumers actively think through how to solve their needs and decide on the best course of action. Shofiyana (2020) echoes this, explaining that a purchase decision is a process of choosing to buy, or not to buy, something, and these choices are shaped by previous activities and thoughts. This multi-faceted process is crucial in determining whether a consumer will ultimately buy a product or service. Essentially, purchase decisions are influenced by many factors and dictate whether a consumer will make a purchase or not. Consumers need to weigh and evaluate their available options to figure out what truly meets their needs.

RESEARCH METHODS

This study employs a quantitative research approach. Data will be collected via questionnaires distributed through online survey forms between January 2025 and February 2025. The variables under investigation include brand image (X1), product quality (X2), price (X3), and purchase decision (Y). A non-probability sampling technique will be utilized for sample selection, specifically purposive sampling. This method involves selecting data sources based on specific criteria. The criteria for respondent selection are: male and female Cimory consumers residing in the Jabodetabek area, aged 15-45 years, and who have consumed Cimory products at least once in the past month. For determining the sample size in a population of unmeasurable size, the formula by Lemeshow (as cited in Setiawan et al., 2022) will be applied. Assuming a 95% confidence level and a 5% margin of error, the calculated sample size for this study is 385 respondents. The measurement scale employed will be the Likert scale.

RESULTS AND DISCUSSION

Validity Test

Validity refers to the extent to which a measurement tool accurately measures what it is

intended to measure (Sugiyono, 2022:121).

Table 1 Validity Test

Variable	Items	R-count
Brand image (X1)	X1.1	0.298
	X1.2	0.258
	X1.3	0.451
	X1.4	0.426
	X1.5	0.595
	X1.6	0.632
	X1.7	0.709
	X1.8	0.676
Product quality (X2)	X2.1	0.568
	X2.2	0.630
	X2.3	0.680
	X2.4	0.622
	X2.5	0.548
	X2.6	0.382
	X2.7	0.511
	X2.8	0.523
Price (X3)	X3.1	0.645
	X3.2	0.596
	X3.3	0.564
	X3.4	0.567
	X3.5	0.556
	X3.6	0.596
	X3.7	0.600
	X3.8	0.652
Purchase decision (Y)	X3.9	0.549
	Y.1	0.570
	Y.2	0.606
	Y.3	0.419
	Y.4	0.663
	Y.5	0.535
	Y.6	0.677
	Y.7	0.713
	Y.8	0.615
	Y.9	0.542
	Y.10	0.351

Source: Data processed with SPSS 27

As presented in Table 1, all questionnaire items employed in this research were confirmed as valid. This determination is consistent with the pre-established validity criterion, whereby each item demonstrated a correlation coefficient exceeding 0.138.

Reliability Test

According to Sugiyono (2022:130), reliability testing assesses the consistency of data obtained from repeated measurements over different time periods.

Table 2 Reliability Test

Variable	Cronbach Alpha
X1	0.627
X2	0.682
X3	0.764
Y	0.776

Source: Data processed with SPSS 27

Based on the Reliability Test in Table 2, the obtained Cronbach's Alpha value is greater than 0.60. since the Cronbach's Alpha for X1 (Brand Image) is 0.627, which is greater than 0.60, the Brand

Image variable is considered reliable. The reliability test results indicate that all variables are reliable, as evidenced by the consistent and acceptable Cronbach's Alpha values. This confirms that all questionnaire items are trustworthy and suitable for use in further research.

Classical Assumption Test Results

Data Normality Test

For a regression model to be considered valid, the data within it must be normally, or near-normally, distributed (Ghozali, 2021:196). This characteristic is crucial for the reliability and accuracy of the model's predictions.

Table 3 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		253
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.55801198
Most Extreme Differences	Absolute	.051
	Positive	.027
	Negative	-.051
Test Statistic		.051
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Data processed with SPSS 27

As presented in Table 3, the Asymp. Sig. (2-tailed) value was determined to be 0.200. Given that this probability value exceeds the conventional significance level of 0.05, it is concluded that the research data exhibit a normal distribution.

Multicollinearity Test

Multicollinearity in a regression model can be identified by examining the Tolerance (a) and Variance Inflation Factor (VIF) values (Ghozali, 2021:157). These statistics help determine if independent variables are too highly correlated with each other, which can impact the reliability of the regression results.

Table 4 Multicollinearity Test

		Tolerance	VIF
1	(Constant)		
	BRAND IMAGE	.601	1.663
	PRODUCT QUALITY	.563	1.777
	PRICE	.575	1.738

Source: Data processed with SPSS 27

The multicollinearity test results, presented in Table 4, indicate no issues. Specifically, all tolerance values are greater than 0.10, signifying an absence of high correlation among the independent variables. Furthermore, the Variance Inflation Factor (VIF) calculations show that no variable has a VIF value exceeding 10. Therefore, it is concluded that no multicollinearity exists among the independent variables within the regression model.

Heteroscedasticity Test

The presence of heteroscedasticity can be ascertained through the application of the Glejser test. This procedure involves regressing the absolute values of the residuals against the independent variables. A significance (Sig) value greater than 0.05 for the independent variables in this regression indicates the absence of heteroscedasticity. Conversely, a Sig value less than 0.05 suggests the presence of heteroscedasticity (Ghozali, 2021:183).

Table 5. Heteroscedasticity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.386	1.710		3.736	.000
1 BRAND IMAGE	-.121	.062	-.158	-1.961	.051
PRODUCT QUALITY	-.001	.059	-.001	-.010	.992
PRICE	.007	.050	.012	.148	.883

Source: Data processed with SPSS 27

As shown in Table 5, the significance values (Sig) obtained for brand image (X1), product quality (X2), and price (X3) are all greater than 0.05. Consequently, based on the results of the Glejser test, it is concluded that there is no evidence of heteroscedasticity within the model.

Regression Test

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical tool used to measure and analyze the correlation among variables (Sugiyono, 2022:182). This method helps in understanding how multiple independent variables collectively influence a dependent variable.

Table 6 Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.379	2.798		2.995	.003
1 BRAND IMAGE	.033	.101	.022	.330	.742
PRODUCT QUALITY	.361	.097	.253	3.713	.000
PRICE	.467	.081	.388	5.759	.000

Source: Data processed with SPSS 27

$$Y = 8,379 + 0,033X1 + 0,361X2 + 0,467X3$$

The regression equation derived from this analysis interpreted as follows:

- The constant (α) is 8.379. This means that if brand image, product quality, and price were all zero, the purchase decision would still have a base value of 8.379.
- The regression coefficient for brand image (β_1) is 0.033. This indicates that for every one-unit increase in brand image, the purchase decision increases by 0.033 units, assuming product quality and price remain constant.
- The regression coefficient for product quality (β_2) is 0.361. This signifies that for every one-unit increase in product quality, the purchase decision increases by 0.361 units, assuming brand image and price remain constant.
- The regression coefficient for price (β_3) is 0.467. This suggests that for every one-unit increase in price, the purchase decision increases by 0.467 units, assuming brand image and product quality remain constant.

Coefficient of Determination (R square)

The Coefficient of Determination (R^2) is a statistical measure used to assess how well a regression model explains the variation in the dependent variable. A higher R^2 value indicates that the independent variables have a greater ability to account for the changes observed in the dependent variable (Ghozali, 2021:147). In essence, it quantifies the proportion of the variance in the dependent variable that is predictable from the independent variables.

Table 7 Model Summary (Koefisien Determinasi R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.590 ^a	.348	.340	3.57938	.348	44.356	3

Source: Data processed with SPSS 27

Table 7 shows a coefficient of determination (R-squared) of 0.348, or 34.8%. This indicates that brand image (X1), product quality (X2), and price (X3) collectively account for 34.8% of the variance in purchase decisions (Y). The remaining 65.2% of the variance is influenced by other variables not examined in this study.

Hypothesis Test

T-test

As described by Ghazali (2021:148), the partial (T-test) serves as a statistical tool to determine the individual influence of independent variables, such as brand image, product quality, and price, on a dependent variable like purchase decision.

Table 8 T-test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	19.207	2.844		6.755	.000
	BRAND IMAGE	.586	.089	.383	6.559	.000

Source: Data processed with SPSS 27

As presented in Table 8, the partial t-test results indicate a significant influence of brand image (X1) on purchase decision (Y). This is evidenced by a significance value of 0.000 ($p < 0.05$) and a calculated t-statistic of 6.559, which exceeds the critical t-table value of 1.9695. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted.

Table 9 T-test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	15.071	2.515		5.992	.000
	PRODUCT QUALITY	.709	.078	.497	9.072	.000

Source: Data processed with SPSS 27

As shown in Table 9, the partial t-test results reveal a significant influence of product quality (X2) on purchase decisions (Y). This is supported by a significance value of 0.000 ($p < 0.05$) and a t-statistic of 9.072, which is greater than the critical t-table value of 1.9695. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (H2) is accepted.

Table 10 T-test Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	13.973	2.286		6.112	.000
	PRICE	.663	.063	.551	10.469	.000

Source: Data processed with SPSS 27

As indicated in Table 10, the partial t-test results demonstrate a significant influence of price

(X3) on purchase decisions (Y). This is substantiated by a significance value of 0.000 ($p < 0.05$) and a t-statistic of 10.469, which surpasses the critical t-table value of 1.9695. Consequently, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_3) is accepted.

Correlation Test

Partial Correlation Test

Partial correlation analysis was employed to ascertain the strength of the relationship between two variables while statistically controlling for the influence of other specified variables. The Pearson Product Moment Correlation formula was utilized for this analysis, a choice deemed appropriate given that the data were collected at the interval level through a Likert scale instrument. This aligns with established methodological guidelines, as Sugiyono (2022:183) affirms that Pearson Product Moment Correlation is suitable for correlating data measured on an interval or ratio scale.

Table 11 Correlation Test

		BRAND IMAGE	PURCHASE DECISION
BRAND IMAGE	Pearson Correlation	1	.383**
	Sig. (2-tailed)		.000
	N	253	253
PURCHASE DECISION	Pearson Correlation	.383**	1
	Sig. (2-tailed)	.000	
	N	253	253

Source: Data processed with SPSS 27

As presented in Table 11, the partial correlation coefficient for brand image (X1) is 0.383. According to Sugiyono (2022:183) interpretation guidelines, this value falls within the range of 0.20 to 0.399, indicating a low level of relationship between brand image (X1) and purchase decision (Y).

Table 12 Correlation Test

		PRODUCT QUALITY	PURCHASE DECISION
PRODUCT QUALITY	Pearson Correlation	1	.497**
	Sig. (2-tailed)		.000
	N	253	253
PURCHASE DECISION	Pearson Correlation	.497**	1
	Sig. (2-tailed)	.000	
	N	253	253

Source: Data processed with SPSS 27

As presented in Table 12, the partial correlation coefficient for product quality (X2) is 0.497. Following Sugiyono (2022:183) interpretation guidelines, this value falls within the range of 0.40 to 0.599, indicating a moderate level of relationship between product quality (X2) and purchase decision (Y).

Table 13 Correlation Test

		PRICE	PURCHASE DECISION
PRICE	Pearson Correlation	1	.551**
	Sig. (2-tailed)		.000
	N	253	253
PURCHASE DECISION	Pearson Correlation	.551**	1
	Sig. (2-tailed)	.000	
	N	253	253

Source: Data processed with SPSS 27

As shown in Table 13, the partial correlation coefficient for price (X3) is 0.551. Based on

Sugiyono (2022:183) interpretation guidelines, this value falls within the 0.40 – 0.599 range, indicating a moderate level of relationship between price (X3) and purchase decision (Y).

Discussion

The hypothesis tests conducted in this study reveals that brand image significantly and partially influences purchase decisions. This finding corroborates previous research by Laily & Ekowati (2023), which similarly demonstrated a positive and significant impact of brand image on purchase decisions. For Cimory, these results underscore the imperative to consistently maintain and enhance its product brand image. A deteriorating brand image can lead to consumer dissatisfaction and may induce consumers to shift their preferences towards competing products. Therefore, it is concluded that brand image exerts a partial influence on purchase decisions, as evidenced by a significance value (Sig) of 0.000 ($p < 0.05$) and a t-statistic of 6.559, which exceeds the critical t-table value of 1.9695.

The hypothesis testing in this study indicates that product quality significantly and partially influences purchase decisions. This finding reinforces previous research by Amilliya & Yulianto (2023), which similarly demonstrated a positive and significant impact of product quality on purchase decisions. It is crucial for Cimory to actively maintain and continuously enhance its product quality. Substandard product quality can lead to consumer dissatisfaction and may induce consumers to consider competing brands. Therefore, it can be concluded that product quality partially influences purchase decisions, with a significance value (Sig) of 0.000 ($p < 0.05$) and a t-statistic of 9.072, exceeding the critical t-table value of 1.9695.

The hypothesis testing reveals that price significantly and partially influences purchase decisions. This finding supports previous research by Irianto et al. (2022), which also demonstrated a positive and significant impact of price on purchase decisions. For Cimory, this indicates that a more favorable price directly correlates with an increased likelihood of consumer purchases. Essentially, competitive pricing can motivate consumers to make a purchase, especially when considered alongside the product's benefits and quality. Therefore, it can be concluded that price partially impacts purchase decisions, with a significance value (Sig) of 0.000 ($p < 0.05$) and a t-statistic of 10.469, which exceeds the critical t-table value of 1.9695.

CONCLUSION

A strong brand image significantly fosters high consumer trust. For Cimory, maintaining and enhancing its brand image is crucial, as a more favorable brand image correlates directly with an increased likelihood of purchase decisions for Cimory products. High product quality directly contributes to consumer satisfaction. Cimory should prioritize sustaining and improving its product quality. A superior product quality offering is anticipated to lead to a higher propensity for consumers to make purchase decisions regarding Cimory products. Price exerts the most substantial influence on purchase decisions for Cimory products. It is imperative for Cimory to offer competitive and optimal pricing in the market, commensurate with the perceived value and benefits received by consumers. A well-positioned pricing strategy is expected to significantly elevate the rate of purchase decisions for Cimory products.

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