



# The Influence Of Brand Image, Product Quality, And Price Perception On The Purchase Decision Of Jims Honey Products Among Students In Pekanbaru

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## ABSTRACT

*This study aims to examine the influence of brand image, product quality, and price perception on the purchasing decisions of Jims Honey products among students in Pekanbaru. Data collection was conducted using a questionnaire. The population in this study consists of students in Pekanbaru. A sample of 100 respondents was selected using purposive sampling. The data analysis employed a quantitative approach with multiple linear regression. The results of the simultaneous test show that brand image, product quality, and price perception collectively influence the purchasing decisions of Jims Honey products among students in Pekanbaru. Furthermore, the partial tests revealed that brand image, product quality, and price perception each have a significant effect on purchasing decisions. The R square value obtained was 0.657 or 65.7%, while the remaining 34.3% is influenced by other variables not included in this study.*

## INTRODUCTION

Potential for various products, including fashion items, continues to grow. The fashion industry is currently developing rapidly and is highly competitive, both from domestic and international producers. This phenomenon has intensified market competition, pushing business actors to be more innovative in creating products that can attract consumer interest. Fashion products are no longer seen as secondary needs or mere lifestyle accessories, but have become primary needs for many modern consumers (Siwi, 2022).



Figure 1 Sales Data





Data from Katadata.co.id (2022) shows that fashion products are among the most purchased categories online, accounting for 58%, followed by offline purchases at 29%. These figures reflect high consumer interest in fashion products, encouraging companies to continuously innovate to meet the dynamic needs and preferences of consumers.

In this context, one local brand that has successfully captured market attention is Jims Honey. Established in 2014, this brand is known for its fashion products such as women's bags, wallets, and watches, which feature trendy designs and affordable prices. Although Jims Honey products are imported from China and the warehouse is located in Jakarta, the brand has become popular among Indonesian consumers. One of Jims Honey's main strengths lies in its use of high-quality leather materials while maintaining friendly prices, making it an attractive choice for young consumers, particularly female students and working women (Nafingatunisak, 2023).

Jims Honey's market segment is dominated by women aged 17 to 30, including university students, who use these products not only as style necessities but also as part of their identity and daily appearance. The brand's marketing strategy also involves public figures and celebrities such as Jessika Iskandar, Gisel Anastasia, and Ayu Ting-Ting, who serve as influencers and help strengthen the brand image in consumers' minds (Rozi, 2021).

According to research conducted by Setiawati and Wiwoho (2021), several factors influence the purchasing decision of Jims Honey products. About 25.49% of respondents mentioned that social media promotions were very attractive, another 25.49% highlighted product quality as the main factor, 13.73% were influenced by price, 13.73% by brand image, 15.69% by design, and 9.1% by ease of transaction. These data indicate that multiple variables affect purchasing decisions, with three standing out the most: brand image, product quality, and price perception.

The trend in interest toward Jims Honey products is also supported by Google Trends data, which shows that from October 2023 to July 2024, consumer interest in Jims Honey was higher compared to similar brands such as Mossdoom, Bostanten, and Les Catino. However, despite this positive trend, fluctuations in interest still occur, indicating that consumer preferences remain highly dynamic. Therefore, companies need to design marketing strategies that can maintain and increase consumer interest, especially in the face of intense market competition.

A preliminary survey conducted on 10 students in Pekanbaru found that the majority of respondents were aware of and liked Jims Honey products. Eight out of ten respondents stated that they liked the brand, indicating that it already has a strong appeal among students.

One important factor influencing purchasing decisions is brand image. Brand image refers to the consumer's impression and perception of a brand. A strong and positive brand image helps consumers recognize, recall, and choose the product when they need items in that category. Thus, companies must build a consistent and consumer-relevant brand image to create a strong emotional connection (Ulfakhatun & Sunarjo, 2023).

Aside from brand image, product quality also plays a crucial role in purchasing decisions. Product quality reflects the ability of an item to perform its function, including aspects such as durability, reliability, design, and aesthetics. According to Kotler and Armstrong (2012), high-quality products tend to create customer loyalty because they provide satisfaction and trust. Jims Honey itself uses comfortable leather materials and follows the latest fashion trends, giving its products added value.

Furthermore, price perception is another variable that cannot be overlooked. Ferdinand (2000) stated that price is a key element in marketing strategy that influences consumer decisions. Price perception involves affordability, value-for-money, competitiveness compared to other products, and the match between price and product benefits. When consumers feel that the price they pay is in line with the value they receive, they are more likely to make purchases—and even repeat purchases.

From a marketing perspective, these three variables—brand image, product quality, and price perception—interact and influence each other in shaping consumer purchasing decisions. Therefore, this study aims to empirically examine the extent to which brand image, product quality, and price perception influence the purchasing decision of Jims Honey products among students in Pekanbaru.

The uniqueness of this study lies in its focus on students as a dynamic and critical market segment, as well as its focus on a growing local brand amidst the dominance of global products. In addition, this study





contributes to the development of effective marketing strategies for local businesses in maintaining and increasing the competitiveness of their products.

With that background, this research seeks to provide a deeper understanding of how students in Pekanbaru evaluate Jims Honey products based on brand image, product quality, and price perception. It is expected that the results of this study will provide strategic input for business actors, especially in the local fashion industry, to develop more targeted and consumer-oriented strategies.

## LITERATURE REVIEW

### A. Marketing Management

Marketing management is the core of business activities, focusing on how organizations create value for customers and maintain long-term relationships with them. According to Kotler and Keller (2018), marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers by delivering superior customer value. The process of marketing management includes various activities such as market analysis, planning, strategy implementation, as well as monitoring and evaluation (Kotler, 2021).

The American Marketing Association, as cited in Panjaitan (2018), defines marketing as a set of activities, institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. According to Musnaini et al. (2021), marketing management is important because it can create demand for the products produced by the industry and help achieve the company's objectives.

Marketing management also has specific goals, one of which is to build sustainable market demand (Dhani, 2023). This is achieved by understanding consumer needs and providing products or services that meet those needs. Customer satisfaction and market share growth are additional goals of marketing management that serve as indicators of the success of a company's marketing strategy.

### B. Brand Image

Brand image refers to the consumer's perception of a brand shaped by experience, expectations, and interactions with the brand's products or services. According to Kotler (2009), image is a set of beliefs, ideas, and impressions held by a person about an object. Majid (2009) adds that image is the perception formed in society about the quality of a company, developed through communication and experience.

Brand image serves as the identity of the company, distinguishing one product from another in the consumer's mind (Tjiptono, 2008). Beyond just a logo or symbol, brand image reflects the values, quality, and promises offered by the company. A strong and consistent image builds consumer trust and loyalty, thereby influencing purchasing decisions.

Research by Beno et al. (2022) states that brand image has a significant influence on purchasing decisions. A strong brand image can shape positive perceptions in the minds of consumers and add value to the product. Brand image is not only formed from the brand's visuals but also through overall consumer interaction with the brand.

### C. Product Quality

Product quality is one of the key factors in determining consumer choices. According to Kotler and Keller (2009), quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. Tjiptono (2008) describes quality as a combination of product attributes that determine the extent to which a product meets customer needs.

Purnama, in Ibrahim and Windarti (2017), explains that product quality is the alignment between product specifications and consumer desires and needs. Product quality includes aspects such as durability, reliability, ease of use, aesthetics, and perceived quality (Kotler & Armstrong, 2016).

Indicators of product quality according to Kotler (2013) include performance, durability, conformance to specifications, features, reliability, aesthetics, perceived quality, and serviceability. High-quality products are preferred by consumers as they offer safety and satisfaction in use. Siwi (2022) found in her study that the product quality of Jims Honey significantly affects purchasing decisions, highlighting the importance of meeting consumer expectations.





#### **D. Price Perception**

Price perception refers to how consumers view the price of a product based on the perceived value. According to Kotler and Keller (2009), perception is the process of selecting, organizing, and interpreting information to form a meaningful picture of the world. In the context of pricing, perception is shaped by a combination of received price information, past experiences, and product expectations.

Sudaryono (2016) defines price as the exchange value of a product or service at a given time. Meanwhile, Kotler and Armstrong (2008) state that price includes the monetary amount or other units exchanged to gain ownership or use of a product. Peter and Olson (2016) mention that price perception is how consumers interpret price-related information so that it becomes meaningful in the context of a purchase decision.

Schiffman and Kanuk (2008) add that price perception includes perceptions of high, low, or fair prices, all of which can influence buying interest and consumer satisfaction. Singal et al. (2019) state that indicators of price perception include affordability, price-quality congruence, and price competitiveness. A positive price perception will increase the attractiveness of a product, while a negative one may reduce buying interest.

Beno et al. (2022) and Al Azahari & Hakim (2021) found that price perception positively influences purchasing decisions. When consumers feel that the price is in line with the benefits received, they are more likely to make a purchase.

#### **E. Purchase Decision**

A purchase decision is a psychological and behavioral process involving need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2017). This process reflects how consumers make rational and emotional choices regarding a product or service.

According to Lianardi and Chandra (2019), purchase decisions are influenced by various dimensions, namely product choice, brand, distributor, quantity, timing, and payment method. Each dimension reflects the stages consumers go through in the purchasing process and may be influenced by both internal and external factors.

Positive purchase decisions are greatly influenced by a strong brand image, good product quality, and appropriate price perception (Beno et al., 2022). Desti Putri Azahra's own research shows that brand image, product quality, and price perception simultaneously contribute to 65.7% of the purchase decision of Jims Honey products among students in Pekanbaru.

### **METHOD**

#### **Research Location**

This research was conducted in the city of Pekanbaru, Riau. The location was selected based on the presence of active consumers of Jims Honey, the majority of whom are university students. Pekanbaru was chosen due to its large student population and noticeable purchasing activity toward local fashion products. The research was carried out from February 2025 until all research stages were completed.

#### **Types and Sources of Data**

The type of data used in this study is quantitative data, consisting of two kinds: primary and secondary data. Primary data were obtained directly from the results of questionnaires distributed to respondents, who are students in Pekanbaru that have purchased and used Jims Honey products. Secondary data were sourced from literature studies, previous research reports, scientific articles, and other written sources that support the theoretical framework of this study.

#### **Data Collection Techniques**

Data collection was conducted using two methods: observation and questionnaires. Observation was carried out through direct monitoring of the market conditions and students' consumption patterns toward Jims Honey products. This method helped the researcher understand the social context and environmental factors influencing consumers' purchasing decisions. The questionnaire served as the main instrument for data





collection. It consisted of statements measuring the variables of brand image, product quality, price perception, and purchase decision. The questionnaire used a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

### **Population and Sample**

The population in this study includes all students in Pekanbaru who have ever purchased and used Jims Honey products. The exact number of the population is unknown due to the lack of official data regarding Jims Honey consumers in this region. Therefore, the researcher used the Lemeshow formula, which is commonly used for unknown populations. With a confidence level of 95% and a margin of error of 10%, the resulting sample size was 96.04, which was rounded up to 100 respondents.

### **Sampling Technique**

The sampling method used was non-probability sampling with a purposive sampling approach. This technique was chosen because the researcher aimed to select respondents with specific characteristics relevant to the study—namely, students residing in Pekanbaru who have purchased Jims Honey products at least once and have knowledge about the products. These criteria were essential to ensure that respondents could provide relevant and accurate answers to the research instrument.

### **Data Analysis Technique**

The data were analyzed quantitatively using statistical approaches. The questionnaire data were analyzed using statistical software to determine the relationship and influence of the independent variables (brand image, product quality, price perception) on the dependent variable (purchase decision). The analysis technique used was multiple linear regression, as the study aimed to identify both simultaneous and partial effects of the three independent variables on one dependent variable.

The measurement scale used was a five-point Likert scale. The scores from each statement were summed and averaged for each variable, then used in the statistical analysis. Data interpretation was carried out based on score classifications reflecting the level of agreement of respondents to each statement.

### **Data Quality Test**

Data quality testing was conducted through validity and reliability tests. The validity test was used to measure how well the items in the questionnaire reflected the intended variables. This was done by examining the correlation between each item and the total variable score. If the calculated  $r$ -value ( $r$  count) was greater than the table  $r$ -value ( $r$  table), the item was considered valid. The reliability test assessed the internal consistency of the instrument using Cronbach's Alpha coefficient. The instrument was deemed reliable if the Cronbach's Alpha value was greater than 0.60.

### **Classical Assumption Test**

Before conducting regression analysis, classical assumption tests were performed to ensure the data met the requirements for regression analysis. The three tests carried out were the normality test, heteroscedasticity test, and autocorrelation test. The normality test ensured that the residuals were normally distributed. The heteroscedasticity test was used to detect whether the residuals had constant variance. The autocorrelation test identified whether there was a correlation between residuals. These tests are crucial to ensure the validity of the regression results.





### Multiple Linear Regression Test

Multiple linear regression was used to analyze the simultaneous and partial effects of the three independent variables—brand image, product quality, and price perception—on the purchase decision. This regression model produced coefficients that indicated the direction and strength of the effect of each independent variable on the dependent variable. Additionally, the coefficient of determination ( $R^2$ ) was calculated to determine how much the independent variables contributed to explaining the variation in purchase decisions.

### Hypothesis Testing

Hypothesis testing was conducted using the t-test and F-test. The t-test was used to assess the partial effect of each independent variable on the purchase decision, while the F-test evaluated the simultaneous effect of all three variables. The testing criteria were that if the significance value (p-value) < 0.05, the alternative hypothesis was accepted, indicating a significant effect of the independent variables on the dependent variable.

## RESULT AND DISCUSSION

### Respondent Characteristics

This research was conducted on 100 student respondents in Pekanbaru City who had purchased Jims Honey products. Based on age distribution, the respondents were dominated by the 22–23 age group with 53 respondents (53%), followed by the 20–21 age group with 43 respondents (43%), and the remaining 4 respondents (4%) were aged 18–19. This indicates that older university students are a potential market for Jims Honey products.

Based on gender, 88 respondents (88%) were female and 12 respondents (12%) were male, confirming that Jims Honey products are more favored by women. All respondents (100%) stated that they had purchased and used Jims Honey products.

Table 1 Respondents by Age

No	Age	Number of Respondents	Percentage
1	18–19	4	4%
2	20–21	43	43%
3	22–23	53	53%
	Total	100	100%

Table 2 Respondents by Gender

No	Gender	Number of Respondents	Percentage
1	Female	88	88%
2	Male	12	12%
	Total	100	100%





### Variable Descriptions

This study analyzed four variables: brand image (X1), product quality (X2), price perception (X3), and purchase decision (Y). Each variable was measured using a series of indicators based on a Likert scale. For the brand image variable, most respondents agreed or strongly agreed with statements regarding brand identity clarity, elegant design, and product innovation. Similarly, the product quality variable received high responses for durability, attractive design, and alignment with consumer expectations.

Price perception was rated positively, with most respondents believing that Jims Honey products were affordable and commensurate with their benefits. For the purchase decision variable, 53.8% of respondents strongly agreed they would repurchase Jims Honey products, indicating high customer loyalty.

### Validity and Reliability Tests

The research instrument was tested for validity using the criterion of  $r\text{-count} > 0.196$ . All indicators for the brand image, product quality, price perception, and purchase decision variables met this criterion, with significance values  $< 0.05$ , indicating that all items were valid. Reliability testing used Cronbach's Alpha. All variables had values above 0.60: brand image (0.632), product quality (0.826), price perception (0.751), and purchase decision (0.785), indicating that the instruments used were reliable.

Table 3 Reliability Test Recap

Variable	Cronbach's Alpha	Description
Brand Image (X1)	0.632	Reliable
Product Quality (X2)	0.826	Reliable
Price Perception (X3)	0.751	Reliable
Purchase Decision (Y)	0.785	Reliable

### Classical Assumption Tests

The normality test using Kolmogorov-Smirnov showed a significance value of  $0.200 > 0.05$ , indicating that the data were normally distributed. Multicollinearity tests showed that all independent variables had tolerance values  $> 0.10$  and VIF values  $< 10$ , indicating no multicollinearity. The heteroscedasticity test showed no specific pattern in the scatterplot, indicating the absence of heteroscedasticity.

Table 4 Multicollinearity Test

Variable	Tolerance	VIF
Brand Image	0.493	2.030
Product Quality	0.286	3.494
Price Perception	0.355	2.814

### Multiple Linear Regression Test

The multiple linear regression analysis showed that the regression model used in this study was:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:





- Y = Purchase Decision
- $X_1$  = Brand Image
- $X_2$  = Product Quality
- $X_3$  = Price Perception

The analysis showed a coefficient of determination ( $R^2$ ) of 0.657, meaning that 65.7% of the purchase decision is influenced by brand image, product quality, and price perception simultaneously, while the remaining 34.3% is influenced by other variables outside the model.

Table 5 Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.810	0.657	0.646	1.461

### Hypothesis Testing

The F test results showed that the F value was  $61.182 > F$  table 2.70 with a significance value of  $0.000 < 0.05$ . This proves that brand image, product quality, and price perception simultaneously have a significant effect on purchase decisions.

Table 6 F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	391.981	3	130.660	61.182	0.000
Residual	205.019	96	2.136		
Total	597.000	99			

Furthermore, the t-test showed that each independent variable had a significant partial effect on purchase decisions. This aligns with the theory of Kotler and Keller (2018) and findings by Beno et al. (2022), which state that brand image and price perception influence customer loyalty and purchasing decisions.

### Discussion of Research Results

The research results show that brand image significantly influences purchasing decisions. Jims Honey's modern and elegant brand image attracts female students in Pekanbaru, aligning with the findings of Ulfakhatun & Sunarjo (2023), which state that a strong brand image builds consumer trust and preference. Product quality also contributes significantly, as Jims Honey products are considered durable, attractive in design, and meet expectations. This supports the statement by Kotler & Armstrong (2016) that perceived quality affects loyalty and purchasing decisions.

Price perception also proves to have a significant influence, as students believe Jims Honey's prices are commensurate with their benefits. This aligns with the study by Al Azahari & Hakim (2021), which emphasizes that price perception influences purchase intentions because it relates to perceived value.

Overall, the results of this study are in line with previous studies by Setiawati and Wiwoho (2021), Beno et al. (2022), and Rozi (2021), which state that the three variables—brand image, product quality, and price perception—are key determinants of local fashion product purchase decisions.





## CONCLUSION

Based on the results of the research conducted, it can be concluded that all the variables studied—brand image, product quality, and price perception—have a positive and significant influence on the purchasing decision of Jims Honey products among university students in Pekanbaru. Brand image, as the perception of the brand embedded in the minds of consumers, has been proven to increase consumer confidence in making a purchase. A positive image, such as ease in recognizing the brand, an elegant appearance, association with long-lasting quality, and an innovative approach to product design, serves as the main driver of purchase decisions.

Product quality also plays an important role in influencing purchase decisions. The students who participated as respondents in this study evaluated Jims Honey products as being of good quality in terms of materials, design, and durability. Products that meet consumer expectations generate satisfaction, which ultimately encourages repeat purchases.

Furthermore, price perception also plays a crucial role. The students' perception of Jims Honey's pricing as affordable and aligned with its benefits is a factor that strengthens their purchasing interest. With a perception of fair and reasonable pricing, consumers feel they are receiving more value than what they pay for.

Simultaneously, brand image, product quality, and price perception contribute 65.7% to purchasing decisions, while the remaining 34.3% is influenced by other factors not examined in this study. These findings suggest that the company must continue to maintain and improve its strategies in building a strong brand image, ensuring high product quality, and setting competitive prices to attract and retain consumers.

Based on these findings, it is recommended that Jims Honey continues to strengthen its brand image through creative promotions and collaborations with influencers that align with its target market of university students. Additionally, it is important to maintain and enhance product quality through design innovation and the use of more premium materials. In terms of pricing, the company is advised to consider discount strategies or loyalty programs to increase perceived value.

For future research, it is recommended to include other variables such as promotion, customer satisfaction, or lifestyle, which may also influence purchasing decisions. This aims to fill the 34.3% gap of unexplained variables in this model. In this way, future research will provide a more comprehensive picture of the factors influencing purchasing decisions for fashion products among university students.

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