

THE EFFECT OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON PURCHASE DECISIONS ON ADES PACKAGED DRINKING WATER (AMDK) (Case Study: On Students of the Faculty of Economics and Business, Universitas Malikussaleh)

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Abstract

This study aims to examine the influence of product quality, brand image and price on purchasing decisions on packaged drinking water (AMDK) Ades (case study: on students of the Faculty of Economics and Business, Malikussaleh University). The data collection technique used in this study was through a questionnaire using Google Form. The data analysis method uses multiple linear regression analysis. The results of this study indicate that each variable consisting of product quality, brand image and price has a positive and significant effect on purchasing decisions of students of the Faculty of Economics and Business, Malikussaleh University. This finding states the importance of the right marketing strategy and focuses on improving product quality, brand image and price that have a positive and effective impact on increasing consumer purchasing decisions on Ades products. This study is expected to contribute to companies in designing better marketing strategies.

Keywords: *product quality, brand image, price and purchasing decisions.*

1. INTRODUCTION

Packaged Drinking Water (AMDK) is one of the products that has attracted the attention of the manufacturing industry, this is reflected in the rapid growth of packaged beverage products along with increasing public awareness of the importance of hydration and health. Competition in the drinking water business is also getting tighter, encouraging companies to continue to improve and expand their networks. This phenomenon not only creates a need for product innovation, but also encourages consumers to be more selective in choosing the drinking water they buy. Nowadays, there are many AMDK producers in Indonesia with various brands such as Aqua, Le Minerale, Nestle, Vit, Crystaline, Cleo and Ades and others. Where each offers its own advantages. With the emergence of various new products and improvements to old products, producers are increasingly motivated to create products that are able to compete and try to meet the desires and tastes of consumers.

Ades is one of the beverage brands widely known in Indonesia. Produced by PT. Coca-Cola Bottling Indonesia, Bekasi. The mineral water is also known as I-Lohas in Japan. Now The Coca-Cola Company is the owner of the ADES trademark, replacing PT. Akasha Wira Internasional or PT. ADES Waters Indonesia. Although it can be said that Ades is a drink that is in great demand, it does not mean that Ades does not have problems. Various problems have emerged, namely the presence of new competitors and the tight competition in the drinking water market, making companies compete with each other to make their companies better than their competitors in the eyes of consumers.

Purchasing decision is a stage of the decision process where consumers make purchases of products. Purchasing decision is a process where consumers recognize their problems, seek information about certain products or brands and evaluate each alternative well to solve their

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problems, which then leads to a purchasing decision (Andrian et al., 2022). Before making a purchase decision on a product, consumers will pay attention to the quality of the products they will buy, the better the quality of a product, the greater the tendency of consumers to buy the product. This is based on research conducted by (Mappadeceng & Fhaikhoh, 2022) which states that a product that has strong brand equity can form a brand foundation that is able to develop the existence of a brand in any competition in the long term.

To increase the number of product purchases, the factor that can influence purchasing decisions is product quality. According to Faturachman & Mubarak (2023) quality is one of the keys to winning competition with the market. When a company pays serious attention to the quality aspect, the company is not only able to build a strong reputation, but can also win the hearts of consumers, build loyalty, and win competition in an increasingly tight market. Based on the research results from Putri & Trisnowati (2021) and Fatmaningrum et al. (2020) which obtained the results that product quality has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by Sari & Soebiantoro (2022) showed that there was no significant effect of product quality on purchasing decisions.

Brand image is an important aspect of a product, reflecting the perceptions and associations formed among consumers towards the brand. According to Iradawaty & Airlangga (2021), brand image is a set of associations and behaviors shared by brand customers, distribution channel members, and companies to enable them to gain strength, durability, and a clear advantage over competitors. Based on research conducted by Fatmaningrum et al. (2020) brand image has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by (Amin & Natasha, 2019) shows that brand image has no influence and is not significant on purchasing decisions.

Price is a system that will determine the right base price for a product or service and must determine a strategy that involves discounts, shipping costs and various related variables. According to (Ellin et al., 2023). The price of a product or service can be one of the keys that influences consumer perceptions of the value provided by the brand. Based on the results of research conducted by Marpaung et al. (2021) price has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by Amin & Natasha, (2019) found that price has no effect and is not significant on purchasing decisions.

The general description of the initial survey regarding the research object can be seen in the following table:

Tabel 1.2
Initial Pre-Survey Statement

Variable	Statement	Strongly Agree	Disagree
Buying decision	I recommend Ades products to others when buying bottled drinking water.	17	20
Buying decision	Ades products are the first brand choice when I want to buy mineral water.	18	19
Product Quality	Ades mineral water packaging is attractive and satisfying	15	22
Product Quality	The quality of Ades bottled drinking water is as I expected.	24	13
Brand Image	Ades brand mineral water is already well known to many people	15	22
Brand Image	Ades brand products can provide freshness after drinking	21	16
Price	Ades has prices that are affordable for consumers	27	10
Price	The price of Ades products is in accordance with the overall quality of the product.	22	15

Source: Students of the Faculty of Economics and Business, Malikussaleh University

From the results of the initial survey observation on 37 students, there were 17 respondents who answered strongly agree and 20 respondents who disagreed in the statement "I recommend Ades products to others when buying bottled drinking water". As many as 18 respondents strongly agreed and 19 respondents who disagreed in the statement "Ades products are the first brand choice when I want to buy mineral water". For product quality, there were 15 respondents who strongly agreed and 22 respondents who disagreed in the statement "Ades mineral water packaging is attractive and satisfying". As many as 24 respondents chose strongly agreed and 13 respondents chose disagreed in the statement "The quality of Ades bottled drinking water is as expected".

From the initial observation results for brand image, there were 15 respondents who chose to strongly agree and 22 respondents who disagreed in the statement "Ades brand mineral water is already widely known by the public". A total of 21 respondents chose to strongly agree and 16 respondents chose to disagree in the statement "Ades brand products can provide freshness after drinking". initial observation for price, namely 27 respondents stated that they agreed and 10 respondents chose to disagree in the statement "Ades has affordable prices for consumers". As many as 22 respondents chose to strongly agree and 15 respondents chose to disagree in the statement "The price of Ades products is in accordance with the overall product quality". It can be concluded that Ades still has to maintain product quality, brand image and price in relation to purchasing decisions in order to remain competitive with other products.

2. LITERATURE REVIEW

According to Indrasari (2019) a purchasing decision is a selection of two or more alternative choices, in other words, choices/alternatives must be available to a person when making a decision. There are important indicators in consumer purchasing decisions According to (Kotler Phillp, 2021) there are several indicators in purchasing decisions as follows:

1. The existence of product stability, a purchasing decision can also be made by consumers by looking for such information.
2. There are buying habits, getting recommendations from suppliers with important information, that a purchasing decision indicator is very interesting.
3. Recommendations to others, can convey information to others so that they are interested in making this purchase.
4. There are repeat purchases, this is very important in your business, so there is a reason why consumers also make repeat purchases on a product.

According to Maharani & Alam (2022), product quality is reflected in terms of reliability, durability, progress, ease of packaging, strength, product repair and so on. According to Bagida et al. (2021), product quality is the ability of an item to provide results that match or even exceed what customers want. Product quality is not just about meeting consumer expectations, but can involve various aspects, including performance, durability, and user satisfaction.

There are five indicators of product quality explained by Setiyana Widyasari (2019), including:

1. Product characteristics, the degree to which a product has more advantages or other functions that other products do not have.
2. Conformity to specifications, in this case, to measure whether the product is right or matches the standard quality that has been set or not.
3. Durability, if a product can be used by consumers for a long time and is still good, then the product has good durability.
4. Reliability, ensuring that the product produced will not experience defects or fail to function.
5. Design, related to the beauty or appearance of a product such as color, packaging and so on that can influence consumer desires.

Brand image is the consumer's impression of a brand. A brand is an essential part of marketing success because it acts to differentiate a company's products from those of competitors

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through name, design, symbols and other features. Brand image is a perception that arises in the minds of consumers when remembering a brand of a particular product Firmansyah (2019).

According to Syafitri *et al.*, (2021) brand image is an assessment of a consumer that arises from the heart when looking for a particular item or service, this brand image is also not only a consumer assessment but also a force in increasing consumer interest in a particular item or service. According to Kotler and Keller, (2018) there are several indicators that influence brand image, including:

1. Brand identity, brand identity is a brand identity related to the product and the physical product itself, including color, packaging and company identity.
2. Brand personality, brand personality is the character of a brand with the characteristics of its products, allowing consumers to know the difference from other brands. In this case, brands can be distinguished in terms of creativity, dynamics and solidity, so that they reflect a person's personality.
3. Brand association, brand association is something specific and appropriate to be associated with a particular brand, which is obtained from a unique offering on a product, this repetitive activity requires consistency, for example in terms of sponsorship activities and social responsibility that takes place within the brand.
4. Brand attitude and behavior, brand attitude is an attitude and behavior towards a brand that can be interpreted as communication and interaction behavior on a brand, a brand must maintain its brand image that is seen not only from its brand but also from its employees, therefore this is very important as it is the consumer's perception of the brand.
5. Brand Benefits and Competence, the benefits and benefits of this brand include the benefits of a brand and value, this can make consumers feel that their needs are met for the benefits and benefits of the product itself.

According to Mardia *et al.*, (2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. According to Iswandari (2021) price is a value determined by a company or seller to be exchanged for goods or services. The influence of price on purchasing decisions is very important because the price level set by the company will be a benchmark for the demand for a product. Price indicators According to Tonce and Yoseph (2022), price indicators are:

1. Price affordability, affordable prices are customer expectations before making a purchase. Customers can look for products that are affordable.
2. Price suitability with product quality, for certain products, customers usually don't mind having to buy at a relatively expensive price, as long as the product quality is good. But customers want products with low prices and good quality.
3. Price competitiveness, organizations determine the selling price of a product by considering the prices of products sold by their competitors so that their products can compete in the market.
4. Price suitability with benefits, customers often pay attention to the price of the product but are more concerned with the benefits of the product.

Conceptual Framework

Based on the explanation of the influence of product quality, brand image, and price on purchasing decisions, the following conceptual framework can be developed:

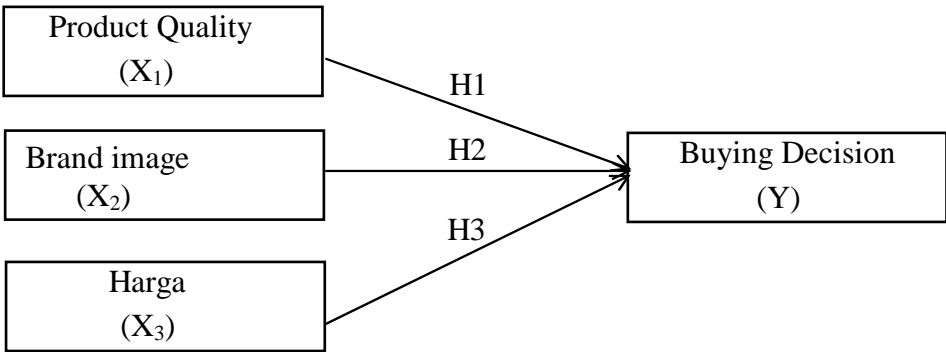


Figure 2.1 Conceptual Framework

Research Hypothesis

A hypothesis is a researcher's statement about the relationship between variables in a study, and is the most specific statement. Based on the description of the problem formulation, research objectives, and conceptual framework above, the hypotheses in this study are as follows:

- H1: Product quality has a positive and significant effect on purchasing decisions for AMDK Ades products among students of the Faculty of Economics and Business, Malikussaleh University.
- H2: Brand image has a positive and significant effect on purchasing decisions for AMDK Ades products among students of the Faculty of Economics and Business, Malikussaleh University.
- H3: Price has a positive and significant effect on purchasing decisions for AMDK Ades Products among students of the Faculty of Economics and Business, Malikussaleh University

3. IMPLEMENTATION METHOD

Research Objects and Locations

This research was conducted on students of the Faculty of Economics and Business, Malikussaleh University. The objects in this study were students of the Faculty of Economics and Business, Malikussaleh University who had purchased and consumed Ades products which used variables of product quality, brand image, price and purchasing decisions.

Population and sample

Population is a generalization area, where there are objects or subjects that have criteria and qualities set by researchers so that they can be studied and draw appropriate conclusions (Sugiyono, 2022). The population used in this study were students of the Faculty of Economics and Business, Malikussaleh University. According to Arikunto, (2019) states that a sample is a part or representative of the population to be studied. Therefore, it can be concluded that a sample is a part of a group of people who will be used in a study to obtain the expected data with characteristics that reflect the population itself.

This study used non-probability sampling with purposive sampling technique. According to Sugiyono, (2022) non-probability sampling is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. According to Sugiyono, (2022) Purposive sampling is a sampling determination technique with certain considerations. The criteria for sampling are students of the Faculty of Economics and Business, Malikussaleh University, class of 2020-2023, students who have purchased and consumed the Ades product.

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Researchers use the Hair formula. According to Hair et al., (2019) the Hair formula is carried out in research where the population is not known for certain who has consumed and purchased Ades products. Here is the calculation:

$$\text{Sample} = (5 \text{ to } 10 \times \text{number of indicators})$$

$$\text{Sample} = (6 \times 18) = 108$$

Based on the formula guidelines above, where (5 to 10 x number of indicators) is to determine how many samples will be studied. Here the researcher took a sample (6x18) so the respondents in this study were 108 respondents to make it easier for the researcher to conduct the research.

Data Collection Methods

The type of data used in this study is primary data. This study requires data and information that can be tested for validity. According to Sugiyono, (2022) Primary data is a direct source that provides data for researchers, such as interview results and questionnaires. Primary data refers to information obtained directly from first hand by researchers related to the related variables for a specific purpose of the study. In this study, primary data was obtained from the results of filling out questionnaires by students of the Faculty of Economics and Business, Malikussaleh University who had purchased and consumed the Ades product.

Data collection technique

The data collection technique used in this study was by using a questionnaire. According to Sugiyono, (2022) explains that a questionnaire is a technique for collecting data that is applied by answering a series of questions or written statements. Where respondents are asked to provide answers by giving a checklist (✓) in the answer column provided. To facilitate data collection in this study, researchers compiled a questionnaire and distributed it online using the Google Form facility. In this study, the measurement scale used was the Likert scale with the following statements and scores: 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree.

Operational Definition of Variables

The operational definition of a variable is anything that will be the object of research. The operational definition of the variables in this study is as in the following table:

Table 3.1

Operational Definition of Variable

Variable	Definition	Indicator	Scale
Buying Decision (Y)	Purchasing decisions are a process carried out by a person to determine product choices in order to achieve satisfaction in making purchasing decisions that are in accordance with consumer needs and desires.	<ol style="list-style-type: none"> 1. There is a product stability. 2. There is a habit of buying. 3. Recommendations to others. 4. There is a repeat purchase. (Kotler Phillip, 2021)	Score 1-5
Product Quality (X ₁)	Product quality is a collection of factors that reflect all aspects of a product offering and its impact on purchasing decisions.	<ol style="list-style-type: none"> 1. Product characteristics. 2. Conformity to specifications. 3. Durability. 4. Reliability. 	Score 1-5

		5. Design. (Setiyana & Widyasari, 2019)	
Brand Image (X ₂)	Brand image is a consumer's view in recognizing or remembering the impression of a particular product.	1. Brand identity 2. Brand personality 3. Brand association 4. Brand attitude and behavior 5. Brand benefits and competences (Kotler & Keller 2018)	Score 1-5
Price (X ₃)	Price is a character in the form of an amount of money that can be exchanged for goods or services by purchasing them so that it is useful for fulfilling the needs and desires of consumers.	1. Affordability. 2. Price suitability with product quality. 3. Price competitiveness. 4. Price suitability with benefits. (Tonce and Yoseph 2022)	Score 1-5

Source: data processed by the author, (2024)

4. RESULTS AND DISCUSSION

Partial Test Results (t-Test)

According to Ghozali, (2021) the partial test (t) is used to determine the effect of each independent variable on the dependent variable. With the following decision-making basis: a. If the significance value is <0.05 and tcount> ttable, it means that there is a significant effect between the independent variable and the dependent variable. b. If the significance value is> 0.05 and tcount <ttable, it means that there is no significant effect between the independent variable and the dependent variable. The results of the t-test in this study are in the following table:

Table 4.14
Partial Test Results
Coefficients^a

Unstandardized Coefficients			Standardized CoefficientsBeta	t	Sig.
Model	B	Std. Error			
1 (Constant)	5,805	,987		5,881	,000
Buying Decision	,112	,047	,219	2,395	,018
Brand Image	,181	,064	,261	2,812	,006
Price	,321	,081	,383	3,964	,000

a. Dependent Variable: Total Purchase Decision

Based on the results of the partial test in table 4.14 above, the following results were obtained:

1. The product quality variable (X1) obtained a significant value of 0.018 or less than 0.05 (0.018 <0.05) and obtained a t-count value of 2.395 or greater than the t-table value of 1.98304 (2.395> 1.98304). So it can be concluded that the product quality variable (X1) has a positive and significant effect on purchasing decisions. This is supported by previous researchers by Andriani, et al, (2019). product quality has a positive and significant effect on purchasing decisions, then the hypothesis (H1 is accepted)

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2. The brand image variable (X2) obtains a significant value of 0.006 or less than 0.05 ($0.006 < 0.05$) and obtains a t-count value of 2.812 or greater than the t-table value of 1.98304 ($2.812 > 1.98304$). So it can be concluded that the brand image variable (X2) has a positive and significant effect on purchasing decisions. This is supported by previous researchers by Apriany & Gendalasari (2022) brand image has a positive and significant effect on purchasing decisions in students of the Faculty of Economics and Business, Malikussaleh University, then the hypothesis (H2 is accepted).
3. The price variable (X3) obtained a significant value of 0.000 or less than 0.05 ($0.000 < 0.05$) and obtained a t-count value of 3.964 or greater than the t-table value of 1.98304 ($3.964 > 1.98304$). So it can be concluded that the price variable (X3) has a positive and significant effect on purchasing decisions. This is supported by previous researchers by Riyono, (2016). Price has a positive and significant effect on purchasing decisions for students of the Faculty of Economics and Business, Malikussaleh University, so the hypothesis (H3 is accepted).

CONCLUSION

Based on the results of data analysis and discussion of the research that has been conducted, the following conclusions can be drawn:

1. Product quality has a positive and significant influence on the purchasing decision of Ades products for students of the Faculty of Economics and Business, Malikussaleh University. This shows that the better the level of product quality, the better the consumer's purchasing decision. Because product quality is a consideration in the decision-making process when making a purchase.
2. Brand image has a positive and significant influence on the purchasing decision of Ades products for students of the Faculty of Economics and Business, Malikussaleh University. If the brand image is better, the higher the consumer's willingness to repurchase Ades brand bottled drinking water (AMDK).
3. Price has a positive and significant influence on the purchasing decision of Ades products for students of the Faculty of Economics and Business, Malikussaleh University. Price plays a major role in the decision-making process of buyers. Buyers certainly compare the prices of various available alternatives, then decide on the desired allocation of funds.

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