

THE INFLUENCE OF BRAND AND PRICE ON THE PURCHASE DECISION OF SNEAKERS AMONG GENERATION Z IN BANDA ACEH

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Abstract

A purchase decision is an action taken by consumers to purchase a desired product or service. Brand and price are two factors among other factors that can influence purchasing decisions, especially among generation Z. Therefore, it is important to understand the influence of brand and price on purchasing decisions to design effective marketing strategies. Therefore, it is important to understand the effect of brand and price on purchasing decisions to design effective marketing strategies. This study aims to analyze the effect of brand and price on purchasing decisions for sneakers by generation Z in Banda Aceh. This study uses a quantitative approach method with primary data sources and sampling techniques on 100 respondents for questionnaire distribution and data analysis methods using multiple linear regression. The results showed that the brand and price variables had a significant effect on purchasing decisions. Simultaneously, brand and price together have a significant effect on purchasing decisions for sneakers for generation Z in Banda Aceh.

Keywords: Brand, price, purchase decision

Abstrak

Keputusan pembelian merupakan sebuah tindakan yang dilakukan oleh konsumen untuk melakukan pembelian sebuah produk atau jasa yang diinginkan. Merek dan harga merupakan dua faktor diantara faktor-faktor lain yang dapat mempengaruhi keputusan pembelian, terutama pada kalangan generasi Z. Oleh karena itu, penting untuk memahami pengaruh merek dan harga terhadap keputusan pembelian untuk merancang strategi pemasaran yang efektif. Penelitian ini bertujuan untuk menganalisis pengaruh merek dan harga terhadap keputusan pembelian sepatu sneakers oleh kalangan generasi Z di Banda Aceh. Penelitian ini menggunakan metode pendekatan kuantitatif dengan sumber data primer dan teknik sampling pada 100 responden untuk penyebaran angket serta metode analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel merek dan harga berpengaruh signifikan terhadap keputusan pembelian. Secara simultan, merek dan harga secara bersamaan berpengaruh signifikan terhadap keputusan pembelian sepatu sneakers pada generasi Z di Banda Aceh.

Kata Kunci: Merek, harga, keputusan pembelian

INTRODUCTION

Every company that produces goods or services requires marketing activities to achieve its sales targets. Understanding consumer desires is essential so that companies can attract interest and encourage purchasing decisions. Marketing, according to Kotler & Keller (2021), is a social and managerial process involving individuals or groups in fulfilling needs and wants through the creation, offering, and exchange of valuable products. Business competition today is highly intense, requiring

companies to meet consumer needs and create superior products that are differentiated from competitors. Innovative product development has become an effective strategy for attracting consumer attention. In this context, the marketing mix serves as a method used to accomplish the mission in the target market, with the aim of attracting consumer interest through superior value, affordable pricing, efficient distribution, and effective promotion (Kotler & Armstrong, 2018).

Consumer purchase decisions are

influenced by various factors, including brand and price. A brand is defined as a name, term, or symbol that identifies a product and differentiates it from other products (Kotler & Keller, 2021). Brand strength and value vary, and a strong brand can build consumer trust. Generation Z, born between 1995 and 2010, has emerged as an important market segment. They are known as the internet generation, being highly familiar with technology and social media (Tapscott, 2009). Easy interaction with brands through digital platforms makes them a highly potential consumer group. Purchase decisions involve a process of selecting the desired product, influenced by two main factors: purchase intention and the final decision (Kotler & Keller, 2021; Firmansyah, 2019). Product quality and price are two key factors evaluated by consumers prior to purchase. High product quality provides satisfaction, while reasonable pricing can increase demand (Kotler & Armstrong, 2018).

In the footwear industry, sneakers have become highly popular, particularly among Generation Z. Since their introduction in 1971 by Keds, sneakers have evolved into a lifestyle product in Indonesia, driven by the influence of globalization and the presence of international brands such as Nike and Adidas (Muliawan & Waluyo, 2021; Christy, 2019). Brand and comfort are important factors in Generation Z's purchasing decisions regarding sneakers. Research on the influence of brand and price on purchase decisions among Generation Z in Banda Aceh highlights the importance of understanding these factors.

Various studies indicate that brand has a positive influence on purchase decisions (Marlius & Mutiara, 2022), although some research reports contrasting findings (Wowor et al., 2021). Price also has a significant effect (Anjani & Simamora, 2022); however, other

studies suggest otherwise (Mulyana, 2021). Identifying the influence of brand and price is essential for designing effective marketing strategies. Generation Z tends to prefer products with well-known brands and competitive prices, reflecting their lifestyle and social status. Given the large Generation Z population in Banda Aceh, understanding their consumption behavior particularly in relation to brand and price can assist producers and marketers in developing more effective strategies.

This study aims to fill existing research gaps and provide new insights into the factors influencing sneaker purchase decisions among Generation Z. By understanding the preferences and behaviors of young consumers, companies in Banda Aceh can optimize their marketing approaches to attract interest and increase sneaker sales.

Literature Review and Hypotheses Generation Z

Generation Z, born between 1995 and 2012, is a cohort that is highly connected to technology and the internet (Stillman & Stillman, 2018). Known as the digital generation, they have grown up in an environment that facilitates easy access to information through various technological devices. The main characteristics of Generation Z include high technological proficiency, intensive social interaction through social media, and multitasking habits. They are accustomed to performing multiple activities simultaneously, such as reading while watching movies (Lubis & Handayan, 2022).

Other indicators of Generation Z include strong ambition for success, a tendency to seek practical solutions, and a high level of self-confidence. They value freedom of expression and prefer instant approaches to problem-solving (Lubis & Handayani, 2022). In addition, they are critical and detail-oriented in their thinking and seek recognition for their efforts.

This generation is highly proficient in using digital devices and prefers digital communication over face-to-face interaction, reflecting their strong orientation toward the virtual world (Lubis & Handayani, 2022).

Purchase Decision

Consumer purchase decisions are the outcome of a process of selecting a preferred brand, influenced by purchase intention and the final decision (Kotler & Armstrong, 2018). This process involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2021). Consumers begin by recognizing their needs, seeking information about products, and evaluating the available options (Gunawan, 2022). Individual involvement in the purchase decision also plays an important role, encompassing the roles of initiator, influencer, decider, buyer, and user.

Factors influencing purchase decisions include product quality, brand, packaging, price, availability, desire, and reference factors. In the decision-making process, consumers go through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Marketers need to pay attention to consumer satisfaction after purchase to enhance loyalty (Kotler & Keller, 2021). Indicators of purchase decisions, such as product certainty and buying habits, help companies understand consumer behavior in the decision-making process (Kotler & Armstrong, 2018; Tjiptono, 2019).

Brand

A brand is an identity that differentiates a product or service from competitors, consisting of a name, symbol, and design that create value for customers (Kotler & Keller, 2021; Firmansyah, 2019). Brand elements include the

name, logo, symbol, character, packaging, slogan, and jingle, all of which serve to identify and distinguish the brand (Kotler & Keller, 2021). Brands are categorized into two types: manufacturer brands, which are owned by the company that produces the products, and private brands, which are owned by distributors or retailers (Firmansyah, 2019).

The role of a brand for consumers includes providing expectations, facilitating decision-making, and serving as part of their self identity (Kotler & Keller, 2021). For producers, a brand functions as a product organizer, offers legal protection, and creates a competitive advantage (Kotler & Keller, 2021). Criteria for selecting brand elements include memorability, meaning, attractiveness, flexibility, and legality (Firmansyah, 2019). Indicators of brand success include recognition, reputation, emotional appeal, and consumer loyalty.

Price

Price is the amount of money charged for a product or service and is an essential element in the economic system, reflecting the value of a product in the market (Kotler & Keller, 2021; Gitosudarmo, 2019). Pricing is influenced by various factors, including the company's marketing objectives, costs, market demand, and competition (Kotler, 2017). The set price not only reflects product quality but also affects consumers' purchasing decisions (Tjiptono, 2019).

Price indicators include affordability, price-quality alignment, competitiveness, and the correspondence between price and the benefits received by consumers (Kotler & Armstrong, 2018). In setting prices, companies must consider objectives such as sustainability, profit maximization, and achieving maximum market share (Kotler, 2017). Price adjustments are also necessary to reflect variations in demand

and costs, as well as strategies such as discounts and geographic pricing (Kotler, 2017).

Theoretical Framework

The theoretical framework in this study can be systematically illustrated in the form of a diagram:

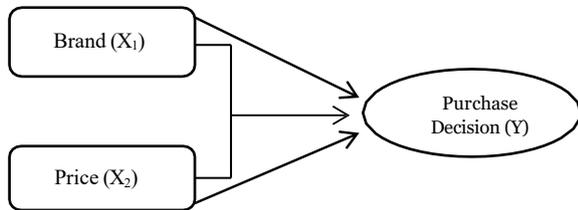


Figure 1
Research Conceptual Framework

Hypotheses

Referring to the theoretical framework and previous empirical studies related to this research, the following hypotheses are proposed:

- H_{a1}: Brand has a significant effect on sneaker purchase decisions among Generation Z in Banda Aceh.
- H_{a2}: Price has a significant effect on sneaker purchase decisions among Generation Z in Banda Aceh.
- H_{a3}: Brand and Price simultaneously have a significant effect on sneaker purchase decisions among Generation Z in Banda Aceh.

METHODOLOGY

This study employs a quantitative method to analyze the influence of brand and price on sneaker purchase decisions among Generation Z in Banda Aceh. Data were collected through a questionnaire using a Likert scale, with questions and statements aligned with the predetermined indicators.

The population in this study consists of Generation Z individuals who purchase sneakers in Banda Aceh. This study includes 11 indicators, so that the number of samples included in systematic random sampling with the minimum recommended is $11 \times 9 = 99$ samples. Therefore,

based on Hair et al. (2017), for research involving multiple regression analysis with 11 indicators, the minimum suggested sample size is 100 respondents.

The data used in this study are primary data. Primary data were collected directly from the sources or locations where the research was conducted (Sugiyono, 2019). The primary data in this study are cross-sectional data, obtained using questionnaires. According to Sugiyono (2019), a questionnaire is a data collection strategy involving a series of written questions or statements for respondents to answer. The data were collected from Generation Z individuals in Banda Aceh who purchase Sneaker products.

Data Collection Techniques

Data were collected using a questionnaire, and the variables were measured with a Likert scale employing a scoring method. The Likert scale is used to assess an individual's attitudes and opinions toward a particular phenomenon. The researcher administered the questionnaire via Google Forms to facilitate distribution and save time. The questionnaire contained questions and statements regarding brand and price in relation to Sneaker purchase decisions among Generation Z in Banda Aceh.

Data Analysis Techniques

In this study, the data analysis method employed statistical techniques in the form of multiple regression analysis. Multiple regression analysis is used to determine whether the independent variables have an effect on the dependent variable (Ghozali, 2018). The regression equation with two independent variables is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Purchase decision

a = Constant

b_{1-2} = Coefficients of the variables

- X₁ = Brand
- X₂ = Price
- e = Standard error

RESULTS AND DISCUSSION

1. Respondent Characteristics

The characteristics of the respondents include gender and age. The complete results of the data processing are as follows:

Table 1
Respondent Characteristics

Gender	f	%
Male	63	63
Woman	37	37
Age	f	%
18-21 Year	32	32
22-25 Year	65	65
26-27 year	3	3

Source: Data Processed by SPSS (2024)

Table 1 shows that out of a total of 100 respondents, 63% were male and 37% were female. In terms of age, the majority of respondents were in the 18–21 age group, accounting for 32%, followed by the 22–25 age group, which comprised 65% of the total respondents, while only 3% of respondents were aged 26–27 years.

2. Classical Assumptions

a. Normality Test

Table 2
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		100
Normal	Mean	.0000000
Parameters ^a	Std. Deviation	.52902436
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.075
Test Statistic		.079
Asymp. Sig. (2-tailed)		.124

a. Test distribution is Normal.

Source: Data Processed by SPSS (2024)

The normality test was conducted using the Kolmogorov-Smirnov (K-S) test with a significance level of 5%. The following table shows that the test results for the variables under study indicate that the asymptotic significance values for each variable are above 5%. This indicates that the variables have a normal distribution. Multicollinearity among the four independent variables under investigation

was also assessed.

b. Heteroscedasticity Test

Heteroscedasticity indicates that the variance of the residuals is not homogeneous, which can result in inefficient estimated values. An independent variable is considered to have heteroscedasticity issues if its significance value is > 0.050. Table 2 shows that the Asymp. Sig (2-tailed) value is 0.124, which is greater than 0.05, indicating that the data are normally distributed and that the normality assumption of the regression model has been met.

c. Multicollinearity Test

Multicollinearity refers to a strong correlation between independent variables in a regression model. If multicollinearity is present, the regression coefficients become unreliable, the error rate increases significantly, and it is usually indicated by a very high coefficient of determination (R²), while individual regression coefficients are either insignificant or only a few are significant. In this study, the Variance Inflation Factor (VIF) was used as an indicator to detect the presence of multicollinearity among the independent variables.

Table 3
Data Multicollinearity Test Results

Variable	Nilai	Nilai
	Tolerance	inflation factor (VIF)
Brand	0,272	3,672
Price	0,272	3,672

Source: Data Processed by SPSS (2024)

Based on the VIF values shown in Table 3, the VIF for the Brand variable (X₁) is 3.672, and for the Price variable (X₂) it is also 3.672. All VIF values for the independent variables are below 10, which indicates that non multicollinearity.

Table 4
Heteroscedasticity Test Results

Variable	Test Results	
	Test Results	Description
Brand	0,114	Free of Heteroscedasticity
Price	0,117	Free of heteroscedasticity

Source: Data Processed by SPSS (2024)

Based on Table 4, the results of the heteroscedasticity test show that all independent variables have significance values greater than 0.050. This indicates that there are no heteroscedasticity issues among the variables,

and therefore, the regression model used in this study meets the heteroscedasticity assumption.

Multiple Linear Regression Analysis

Multiple linear regression analysis serves as the main tool to evaluate the relationship and influence of the independent variables (brand and price) on the dependent variable (purchase decision).

Table 5
Multiple Linear Regression Analysis Results

Variabel	Unstandardized Coefficients		Standard ized Coefficients	Sig.
	B	Standar Error	Beta	
(Constant)	.294	.543		.589
Brand	.159	.039	.168	4.038 .000
Price	.968	.049	.829	19.912 .000

Source: Data Processed by SPSS (2024)

Based on the unstandardized Beta coefficients displayed in the table above, the regression equation for this study can be formulated as follows:

$$Y = 0.294 + 0.159(X_1) + 0.968(X_2)$$

The regression equation indicates that the constant (C) value of 0.294 reflects the average sneaker purchase decision when all independent variables (brand and price) are equal to zero, with the positive sign indicating a positive relationship between the independent and dependent variables. The regression coefficient for the Brand variable (X₁) is 0.159, which means that for every 1-unit increase in brand, the purchase decision (Y) will increase by 0.159, assuming other variables remain constant. Meanwhile, the regression coefficient for the Price variable (X₂) is 0.968, indicating that for every 1-unit increase in price, the purchase decision (Y) will increase by 0.968, also assuming other independent variables remain constant. The positive signs of both coefficients confirm that brand and price have a positive effect on purchase decisions.

Hypothesis Testing: Partial Test (T-Test)

The T-test (partial test) is used in regression analysis to examine the significance of

each regression coefficient in the model. The primary purpose of the T-test is to determine whether each independent variable significantly affects the dependent variable. In this study, the T-test was used to test the hypotheses partially by comparing the calculated t-value (t-count) with the t-table value. If t-count > t-table and the significance level < 0.05, then H₀ is rejected and H_a is accepted. The t-table value is obtained from the distribution table by calculating the degrees of freedom (df), which in this study is 100 – 2 – 1 = 97. Based on df = 97 and α = 0.05, the t-table value is 1.984. The T-test results for all independent variables are presented in the multiple regression analysis table.

Based on Table 6, it can be concluded that, partially, Brand (X₁) has a positive and significant effect on Sneaker purchase decisions among Generation Z in Banda Aceh, with a t-value of 4.038, which is greater than the t-table value of 1.984, and a significance level of 0.000, which is below 0.05. Furthermore, Price (X₂) also has a positive and significant effect on purchase decisions, with a t-value of 19.912, far exceeding the t-table value of 1.984, and a significance level of 0.000, below 0.05.

Table 6
T-Test Results (Partial Test)

Variable	t		Sig
	t-count	t-table	
Brand	4,038	1,984	0,000
Price	19,912	1,984	0,000

Source: Data Processed by SPSS (2024)

F-Test (Simultaneous Test)

The F-test (simultaneous test) is used to assess the overall significance of a linear regression model by testing whether all independent variables simultaneously have a significant effect on the dependent variable. In this study, the F-test aims to determine the extent to which Brand and Price simultaneously influence sneaker purchase decisions among Generation Z in Banda Aceh. The F-test results are presented in the ANOVA table, which

indicates whether the regression model is overall significant in explaining the variability of the dependent variable. If the F-value is significant at a certain confidence level (e.g., $\alpha = 0.05$), it indicates that the independent variables have a significant effect on the dependent variable, and thus the regression model can be considered valid for further analysis.

Table 7
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	576.803	2	288.402	1009.678	.000 ^b
Residual	27.707	97	.286		
Total	604.510	99			

Source: Data Processed by SPSS (2024)

The results of the F-test (Table 7) were used to test the hypothesis regarding the simultaneous effect of Brand (X_1) and Price (X_2) on Purchase Decision (Y) by comparing the calculated F-value (F-count) with the F-table value obtained from the F-distribution table for $df = 100 - 3 = 97$, at $\alpha = 0.05$, which is 2.70. The F-test results show that F-count is 1009.678 with a significance level of 0.000. Since the F-count is greater than the F-table value ($1009.678 > 3.090$) and the significance level $0.000 < 0.05$, H_0 is rejected and H_{a3} is accepted. This indicates that Brand and Price simultaneously have a significant effect on sneaker purchase decisions among Generation Z in Banda Aceh.

Coefficient of Determination Test

The coefficient of determination test (R^2) is a statistical method used to measure how well a linear regression model can explain the variation in the dependent variable based on the independent variables included in the model. In the context of this study, the coefficient of determination test helps to determine the strength of the relationship between the independent and dependent variables. The following explains the function and interpretation of the coefficient of determination test:

Table 8
Regression Model Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977 ^a	.954	.953	.534

Source: Data Processed by SPSS (2024)

Based on Table 8, the coefficient of determination (R^2) is 0.954, or 95.4%. This indicates that the independent variables, consisting of Brand (X_1) and Price (X_2), simultaneously influence the Purchase Decision (Y) by 95.4%, while the remaining 4.6% is affected by other variables not examined in this study.

DISCUSSION

The Influence of Brand on Sneaker Purchase Decisions among Generation Z in Banda Aceh

The influence of brand on sneaker purchase decisions among Generation Z in Banda Aceh demonstrates strong significance in the regression analysis, with a significance value below 0.05 (0.000). The results indicate that the null hypothesis is rejected and the first alternative hypothesis (H_{a1}) is accepted, showing that brand has a significant effect on purchase decisions. Generation Z tends to pay close attention to brand reputation and image when making decisions, with strong brands and attractive designs being key factors. Therefore, companies aiming to attract Generation Z should focus on brand strengthening, creating innovative product designs, and building a positive reputation. Investment in branding and brand image management is a crucial strategic step to secure the preferences and loyalty of young consumers in this region.

The Influence of Price on Sneaker Purchase Decisions among Generation Z in Banda Aceh

The results of the test indicate that the Price variable has a significant effect on sneaker purchase decisions by Generation Z in Banda Aceh, with a significance value of 0.000. This suggests that the null hypothesis is rejected and

the alternative hypothesis (H_{a2}) is accepted, confirming the importance of price in influencing purchase decisions. Generation Z tends to be price-sensitive, associating price with quality and satisfaction. When the price is perceived as reasonable, they are more likely to make a purchase, whereas excessively high prices can inhibit purchase decisions. Therefore, companies targeting Generation Z need to develop competitive pricing strategies and offer clear value, complemented by attractive promotions to enhance product appeal and encourage positive purchase decisions.

The Simultaneous Influence of Brand and Price on Sneaker Purchase Decisions among Generation Z in Banda Aceh

Based on the simultaneous analysis and a significance level of 0.000, it can be concluded that the variables Brand and Price simultaneously have a significant effect on Sneaker purchase decisions among Generation Z in Banda Aceh. The results indicate that the null hypothesis is rejected and the previously proposed alternative hypothesis (H_{a3}) is accepted, showing that both variables contribute significantly when analyzed together. The coefficient of determination (R^2) of 0.954 indicates that 95.4% of the variation in purchase decisions can be explained by the combination of Brand and Price, reflecting a very strong regression model. Brand contributes significantly by influencing consumer decisions, while Price also plays an important role, especially for Generation Z, who are price-sensitive. Although these two variables explain the majority of the variation, the remaining 4.6% suggests the presence of other factors not examined in this study, such as market trends and peer recommendations, which should be considered in further research to gain a deeper understanding of consumer behavior.

CONCLUSION

Based on the data analysis, the conclusions regarding the influence of Brand and Price on sneaker purchase decisions by Generation Z in Banda Aceh are as follows: the first alternative hypothesis (H_{a1}) is accepted, indicating that the Brand variable has a significant effect on purchase decisions. The second alternative hypothesis (H_{a2}) is also accepted, showing that the Price variable significantly affects purchase decisions. Simultaneously, Brand and Price have a significant effect on purchase decisions, confirming the acceptance of H_{a3} .

Recommendations

Based on the findings of this study regarding the influence of Brand and Price on sneaker purchase decisions by Generation Z in Banda Aceh, the following recommendations are proposed:

1. Considering the significant influence of Brand on purchase decisions, sneaker companies are advised to strengthen their brand image. This can be achieved by improving product quality, creating attractive designs, and implementing effective brand promotion. Marketing strategies that focus on building brand awareness and establishing emotional connections with Generation Z consumers will be highly beneficial.
2. Companies are recommended to set competitive prices and provide clear added value for consumers. Offering a range of pricing options, discounts, or loyalty programs can enhance product appeal.
3. Given that Brand and Price simultaneously have a substantial influence on purchase decisions, it is crucial for companies to continuously conduct market research to gain deeper insights into consumer

preferences and needs. Adapting products and sales strategies based on consumer feedback and market trends will help align offerings with the expectations of Generation Z.

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