THE EFFECT OF PRICE PERCEPTION, EXISTENCE AND TRUST OF A BRAND ON CONSUMERS' DECISIONS TO USE LUBLYU WEDDING ORGANIZER SERVICES

Nadia Maulidah Nurul Robi Zain[1], Elwisam[2], Kumba Digdowiseiso[3*]
[1,2,3]Faculty of Economics and Business, Universitas Nasional, Jakarta, Indonesia
Email: nadiamaulidahnrz@gmail.com[1], elwisam@civitas.unas.ac.id[2],
kumba.digdo@civitas.unas.ac.id[3*]

Abstract:
This study aims to determine Price Perception, Existence and Brand Trust on Consumer Decisions to Use Lublyu Wedding Organizer Services. This data uses primary data in the form of distributing questionnaires to clients who have used the services of a lublyu wedding organizer for 44 respondents, using the perposive sampling method. The data analysis technique uses the SmartPLS 3.3.8 program. This shows that perceived price and existence do not have a positive and significant effect on consumer decisions, while the brand trust variable has a positive and significant effect on satisfaction. The coefficient of determination (Adjusted R Square) is 0.864, this indicates that the perception of price, existence and brand trust contributes 86.4% to consumer decisions while the remaining 13.6% is influenced by variables not examined.
Keywords: perceived price, existence, brand trust, consumer decisions

INTRODUCTION

Marriage is something that everyone dreams of, realizing and preparing for a dream wedding is not a very difficult thing, preparing for a wedding can be a very exciting thing. However, for prospective brides and grooms who have a very busy schedule, the effect can be the opposite, namely being hit by stress. Hiring a wedding organizer service can be the right choice. One of the reasons why prospective brides and grooms use wedding organizer services is: reducing mental stress, time management, paying attention to everything in detail. Wedding organizer services really help clients in terms of payments that suit the bride and groom's budget. Therefore, the wedding organizer will arrange an agenda for bridal clothing fitting, food testing, pre-wedding, etc.

Therefore, wedding organizer services are sought after by prospective brides and grooms, and their existence is considered very necessary to make their dream wedding come true, so wedding organizers must compete by developing certain strategies to achieve the desired goals. An important step to increase the number of clients is to expand marketing reach, for this a planned strategy is needed to offer existing products or services.

Lublyu Wedding Organizer is a service that provides special quality personal service which aims to help the prospective bride and groom and the prospective bride and groom's family from planning to the implementation stage which was founded in 2003 and the leader of Lublyu Wedding Organizer is also the founder or founder of Hastana Indonesia or Association of Indonesian Wedding Event Planning Companies. As a Lublyu Wedding Organizer coordinator, you help coordinate all parties involved in the wedding, from the bride and groom, family, suppliers and

performers, event master planning, and form a professional team to manage the entire event process from preparation, dress rehearsal to closing.

Lublyu Wedding Organizer has been established since 2003, of course it has a perception of price or relative costs that consumers must pay to obtain the desired product or service. Lublyu Wedding Organizer is also able to maintain the existence and trust of consumers so that it is able to survive and compete in the market for quite a long period of time and many consumers decide to use Lublyu Wedding Organizer services on their wedding day. This can be seen from the large number of consumers. Below is a table showing the number of consumers who used Lublyu Wedding Organizer services in 2019 - 2021. Here you can see the rise and fall of consumers each year.

Price perception is the view or perception of price, how customers view exclusive prices (high, low, reasonable) which has a strong effect on purchase intention and purchase satisfaction (G. Leon & Lazar L Kanuk, 2008). Price perception is a consumer's / customer's thoughts/interpretation of the amount of money that will be used to obtain a desired product or service using an appropriate sacrifice value using what is obtained from the product or service. In marketing, price perception is an important factor in creating customer satisfaction. When customers feel satisfied with the product or service, the customer will be interested in repurchasing that service. In research conducted by Sukotjo (2010) stated that the price variable has a significant positive influence on purchasing decisions. In this case, if the premium price is cheaper with profitable benefits, it will influence purchasing decisions. Price perception has a significant positive effect on consumer decisions.

Consumer purchasing decisions are an important factor in determining the existence of a company. A company can continue to exist if consumer stimulation in deciding to purchase products from a market receives a positive response from the market itself. Consumers will form a preference for brands in their personal collection and consumers will also form an intention to purchase the brand/service they are most interested in and lead to a purchasing decision (Kotler & Keller, 2009). So existence has a significant positive effect on consumer decisions.

Trust in a brand is also a factor in purchasing decisions. Consumers feel comfortable and trust a product, and will not easily abandon or replace another brand product. Therefore, branding also plays an important role in becoming a product identity. A brand must be able to convince consumers that the brand is truly trustworthy. Consumers trust brands because their interaction with the brand creates a sense of security, and this trust will directly influence consumers' future purchases of the same product (Christy, 2016; Octaviona, 2016; Yuliana & Suprihhadi, 2016). Therefore, brand trust has a significant positive impact on consumer decision making.

From the description above, it states that price perception, existence and brand trust are one of the factors in consumers' decisions to use our services. Based on the background explained above, the researcher intends to conduct research on "The Influence of Price Perception, Existence and Brand Trust Regarding Consumer Decisions to Use Lublyu Wedding Organizer Services.

Based on the problem formulation   hasAs explained, this research aims to: (1) analyze price perceptions of consumer decisions to use Lublyu Wedding Organizer services, (2) analyze the existence of consumer decisions to use Lublyu Wedding Organizer services, and (3) analyze brand trust in consumer decisions to use Lublyu Wedding services Organizer

RESEARCH METHODS

This research uses quantitative and associative research methods. This research aims to determine the relationship between price perception, existence and brand trust and consumer decisions to use Lubly Wedding Organizer services. The population in this research are Lubly Wedding Organizer clients. The sample used was part of the population taken systematically, namely 100 respondents.

This research uses primary data obtained from respondents (Lubly Wedding Organizer clients) through interviews and questionnaires. Apart from that, secondary data was obtained from the Lubly Wedding Organizer company in the form of organizational structures, other reports and existing documents.

The data collection technique in this research uses the interview method to collect data directly from respondents and the questionnaire method to collect previously prepared data. Furthermore, the data analysis technique in this research uses data analysis methods such as partial least squares (PLS) to analyze quantitative data. Apart from that, this research also uses descriptive analysis to explain the data in general.

This research hypothesis test uses classical assumption tests, such as multicollinearity test, heteroscedasticity test, normality test, autocorrelation test, and linearity test, before testing the hypothesis. Hypothesis testing is carried out using t-statistics and p-value methods to evaluate hypothesis decisions.

In this research, the research methods used include associative research, quantitative research approaches, and the use of data analysis methods such as PLS and descriptive analysis. Apart from that, this research also pays attention to classical assumption testing and hypothesis testing to evaluate hypothesis decisions.

RESULTS AND DISCUSSION

Validity test

Based on the PLS method, the validity of reflex indicators is checked in two steps. The first step is a convergent validity test, i.e. H. Validity test based on the external loading value of each construct, and then a Discriminant Validity test is carried out. namely testing validity based on comparison.

Convergent Validity (Validity Test Using Outer Loading)

The validity test at the initial stage is used to identify that unobserved variables can be measured using each observed variable construct through Confirmatory Factor Analysis (CFA) or what is usually called factor analysis. An indicator is considered to have a high level of validity if it has a loading factor value greater than 0.70.

The results of Validation Testing are shown in the table and figure as follows:
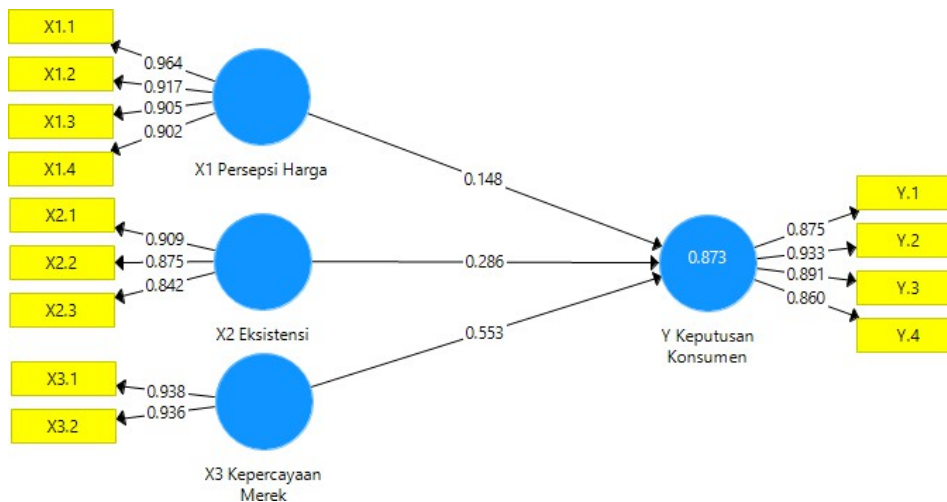
Figure 1. Outer Loading Value
Source: Analysis results using SmartPLS 3.3.2

Table 1. Outer Loading Values of all Variables

Variable	Indicator Code	Outer Loading Value	Condition	Information
X1 Price Perception	X1.1	0.964	> 0.7	**Valid**
	X1.2	0.917	> 0.7	**Valid**
	X1.3	0.905	> 0.7	**Valid**
	X1.4	0.902	> 0.7	**Valid**

Source: Analysis results using SmartPLS 3.3.2

From Table 1 and Figure 1 it can be seen that all external pressure values for each indicator are above 0.7 for the variable. This shows that all indicators of price perception (X1), existence (X2), brand trust (X3) and consumer decision (Y) variables used in this research are valid or have achieved convergent validity. The results in the table above are the results of external loading of each indicator which is classified as a latent variable obtained from data processing using smartPLS.

Discriminant Validity (Validity Test Using AVE)

The second level of validity testing is discriminant validity testing. This test is based on the cross-loading value of measurements with the Fornell-Larcker construction and the AVE (Average Variance Extracted) value. Cross Outer Loading finds whether the latent variable is sufficiently discriminative, ie. comparing the correlation of indicators with latent variables, it must be greater than the correlation between indicators and other latent variables (Imam Ghozali, 2014). If the correlation value of a construct with the item being measured is greater than the correlation value with other constructs, this indicates that the latent construct predicts the block size better than other block sizes, and the construct has high discriminant validity. Below are the results of separating the cross-loading values between the indicators and their respective constructs:

Table 2. Cross Loading Values for Each Variable and Research Model Construct

Variable	X1 Price Perception	X2 Existence	X3 Brand Trust	Y Consumer Decisions
X1.1	**0.964**	0.838	0.825	0.861
X1.2	**0.917**	0.814	0.802	0.800
X1.3	**0.905**	0.697	0.737	0.722
X1.4	**0.902**	0.732	0.717	0.741

X2.1	0.801	**0.909**	0.809	0.867
X2.2	0.707	**0.875**	0.658	0.727
X2.3	0.683	**0.842**	0.646	0.633
X3.1	0.826	0.771	**0.938**	0.855
X3.2	0.742	0.750	**0.936**	0.848
Y.1	0.844	0.742	0.820	**0.875**
Y.2	0.777	0.790	0.862	**0.933**
Y.3	0.725	0.762	0.788	**0.891**
Y.4	0.673	0.763	0.760	**0.860**

Source: Analysis results using SmartPLS 3.3.2

From table 2 it can be seen that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. For example, the indicator The table also shows that indicators X1.1-X1.4 of the Price Perception variable have a higher Outer Loading value than the Outer Loading value in the other constructs. Likewise, indicators X2.1-X2.3, the Existence variable, indicators Y1-Y.4, the Consumer Decision variable, and indicators X3.1-X3.2, the Brand Trust variable, have a higher Outer Loading value than the Outer Loading value in Other constructs Thus it can be concluded that all latent constructs show good discriminant validity because they can predict indicators in their block better than indicators in other blocks. Apart from that, a Discriminant Validity check was carried out by looking at the AVE (Average Variance Extracted) value. The AVE value is said to be good if the value is greater than 0.50 (Imam Ghozali, 2014). Next is the AVE table value:

Table 3. AVE (Average Variance Extraction) Research Model

Variable	AVE Value
X1 Price Perception	0.851
X2 Existence	0.767
X3 Brand Trust	0.878
Y Consumer Decisions	0.792

Source: Analysis results using SmartPLS 3.3.2

Table 3 above shows the AVE value of the research model. The table illustrates that the AVE value of all research variables is above 0.5, so the AVE value of the Discriminant Validity test is sufficient for further testing. Next, discriminant validity testing is carried out by looking at the Fornell-Larcker value. The following are the values from the Fornell-Larcker table:

Table 4. Fornell-Larcker Criterion Research Model

	X1 Perception Price	X2 Existence	X3 Trust Brand	Y Decision Consumer
X1 Price Perception	0.922			
X2 Existence	0.838	0.876		
X3 Brand Trust	0.837	0.812	0.937	
Y Decision Consumer	0.850	0.858	0.909	0.890

Source: Analysis results using SmartPLS 3.3.2

Table 4 above shows the Fornell-Larcker Criterion values from the research model. It can be seen from the table that the correlation value of the items measuring the association construct is higher compared to other constructs, so it can be said that the model has good discriminant validity. In this case the FL Criterion value which has the lowest value is Existence 0.876. Thus, the

Discriminant Validity test has been fulfilled as well as the Convergent Validity test so it can be concluded that the research model is valid.

Reliability Test

Reliability test is a reliability test which aims to find out how reliable or trustworthy a measuring instrument is. A survey is considered reliable when the answers to the questions are correct every time. Based on the PLS method, the reliability of indicators in this study is determined by composite reliability and Cronbach's alpha value of each indicator block. The rule of thumb for alpha or composite reliability should be greater than 0.7, although a value of 0.6 is still acceptable (Ghazali, 2014).

Another test to describe the external model is by reading the construct reliability of the latent variable which is measured by two metrics, namely composite reliability and Cronbach's alpha from the indicator block that measures the construct. In the first step, the construct is declared reliable if the combined reliability score is more than 0.70. The following are the output results from the outer model of composite reliability.

Table 5. Composite Reliability Values of the Research Model

Variable	Composite Reliability	Condition	Cronbach's Alpha	Condition	Information
X1 Price Perception	0.958	> 0.7	0.941	> 0.6	**Reliable**
X2 Existence	0.908	> 0.7	0.849	> 0.6	**Reliable**
X3 Trust Brand	0.935	> 0.7	0.861	> 0.6	**Reliable**
Y Decision Consumer	0.938	> 0.7	0.912	> 0.6	**Reliable**

Source: Analysis results using SmartPLS 3.3.2

Table 5 above is a table of composite reliability values from the research model. The table shows that the combined reliability of each variable is greater than 0.7, with the lowest value being 0.908 for the existence variable (X2) and the highest value being 0.958 for the price perception variable (X1). From these results it can be concluded that the research model meets the composite reliability score. Although the Cronbach's alpha value comes from the research model. The table shows that the Cronbach's alpha value for each variable is above 0.6 and the lowest value is 0.849 for the existence variable (X2) and the highest value is 0.941 for the price perception variable (X1). From these results it can be concluded that the research model meets the Cronbach's alpha value. From the model above, it can be concluded that the model meets the Composite Reliability and Cronbach's Alpha criteria, namely that the research model meets the Reliability criteria and is a reliable and trustworthy measuring instrument.

Structural Model Testing (Inner Model)

This model is a specification of the relationship between latent variables, also called inner relations. This test is a test of the type and significant magnitude of the independent latent variable on the dependent latent variable. This test consists of 2 stages, namely the R Square Determinant Coefficient (R^2) test, which is a test that calculates how much the independent latent variable explains the variance of the dependent latent variable and the hypothesis test which is a test of the research model hypothesis.

Coefficient of Determination Test / R Square (R²)

Evaluation of the inner model is carried out by looking at the Determination Coefficient. The Coefficient of Determination aims to measure how far the model's ability to explain the variance of the dependent variable. The coefficient of determination value is between 0 and 1. The coefficient of determination (R²) value is close to 1. The R² value explains how much the hypothesized independent variable in the equation is able to explain the dependent variable. Chin (1998) in Yamin & Kurniawan (2011) explains the criteria for limiting the R² value in three classifications, namely the R² value = 0.67, 0.33, and 0.19 as substantial, moderate, and weak.

Table 6. R Square Value (R²) from the Research Model

	R Square	R Square Adjusted
Y Consumer Decisions	0.873	0.864

Source: Analysis results using SmartPLS 3.3.2

Seen in Table 6, the relationship between constructs based on the adjusted R-square value can be explained that the Consumer Decision variable (Y) is 0.864. This shows that 86.4% of the Consumer Decision variable (Y) can be influenced by the Price Perception (X1), Existence variables. (X2), and Brand Trust (X3), while the remaining 13.6% is influenced by other variables outside those studied.

Validating the Overall Structural Model with Goodness of Fit Index (GoF)

The aim of testing the Goodness of Fit Index (GoF) is to validate the combined performance of the measurement model (outer model) and structural model (inner model). The results of the Goodness of Fit (GoF) index calculation show a value of 0.847. According to Ghazal (2014), small GoF = 0.1, medium GoF = 0.25 and large GoF = 0.36. Based on these results, it can be concluded that the overall performance of the measurement model (external model) and structural model (internal model) is good because the Goodness of Fit Index (GoF) value is above 0.36 (GoF). on a large scale).

Hypothesis testing

The theoretical experiment accompanying the construct was carried out using the bootstrap resampling method. details of theoretical testing with SmartPLS 3.3.2 can be seen from the vein coefficient number, namely H. from the t-statistic of the relationship between the plastic studies. t-test statistics use the alias SmartPLS formula
3.3.2 can be seen between the t-test values and the t table obtained from the formula:

$$DF = nk$$

$$DF = nk$$
$$DF = 44 - 4 = 40$$

From the statistical table, the t table value with a value of 41 is 2.02 with a significance level (α) of 0.05. The decision making method is:
- If P-Values > 0.05 or t count < t table, Ho is accepted and Ha is rejected.
- If P-Values < 0.05 or t count > t table, Ho is rejected and Ha is accepted.

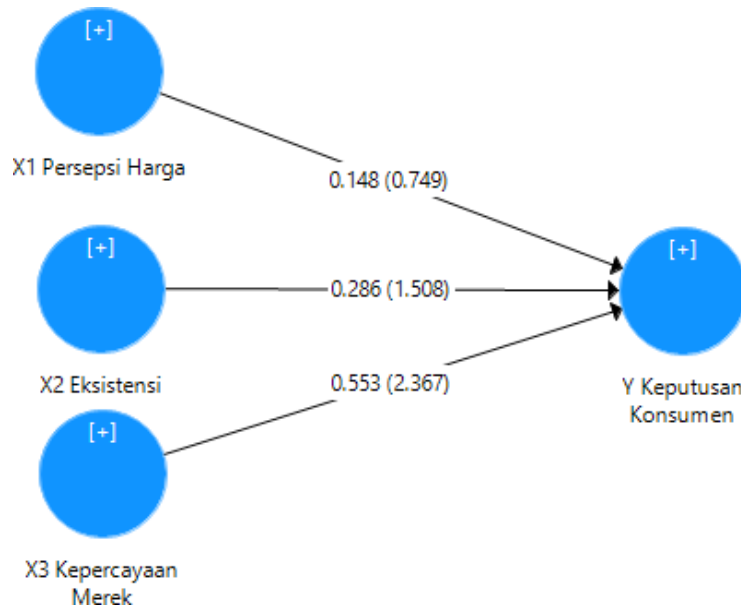The results of hypothesis testing using SmartPLS 3.3.2 software can be seen in Table 7, Figure 3 as follows:

Figure 3. Path coefficient model and t Statistics Structural Research Model

Table 7. Path Coefficient Values, t-Statistics, and P-Values

Hypothesis	Connection Between Constructs	Original Sample (O)	Samples Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
Direct Influence							
H1	X1 -> Y	0.148	0.159	0.197	0.749	0.454	**No Influential**
H2	X2 -> Y	0.286	0.308	0.189	1,508	0.132	**No Influential**
H3	X3 -> Y	0.553	0.528	0.234	2,367	0.018	**Influential Positive**

Source: Analysis results using SmartPLS 3.3.2

Hypothesis testing in this research is as follows: Structural Equation:
Y = 0.148 X1 + 0.286 X2 + 0.553 X3 + R2 = 0.864;

Direct Influence
1) There is a significant influence of price perception (X1) on consumer decisions (Y)
   Based on table 7, it is known that the t statistics value is 0.749 which is smaller than the t table value = 2.02, and the P-Values value = 0.454 which is greater than α = 0.05, meaning that Ha is rejected, namely there is no influence from the Price Perception variable (X1) on Consumer Decisions (Y). Thus, the hypothesis H1 in this research which states that "Price Perception (X1) has a significant effect on Consumer Decisions (Y)" is not positive.
2) There is a significant influence of existence (X2) on consumer decisions (Y)
   Based on table 7, it is known that the t statistics value is 1.508 which is smaller than the t table value = 2.02, and the P-Values value = 0.132 which is greater than α = 0.05, meaning that Ha is

rejected, namely there is no influence from the Existence variable (X2) on Consumer Decisions (Y). Thus, the hypothesis H2 in this research which states that "Existence (X2) has a significant effect on Consumer Decisions (Y)" is not positive.

3) There is a significant influence of Brand Trust (X3) on Consumer Decisions (Y)

Based on table 7, it is known that the t statistics value is 2.367 which is greater than the t table value = 2.02, and the P-Values value = 0.018 which is smaller than α = 0.05, meaning that Ha is accepted, namely that there is a significant and positive value for the Trust variable. Brand (X3) to Consumer Decision (Y). The coefficient value is positive, namely 0.553, meaning that the Brand Trust variable (X3) has a positive effect or increases the Consumer Decision variable (Y) by 55.3%. Thus, hypothesis H3 in this research states that "Brand Trust (X3) has a significant and positive effect on Consumer Decisions (Y)".

Discussion

The Influence of Price Perceptions on Consumer Decisions

Perceived price means the relative costs that must be incurred to obtain the desired product or service. The results of this research show that price perceptions regarding consumer decisions are not in accordance with the hypothesis that has been proposed with the indicators of price affordability, price suitability for product quality, product price competitiveness and price suitability for benefits. The results of this study showed that the results were not significantly positive.

This result is supported by the results of the descriptive analysis which shows that the respondent's perception of the decision to purchase Lublyu Wedding Organizer services is not influenced by price perceptions. This is supported by the theoretical narrative, namely that the Lublyu Wedding Organizer client will pay whatever nominal price the Lublyu Wedding Organizer gives at the origin of the event. what they want is according to their wishes. Price perceptions in research, namely products/services said to be expensive, cheap or moderate for each individual are not the same, depending on the individual's perception which is based on the environment and the individual's own condition.

The results of this research are in line with previous research conducted by (Yugi Setyarko, 2016) with the title "Analysis of Price Perception, Promotion, Service Quality and Ease of Use on Online Product Purchasing Decisions" which states that the price perception variable does not have a positive and significant effect on buying decision.

The Influence of Existence on Consumer Decisions

Existence is a view of human existence, their situation in the world, their freedom to choose their life goals and try to understand the meaning of their own life. However, in this research the existence is not in accordance with the hypothesis that has been proposed with the indicators: Appearance of physical facilities and infrastructure, strategic location and service procedures provided accurately and quickly, that is, they do not have a positive and significant influence on consumer decisions.

This result is supported by the results of the descriptive analysis which shows that according to respondents the existence of the decision to purchase the Lublyu Wedding Organizer service does not influence the decision to purchase the Lublyu Wedding Organizer service. This is supported by the theoretical narrative, namely that the client does not attach importance to the existence of the Lublyu Wedding Organizer itself as long as The event runs according to the wishes of the client.

The results of this research are in line with previous research conducted by (Muhammad Rijal Rizkullah, 2021) with the title "The Influence of Motivation, Level of Religiosity and the Existence

of Indonesian Sharia Banks on Students' Decisions to Make Transactions at Indonesian Sharia Banks" which states that the existence variable does not have a positive and significant effect on buying decision.

The Influence of Brand Trust on Consumer Decisions

Brand trust is a consumer's belief that a product or service has certain attributes, a belief that arises from repeated views and from the learning and experience gained. In essence, a wedding organizer is a service business, so what is seen is the belief that the wedding organizer can be trusted.

These results are supported by the results of the descriptive analysis which shows that brand trust according to respondents regarding the decision to purchase Lublyu Wedding Organizer services has a positive and significant effect on the decision to purchase Lublyu Wedding Organizer services. This is supported by the theoretical narrative from Lublyu Wedding Organizer clients that they will decide to use a service when the name or brand of the service is trusted and has a name among the public.

The results of this research are in line with previous research conducted by Saino, (2014) which stated that there is a positive and significant influence of brand trust on consumer decisions.

CONCLUSION

Based on the analysis and discussion of the influence of price perception, brand existence and trust, on consumer decisions to use Lublyu Wedding Organizer services, the following conclusions can be drawn; (1) The price perception variable does not have a positive and significant effect on consumer decisions. This means that the price perception provided by Lublyu Wedding Organizer is not a factor for clients in deciding to use Lublyu Wedding Organizer services, (2) the existence variable does not have a positive and significant effect on consumer decisions. Provides meaning that the existence of Lublyu Wedding Organizer is not a factor for clients in deciding to use Lublyu Wedding Organizer services, and (3) the brand trust variable has a positive and significant effect on consumer decisions. This means that the higher the consumer's trust in the brand, the more it influences consumers to believe in deciding to use Lublyu Wedding Organizer services.

BIBLIOGRAPHY

Anindya Puteri, Maskuri Sutomo, Rahmate Mubaraq (2018) Pengaruh Kepercayaan Merwk Terhadap Keputusan Konsumen Membeli Produk Handphone Vivo di Kalanagan Mahasiswa S1 Universitas Tadulako

Audina Aprilia Saputri (2018), Peranan Public Relationship Dalam Mempertahankan Eksistensi Event Organizer PT. Inti Global 99 Malang

Candra Rini Indrianti, Hilmi Aulawi, Acep Abdul Basit (2021) Analisis Kepercayaan Merek Online, Keterikatan dan Ekuitas Merek terhadap Keputusan Konsumen

Citra Sugianto Putri (2016) Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli

Desi Ana Khoirun Nisak Sri Eka Astuningsih (2021) Pengaruh Kepercayaan Merek, Harga, Kualitas Layanan dan Promosi Terhadap Pembelian Kartu Prabayar Produk Simpati Telkomsel

Dewi Nurmasari Pane (2018) Analisis Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Pembelian Teh Botol Sosro (Studi Kasus Konsumen Alfamart Cabang Ayahanda)

Dhio Panji Pratama, Hari Susanta Nugraha, Sri Suryoko (2014) Pengaruh Threat Eemotions, Kepercayaan Merek dan Harga Terhadap Keputusan Pembelian Produk Susu Anlene Actific

Mirza Arief, Imam Suryadi, Sunarti (2007) Pengaruh Kepercayaan Merek dan Komitmen Merek Terhadap Loyalitas Merek (Studi pada Warga Kelurahan Penanggungan Konsumen Produk Aqua di Kota Malang)

Muhammad Fatih I'tishom, Sri Martini, Weni Novandari (2021) Persepsi Manfaat, Persepsi Kemudahan, Persepsi Risiko, Persepsi Harga, Sikap, Keputusan Konsumen.

Nicklouse Christian Lempoy, Silvya L Mandey, Sjendry SR Loindong (2015) Pengaruh Harga, Lokasi dan Fasilitas Terhadap Keputusan Menggunakan Jasa Taman Wisata Toar Lumimuut (Taman Eman) Sonder

Nurhasanah Lubis, Rahmat Hidayat (2021) Pengaruh Promosi dan Harga Terhadap Keputusan Konsumen Memilih Jasa Pengiriman

Prof. Dr. Ujang Sumarwan, M.Sc (2018) Model Keputusan Konsumen

Rahmilla Chairani Puspita dan Sri Suryoko (2018) Pengaruh Iklan, Harga, dan Kepercayaan Merek Terhadap Keputusan Pembelian Kosmetik Revlon

Rahadian Ali Oetomo (2012), Analsis Pengaruh Keragaman Menu, Persepsi Harga dan Lokasi Terhadap Minat Beli Ulang Konsumen

Ratlan Pardede, Tarcicius Yudi Haryadi (2017) Pengaruh Persepsi Harga dan Kualitas produk terhadap keputusan pembelian konsumen yang di mediasi kepuasan konsumen

Rizky Amalii A Bachrial Syah (2011), Aanalisis Pengaruh Kualitas Produk, Daya Tarik Iklan, dan Persepsi Harga Terhadap Minat Beli Konsumen Pada Produk Ponsel Nokia (Studi Kasus Pada Masyarakat di Kota Semarang)

Tama, Mukhlis Permadi (2020) Pengaruh Harga Produk, Gaya Hidup dan Kepribadian Konsumen Terhadap Keputusan Konsumen dalam Pembelian Sepeda Motor Merek Honda di AHASS MPM Motor Ngagel Tahun 2020, Surabaya.

Vania Senggetang, Silvya L. Mandey, Silcyljeova . Moniharapon (2019) Pengaruh Lokasi, Promosi dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen pada Perumahan Kanawua Emerald City Manado