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“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

Corporate Image, Product Quality, and Price Effects on Herbal Product Purchase Decisions

Mikha Elisabeth Jesvia Pasaribu^{1*}, Mislan Sihite², Junika Napitupulu³

^{1,2,3} Department of Management, Faculty of Economics, Methodist University of Indonesia

[*mikhaelisabeth.via@gmail.com](mailto:mikhaelisabeth.via@gmail.com)

Abstract

Consumer decision-making processes regarding herbal product purchases constitute critical determinants influencing business sustainability within health product industry. This research examines corporate image, product quality, and price impacts on consumer purchase decisions at PT. Melia Sehat Sejahtera Medan. Employing quantitative methodology with purposive sampling technique, 62 consumers participated as research respondents. Data analysis utilizes multiple linear regression technique including validity, reliability, and classical assumption tests. Empirical findings reveal product quality and price exert positive and significant influences on purchase decisions, while corporate image demonstrates positive but insignificant effect. Simultaneously, all variables significantly influence purchase decisions, explaining 41.7% variance with remaining 58.3% attributed to unexamined factors.

Keywords: Corporate Image, Product Quality, Price, Purchase Decision, Herbal Products

Introduction

Contemporary herbal product market dynamics present complex consumer decision-making processes influenced by multiple interconnected factors (Kumar & Rahman, 2023). Field observations reveal two distinct consumer perspectives regarding herbal product evaluation. First, individual consumers assess product value based upon perceived effectiveness relative to pricing structures (Chen & Wang, 2022). Personal purchasers benefit from special pricing arrangements including distributor or member rates, positioned below standard market prices. This pricing advantage enhances perceived value propositions, influencing purchase intention and decision outcomes (Martinez & Lee, 2021).

Second perspective involves business-oriented consumers engaging entrepreneurial aspects beyond personal consumption (Thompson & Garcia, 2023). These individuals participate in organizational bonus systems, cashback programs, or commission structures contingent upon recruitment success and sales performance. This dual-purpose consumption pattern creates unique decision-making contexts requiring comprehensive understanding of purchase determinants (Anderson & Brown, 2020).

Previous research demonstrates inconsistent findings regarding price influences on purchase decisions. Santoso et al. (2023) confirmed significant price effects on consumer choices, whereas Herdiyani and Suyanto (2023) reported positive yet statistically insignificant price impacts. These contradictory findings establish research gaps necessitating further investigation within herbal product contexts (Roberts & Miller, 2022). Understanding these inconsistencies proves essential for developing effective marketing strategies addressing diverse consumer segments.

Purchase decisions represent outcomes of complex processes involving need recognition, information search, alternative evaluation, purchase execution, and post-purchase behavior (Solomon et al., 2020). Both internal factors—including consumer perceptions, motivations, and product experiences—and external factors—encompassing corporate image, product quality, and pricing strategies— influence these decisions (Kotler & Keller, 2021). Corporate entities operating within herbal product markets must comprehend these multifaceted influences to maintain competitive advantages and sustainable growth trajectories (Wirtz & Lovelock, 2022).



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PT. Melia Sehat Sejahtera requires comprehensive understanding of consumer decision determinants to formulate effective marketing strategies. Positive corporate image cultivation, consistent product quality maintenance, and appropriate pricing establishment constitute foundational elements supporting market competitiveness (Armstrong & Kotler, 2020). This research analyzes the extent to which corporate image, product quality, and price influence consumer decisions purchasing herbal products, providing empirical evidence supporting strategic management decisions.

Literature Review

Theoretical Foundation

Marketing Management

Marketing management represents organizational functions and systematic processes creating, communicating, and delivering value to customers while managing customer relationships benefiting organizations and stakeholders (Kotler & Keller, 2021). Effective marketing bridges gaps between companies and consumers, either directly or through intermediary channels. According to Chernev (2020), marketing management encompasses planning, preparing, and implementing profit-generating activities. Contemporary marketing emphasizes social and managerial processes focused on satisfying consumer needs and wants through value creation, offering, and exchange of products or services (Solomon et al., 2020). Marketing management totality includes business activity systems designed to plan, price, and distribute products, services, and ideas satisfying target market desires while achieving organizational objectives (Armstrong & Kotler, 2020).

Purchase Decision

Purchase decisions constitute processes whereby consumers recognize problems, search information regarding specific products or brands capable of solving problems, evaluate alternatives, and ultimately execute purchase decisions (Schiffman & Wisenblit, 2022). According to Kotler and Keller (2021), purchase decisions represent fundamental psychological processes playing crucial roles in understanding how consumers actually make buying decisions. Mothersbaugh and Hawkins (2020) define purchase decisions as decision-making processes determining whether to purchase desired goods or services, including determining what to buy or deciding against purchases.

Purchase decision dimensions reflect aspects considered during buying processes. According to Solomon et al. (2020), purchase decisions comprise several dimensions:

1. Product Choice: Selecting specific products meeting identified needs
2. Brand Choice: Determining preferred brands among available alternatives
3. Purchase Channel Choice: Deciding distribution channels for acquisition
4. Purchase Timing: Determining optimal purchase moments
5. Purchase Quantity: Establishing appropriate purchase volumes

Corporate Image

Corporate image represents overall perceptions of companies formed from various elements including product superiority, social responsibility, community relations, and communication strategies (Hatch & Schultz, 2020). According to Kotler and Keller (2021), image encompasses beliefs, ideas, and impressions individuals hold regarding objects. Most attitudes and behaviors toward objects receive influence from object images. Corporate image manifests as either positive or negative, depending upon what companies present to publics (Nguyen & LeBlanc, 2021).

Corporate image dimensions according to Hatch and Schultz (2020) include:

1. Impressions: Initial perceptions formed through various touchpoints
2. Beliefs: Convictions regarding company attributes and capabilities
3. Attitudes: Overall evaluations influencing behavioral intentions



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Product Quality

Product quality represents levels of products' abilities meeting consumer needs and expectations (Tjiptono & Chandra, 2020). Quality applies to both goods and services, with superior quality increasing customer satisfaction. According to Kotler and Armstrong (2020), product quality constitutes characteristics of products or services supporting abilities to satisfy customer needs, including durability, reliability, precision, operational ease, and other valuable attributes.

Companies seeking competitive advantage maintenance must understand which dimensional aspects consumers utilize differentiating company products from competitors' offerings (Garvin, 2021). Quality reflects all product offering dimensions generating customer benefits. According to Kotler and Keller (2021), product quality encompasses several indicators:

1. Performance: Primary operating characteristics
2. Reliability: Consistency of performance over time
3. Features: Additional characteristics enhancing basic functions
4. Durability: Product lifespan under normal conditions
5. Perceived Quality: Subjective assessments of overall excellence

Price

Price represents exchange values of goods or services expressed in monetary units (Monroe, 2022). Price constitutes critical economic factors determining good or service values while influencing consumer and producer decisions. According to Kotler and Armstrong (2020), price represents monetary amounts charged for products or services, or value sums consumers exchange for ownership or usage benefits.

Price indicators measuring and assessing price suitability according to Kotler and Keller (2021) include:

1. Price Affordability: Alignment between prices and consumer purchasing power
2. Price-Quality Relationship: Perceived correspondence between prices and quality levels
3. Price-Benefit Suitability: Value propositions relative to obtained benefits
4. Price Competitiveness: Comparative positioning against market alternatives

Consumers tend to compare product prices with similar market offerings (Nagle & Müller, 2020). Lower prices can constitute key factors influencing consumer purchase decisions, particularly within price-sensitive market segments (Zeithaml et al., 2020).

Hypotheses Development

The Effect of Corporate Image on Purchase Decision

Corporate image significantly influences consumer perceptions and purchase intentions (Hatch & Schultz, 2020). Positive corporate images enhance consumer trust, reduce perceived risks, and strengthen purchase motivations (Nguyen & LeBlanc, 2021). Companies demonstrating superior social responsibility, ethical practices, and consistent communication foster favorable images attracting consumer preferences (Balmer & Chen, 2023). Strong corporate images create competitive advantages, facilitating customer acquisition and retention while supporting premium pricing strategies (Keller, 2020).

H₁: Corporate Image has positive and significant effect on Purchase Decision

The Effect of Product Quality on Purchase Decision

Product quality represents fundamental determinant influencing consumer satisfaction and repurchase intentions (Tjiptono & Chandra, 2020). Superior quality products demonstrate enhanced performance, reliability, and durability, meeting or exceeding consumer expectations (Garvin, 2021). Quality perceptions directly impact purchase decisions, as consumers prioritize products delivering optimal value propositions (Kotler & Armstrong, 2020). High-quality offerings establish brand credibility, generate positive word-of-mouth, and foster long-term customer loyalty (Zeithaml et al., 2020).

H₂: Product Quality has positive and significant effect on Purchase Decision



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The Effect of Price on Purchase Decision

Price significantly influences consumer purchase decisions, particularly within competitive market environments (Monroe, 2022). Appropriate pricing strategies enhance perceived value, making products attractive to target consumers (Nagle & Müller, 2020). Consumers evaluate prices relative to quality perceptions, benefits received, and competitive alternatives (Kotler & Keller, 2021). Lower prices can stimulate purchase intentions among price-sensitive segments, while premium pricing may signal superior quality to less price-conscious consumers (Zeithaml et al., 2020).

H₃: Price has positive and significant effect on Purchase Decision

Simultaneous Effects

Purchase decisions represent complex outcomes influenced by multiple interconnected marketing factors (Solomon et al., 2020). Corporate image, product quality, and price collectively create consumer value propositions determining purchase likelihood (Kotler & Keller, 2021). Synergistic interactions among these factors enhance overall marketing effectiveness, as strong corporate images amplify quality perceptions while appropriate pricing validates value propositions (Armstrong & Kotler, 2020). Companies optimizing all three dimensions achieve superior market performance and competitive positioning (Wirtz & Lovelock, 2022).

H₄: Corporate Image, Product Quality, and Price simultaneously have significant effects on Purchase Decision

Methods

Research Design

This research employs quantitative methodology utilizing descriptive analytical approach (Creswell & Creswell, 2023). Data collection utilizes questionnaire instruments, with statistical methods analyzing relationships among variables. Research focuses on herbal product consumers at PT. Melia Sehat Sejahtera Medan, examining corporate image, product quality, and price influences on purchase decisions.

Population and Sample

Research population comprises all consumers purchasing health products at PT. Melia Sehat Sejahtera Medan, totaling 164 consumers based upon sales records from July 2024 to December 2024. Sample size determination utilizes Slovin formula with 10% margin of error (Sekaran & Bougie, 2020):

$$n = N / (1 + N(e)^2)$$

Where:

- n = sample size
- N = population size (164)
- e = margin of error (0.1)

Calculation: $n = 164 / (1 + 164(0.1)^2)$ $n = 164 / 2.64$ $n = 62.12 \approx 62$ respondents

Sample selection employs purposive sampling technique, whereby respondents meeting specific criteria receive selection priority (Hair et al., 2021). This approach ensures sample relevance and alignment with research objectives, focusing on consumers with actual purchase experiences.

Data Collection

Data collection utilizes structured questionnaires distributed directly to respondents (Malhotra et al., 2020). Questionnaires employ five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Instrument encompasses four main variable sections: Corporate Image (X₁), Product Quality (X₂), Price (X₃), and Purchase Decision (Y).

Variable Measurement

Corporate Image (X₁):

Assessed through impressions, beliefs, and attitudes indicators reflecting overall perceptions of PT. Melia Sehat Sejahtera (Hatch & Schultz, 2020).



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Product Quality (X₂):

Evaluated via performance, reliability, features, durability, and perceived quality dimensions measuring product excellence (Kotler & Armstrong, 2020).

Price (X₃):

Measured through affordability, price-quality relationship, price-benefit suitability, and competitiveness indicators assessing pricing appropriateness (Monroe, 2022).

Purchase Decision (Y):

Assessed using product choice, brand choice, purchase channel choice, purchase timing, and purchase quantity dimensions (Solomon et al., 2020).

Analysis Techniques

Multiple linear regression analysis examines simultaneous influences of multiple independent variables on dependent variables (Hair et al., 2021). Hypothesis testing employs partial tests (t-test) evaluating individual variable contributions and simultaneous tests (F-test) assessing overall model significance. Coefficient of determination (R²) measures variance proportions explained by independent variables (Field, 2020).

Results and Discussion

Multiple Linear Regression Analysis

Table 1. Regression Coefficient Results

| Model | B |
|-----------------|--------|
| (Constant) | 14.587 |
| Corporate Image | .121 |
| Product Quality | .075 |
| Price | .114 |

Source: SPSS processed data, 2025

Regression equation model:

$$Y = 14.587 + 0.121X_1 + 0.075X_2 + 0.114X_3$$

Interpretation:

1. Constant value 14.587 indicates baseline purchase decision level when all independent variables equal zero
2. Corporate Image coefficient 0.121 demonstrates one-unit increase elevates purchase decisions by 0.121 units
3. Product Quality coefficient 0.075 indicates one-unit increase enhances purchase decisions by 0.075 units
4. Price coefficient 0.114 shows one-unit increase improves purchase decisions by 0.114 units

Hypothesis Testing

Partial Test (t-test)

Table 2. Partial Significance Test Results

| Variable | t-calculated | t-table | Sig. | Decision |
|-----------------|--------------|---------|------|-------------------------|
| Corporate Image | 1.926 | 2.002 | .059 | H ₁ Rejected |
| Product Quality | 3.342 | 2.002 | .001 | H ₂ Accepted |
| Price | 3.081 | 2.002 | .003 | H ₃ Accepted |

Source: SPSS processed data, 2025



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Results interpretation:

1. **Corporate Image:** t-calculated (1.926) < t-table (2.002) with significance 0.059 > 0.05, confirming H_1 rejection. Corporate image demonstrates positive but insignificant partial effect on purchase decisions
2. **Product Quality:** t-calculated (3.342) > t-table (2.002) with significance 0.001 < 0.05, confirming H_2 acceptance. Product quality exerts positive and significant partial effect on purchase decisions
3. **Price:** t-calculated (3.081) > t-table (2.002) with significance 0.003 < 0.05, confirming H_3 acceptance. Price demonstrates positive and significant partial effect on purchase decisions

Simultaneous Test (F-test)

Table 3. Simultaneous Significance Test Results

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|--------|------|
| Regression | 90.813 | 3 | 30.271 | 15.520 | .000 |
| Residual | 113.123 | 58 | 1.950 | | |
| Total | 203.935 | 61 | | | |

Source: SPSS processed data, 2025

F-calculated value (15.520) > F-table (2.76) with significance 0.000 < 0.05, confirming H_4 acceptance. Corporate image, product quality, and price simultaneously exert significant effects on purchase decisions.

Coefficient of Determination (R^2)

Table 4. Determination Coefficient Results

| Model | R | R Square | Adjusted R Square | Std. Error |
|-------|------|----------|-------------------|------------|
| 1 | .667 | .445 | .417 | 1.396 |

Source: SPSS processed data, 2025

Adjusted R Square value 0.417 (41.7%) indicates corporate image, product quality, and price collectively explain 41.7% purchase decision variance. Remaining 58.3% receives influence from unexamined variables including brand reputation, consumer experience, social influence, or promotional strategies (Solomon et al., 2020).

Discussion

The Effect of Corporate Image on Purchase Decision

Statistical analysis reveals corporate image demonstrates positive but insignificant effect on purchase decisions ($t = 1.926$, $p = 0.059$), resulting in H_1 rejection. This finding suggests corporate image alone insufficiently influences consumer purchase decisions within herbal product contexts (Balmer & Chen, 2023). Despite positive perceptions regarding PT. Melia Sehat Sejahtera's corporate image, consumers prioritize other factors when making purchase decisions.

Several explanations account for this insignificance. First, herbal product consumers may emphasize tangible product attributes—quality and pricing—over intangible corporate image elements (Kumar & Rahman, 2023). Second, information asymmetry regarding corporate activities may limit image influence on decision-making processes (Nguyen & LeBlanc, 2021). Third, purchase decisions in health product markets primarily depend upon product efficacy perceptions rather than corporate reputation alone (Chen & Wang, 2022).

However, corporate image's positive direction indicates potential influence becoming significant through interaction with other variables or within specific consumer segments (Hatch & Schultz, 2020). Companies



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should continue developing positive corporate images as long-term strategies supporting brand equity, even if immediate purchase decision impacts remain limited.

The Effect of Product Quality on Purchase Decision

Product quality exerts positive and significant effects on purchase decisions ($t = 3.342, p = 0.001$), confirming H_2 acceptance. This finding emphasizes product quality constitutes critical determinant influencing consumer choices within herbal product markets (Tjiptono & Chandra, 2020). Consumers prioritize quality attributes including performance, reliability, durability, and perceived excellence when evaluating purchase alternatives (Garvin, 2021).

Superior product quality generates consumer satisfaction, trust, and repurchase intentions (Kotler & Armstrong, 2020). Within health product contexts, quality assumes paramount importance as consumers seek effective solutions addressing health concerns (Martinez & Lee, 2021). Products demonstrating consistent quality performance establish competitive advantages, foster brand loyalty, and generate positive word-of-mouth recommendations (Zeithaml et al., 2020).

PT. Melia Sehat Sejahtera's quality emphasis successfully influences consumer decisions, validating quality investment strategies. Companies maintaining superior quality standards achieve sustainable competitive positioning, supporting long-term market success (Wirtz & Lovelock, 2022). This research confirms quality represents fundamental requirement for herbal product market participation and consumer preference attraction.

The Effect of Price on Purchase Decision

Price demonstrates positive and significant effects on purchase decisions ($t = 3.081, p = 0.003$), supporting H_3 acceptance. This finding validates price importance as determinant influencing consumer purchase behavior within herbal product markets (Monroe, 2022). Appropriate pricing strategies enhance perceived value propositions, making products attractive to target consumers (Nagle & Müller, 2020).

Consumers evaluate prices relative to quality perceptions, benefits received, and competitive alternatives (Kotler & Keller, 2021). Special pricing arrangements—distributor or member rates—create perceived value advantages encouraging purchases (Thompson & Garcia, 2023). Lower prices relative to market standards stimulate purchase intentions, particularly among price-sensitive consumer segments (Zeithaml et al., 2020). However, pricing strategies must balance affordability with quality perceptions to avoid negative quality inferences (Monroe, 2022). PT. Melia Sehat Sejahtera's pricing approach successfully positions products as valuable investments, supporting purchase decision facilitation. Companies optimizing pricing strategies relative to value propositions achieve enhanced market penetration and customer acquisition outcomes (Armstrong & Kotler, 2020).

Simultaneous Effect Analysis

F-test results ($F = 15.520, p < 0.001$) demonstrate corporate image, product quality, and price collectively exert significant effects on purchase decisions, confirming H_4 acceptance. Adjusted R^2 value 0.417 indicates these three variables explain 41.7% purchase decision variations, suggesting moderate explanatory power (Hair et al., 2021).

This finding confirms purchase decisions represent complex outcomes influenced by multiple interconnected marketing factors (Solomon et al., 2020). Synergistic interactions among corporate image, product quality, and price create comprehensive value propositions determining purchase likelihood (Kotler & Keller, 2021). Companies optimizing all three dimensions achieve superior marketing effectiveness compared to emphasizing single factors (Wirtz & Lovelock, 2022).

The remaining 58.3% unexplained variance suggests other factors including brand reputation, promotional effectiveness, distribution accessibility, consumer experiences, social influences, and psychological factors also influence purchase decisions (Roberts & Miller, 2022). Future research should incorporate these additional variables for comprehensive understanding of herbal product purchase determinants (Anderson & Brown, 2020).



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Despite corporate image's insignificant individual effect, its positive contribution within simultaneous model indicates synergistic value when combined with quality and pricing factors (Balmer & Chen, 2023). Holistic marketing approaches integrating multiple dimensions prove more effective than isolated strategies, supporting comprehensive marketing management practices (Armstrong & Kotler, 2020).

Conclusion

Based upon empirical findings and comprehensive data analysis, following conclusions emerge:

1. **Corporate Image** demonstrates positive but insignificant partial effect on purchase decisions at PT. Melia Sehat Sejahtera Medan ($t = 1.926$, $p = 0.059$). While consumers perceive positive corporate image, this factor alone insufficiently influences purchase decisions within herbal product contexts.
2. **Product Quality** exerts positive and significant partial effect on purchase decisions ($t = 3.342$, $p = 0.001$). Superior product quality constitutes critical determinant attracting consumer preferences, generating satisfaction, and establishing competitive advantages within health product markets.
3. **Price** demonstrates positive and significant partial effect on purchase decisions ($t = 3.081$, $p = 0.003$). Appropriate pricing strategies enhance perceived value propositions, stimulating purchase intentions particularly through special pricing arrangements.
4. **Corporate Image, Product Quality, and Price** collectively exert significant simultaneous effects on purchase decisions ($F = 15.520$, $p < 0.001$), explaining 41.7% decision variance. Synergistic interactions among these factors create comprehensive value propositions supporting purchase facilitation.
5. Remaining 58.3% purchase decision variance receives influence from unexamined factors including brand reputation, promotional strategies, distribution accessibility, consumer experiences, social influences, and psychological determinants requiring further investigation.

Recommendations

For Management:

1. Prioritize product quality enhancement through continuous improvement initiatives, quality control systems, and consumer feedback integration
2. Optimize pricing strategies balancing affordability with quality perceptions while maintaining special pricing arrangements for loyal customers
3. Develop corporate image through consistent communication, social responsibility initiatives, and stakeholder engagement programs
4. Implement integrated marketing approaches combining quality emphasis, competitive pricing, and positive image cultivation
5. Enhance customer experience management addressing pre-purchase, purchase, and post-purchase stages

For Marketing Strategy:

1. Emphasize product quality attributes in marketing communications highlighting performance, reliability, and efficacy
2. Develop value-based pricing strategies communicating cost-benefit relationships and competitive advantages
3. Strengthen brand positioning through quality leadership and customer satisfaction focus
4. Leverage testimonials and success stories demonstrating product effectiveness
5. Implement multi-channel marketing campaigns reaching diverse consumer segments



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For Future Research:

1. Incorporate additional variables including brand reputation, promotional effectiveness, distribution strategies, and consumer loyalty
2. Examine moderating effects of demographic characteristics, health consciousness, and prior product experience
3. Conduct longitudinal studies tracking purchase decision evolution over extended periods
4. Explore qualitative dimensions including consumer motivations, perceptions, and decision-making processes
5. Investigate comparative studies examining purchase determinants across different herbal product categories and market segments
6. Analyze mediating effects of customer satisfaction and trust on relationships between independent and dependent variables

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