

The Effect of Brand Image, Packaging, and Price Perception on Consumer Purchasing Decisions of Generation Z for Silverqueen Chocolate Valentine Edition in Surabaya

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Abstract

The purpose of this research was to determine the effect of brand perception, packaging, and price perception on Generation Z consumers of SilverQueen chocolate in Surabaya. This quantitative research technique utilized a community of customers who have purchased the unique SilverQueen Valentine's Edition chocolates in Surabaya, Indonesia. Non-probability sampling method and purposive sampling methodology were used to collect 112 research samples from the population. An online survey was used to collect data, and a Likert scale was used to assess responses. Partial Least Square (PLS) analysis was used. The findings indicated that each variable had a significant effect on Generation Z consumers of SilverQueen chocolate in Surabaya, who make purchasing decisions based on brand image, packaging, and price considerations.

Keyword: Purchase Decision; Brand Image; Packaging; Price Perceptions; Partial Least Square

INTRODUCTION

Valentine's Day is observed on the 14th of February every year. On Valentine's Day, people endeavor to express their love and affection to their loved ones, including partners, family members, and close friends, by giving them gifts that represent these emotions. ShopBack's analysis of Google Trends data revealed a sharp increase in searches for the terms "Valentine's gifts" and "gifts" towards the end of January and the beginning of February. The Valentine's Day celebration of 2018 (ShopBack) involved giving gifts to those you cherish.

Reportedly, up to 54.9% of respondents admitted to buying gifts for their partners on Valentine's Day, according to an online study conducted by ShopBack (2018) on shopping behavior patterns on Valentine's Day, involving 1100 respondents aged between 18 and 38. Furthermore, more than half of the respondents, approximately 50.4%, who gave gifts, preferred chocolate as a gift that could symbolize feelings of affection and love towards someone.

Generation Z is a generation that always follows trends and enjoys communicating through internet social networks like TikTok, Twitter, and Instagram. In 2019, Philip, a policy analyst at the Ministry of Education and Culture's Policy Research Center named Diyan Nur Rakhmah (2021), defined Generation Z as individuals aged 12 to 28 who grew up alongside the internet. Generation Z is a consumer group that tends to be consumptive in their purchasing behavior.

They purchase a product not out of necessity but purely for their own enjoyment and to follow the trends present on social media (Sutarno dan Purwanto, 2022). This indicates that desires and ongoing trends will always affect Generation Z's consumptive lifestyle and purchasing behavior patterns.

According to Buskirk (2018), Generation Z is expected to witness the fastest growth rate in the workforce from 2018 to the next five years and has the potential to create new markets. In the year 2020, Generation Z was estimated to hold a buying power of \$44 billion. Generation Z was projected to command more than 40% of the total consumer buying power by the year 2020, as per Smalej (2017). Consequently, as the customer base and product sales expand, Generation Z will become a key demographic for company marketing strategies.

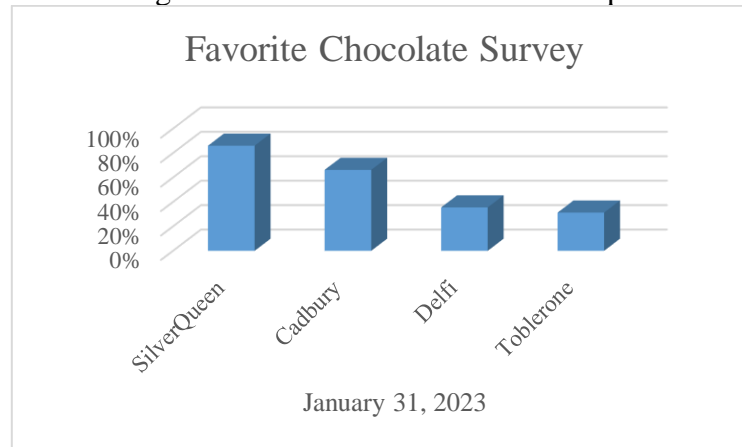
Some time ago, in January 2023 on TikTok, Twitter, and even Instagram went viral about the SilverQueen Love product, which has unique and attractive packaging. SilverQueen Love is SilverQueen's latest chocolate product with pink heart-shaped packaging, with images of a man and woman or a family full of love and affection. The virality of the SilverQueen chocolate product during the Valentine's Day season undoubtedly also appeals to the consumptive behavior of Generation Z consumers when making chocolate purchase decisions. They will join in the celebration and purchase currently viral products with unique and appealing packaging to enhance the excitement of Valentine's Day.

The viral SilverQueen Valentine's edition chocolate has also garnered both positive and negative reviews from TikTok and YouTube consumers. One of the positive reviews highlights its unique design and aesthetic, making it an ideal gift for partners on Valentine's Day. Additionally, the price of the SilverQueen Valentine's edition chocolate bundle, buy 1 get 1, is considered affordable compared to the regular prices of SilverQueen chocolates. On the other hand, negative reviews revolve around the pricing of the SilverQueen Love Valentine's edition chocolate, which is deemed less accessible for Generation Z consumers, a majority of whom are still in middle and high school.

However, the purchasing decisions of Generation Z consumers for chocolates can be driven by irrational considerations. These considerations may arise when chocolate is seen as a means to boost their self-esteem, possess allure, and help them stay current and not miss out on trends, including staying up-to-date with celebrating Valentine's Day (Munir dan Hamja, 2010). Therefore, the considerations of Generation Z consumers when deciding to purchase SilverQueen chocolates can be affected by factors that contribute to irrational decision-making.

Based on a survey conducted by Jakpat in 2023 regarding favorite chocolates purchased by the Indonesian population before Valentine's Day, the results indicated that consumers prefer SilverQueen chocolates as gifts on Valentine's Day. The survey involved 1,965 respondents and was carried out on January 31, 2023, online through the Jakpat application, using multiple-choice questions. SilverQueen received 86.6% of the total respondents' votes, while Cadbury obtained 66.2% of the votes. Additionally, 35.5% preferred Delfi chocolates, and 31.2% chose Toblerone chocolates as their preferred gift for Valentine's Day (Dataindonesia.id, 2023).

Figure 1. Favorite Chocolate Bar Graph



The above survey results indicate that SilverQueen is the most favored chocolate brand among Indonesian consumers to be given as a gift to loved ones during Valentine's Day, compared to other chocolate brands.

SilverQueen releases a Valentine's edition chocolate product by offering unique packaging and a relatively more affordable price through bundles and discounts. On Valentine's Day in 2023, SilverQueen introduced seven attractive variations of Valentine's edition chocolate packaging, incorporating a verbal packaging design featuring the hashtag "banyak makna cinta" (meaning "many meanings of love") to enhance its appeal. Via the Instagram account @silverqueenid, the 2023 Valentine's edition packaging includes SilverQueen chunky 1kg size matters, SilverQueen bundle microsite, SilverQueen mini bundle, SilverQueen very berry bundle, SilverQueen chunky heart, SilverQueen buy 1 get 1, and SilverQueen buy 2 get 1. Through this Valentine's edition packaging, SilverQueen aims to strengthen its visual and verbal appeal as Valentine's gift that represents consumers' #banyakmknacinta (many meanings of love) to their loved ones.

The selection of food product packaging plays a crucial role in capturing the attention of Generation Z consumers who make purchases based on desires. Consumers can decide to buy a product due to its attractive packaging, which is deemed suitable as a gift for someone special. In fact, Generation Z consumers can consciously purchase products because they are drawn to the packaging's colors, images, and shapes, which can affect their desires. Through packaging, SilverQueen can sustain its lifecycle and thrive in the face of competitors within the chocolate industry (Munir dan Hamja, 2010). Therefore, the selection of SilverQueen's packaging can function as an effective promotional tool in enticing Generation Z consumers to make impulsive chocolate purchases through the appeal of its design.

In addition to the unique packaging factor, consumers' price perceptions based on the SilverQueen buy 2 get 1 and buy 1 get 1 variation can also affect their chocolate purchase decisions for Valentine's Day. Price perception is a psychological component that can impact how consumers react to prices, as claimed by Campbell in Cockril and Goode (2015: 368). Consumers can perceive that if they purchase 1 SilverQueen chocolate, they can obtain 1 free chocolate through the buy 1 get 1 bundle packaging. This price perception can arise when consumers have comprehensively assessed product information, leading them to conclude whether the price is considered inexpensive or expensive (Darmansah dan Yosepha, 2020). Therefore, the price perceptions formed by Generation Z consumers regarding the SilverQueen

Valentine's edition products, either through the buy 2 get 1 or buy 1 get 1 offer, can affect their psychological inclinations in making purchase decisions.

SilverQueen chocolate is also a product whose brand image is recognized by Generation Z consumers. According to Kotler and Armstrong (2012), brand image is the consumer's perception of a product based on the information they gather from their experiences and the opinions of others about the brand. When the brand image formed by consumers is positive, it can lead to purchasing decisions (Fatmaningrum, Susanto, dan Fadhilah, 2020). Therefore, if SilverQueen maintains a positive brand image, it will likely drive Generation Z's purchasing decisions towards SilverQueen chocolates as Valentine's Day gifts, in addition to being affected by the unique packaging design and perceived price affordability.

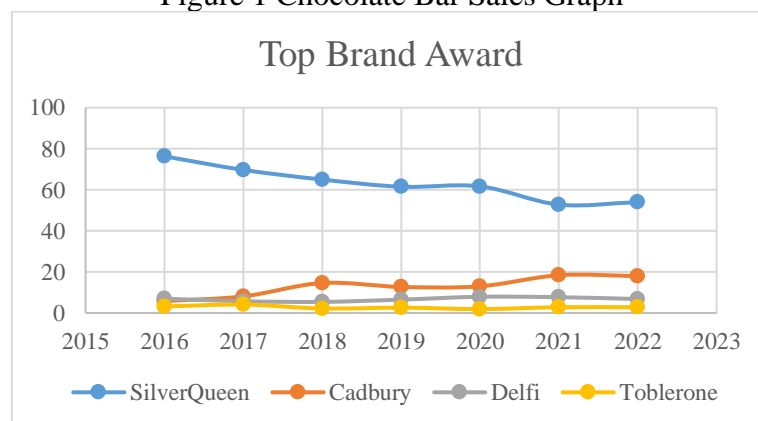
Based on the Top Brand Index scores for purchase decisions in the chocolate bar category, both phases 1 and 2 were evaluated. The survey to determine the Top Brand Award for Phases 1 and 2 involved 8,500 respondents in Phase 1 and 12,000 respondents in Phase 2. The survey targeted individuals aged 15 to 65, including both men and women.

Table 2. Percentage of Top Brand Index in the Chocolate Bar Category

Brand	2016	2017	2018	2019	2020	2021	2022
SilverQueen	76.3	69.7	65	61.5	61.7	52.8	54
Delfi	7	5.7	5.4	6.5	7.9	7.7	6.8
Cadbury	5.8	8.1	14.6	12.7	13	18.4	18
Toblerone	3.2	4.1	2.2	2.6	1.9	2.8	2.8

Based on the Top Brand Index scores from 2016 to 2022 provided above, SilverQueen Chocolate has consistently held the top position, outperforming its competitors. The highest product purchase percentage in 2022 was 54% for SilverQueen, followed by 18% for Cadbury, 6.8% for Delfi, and 2.8% for Toblerone chocolates.

Figure 1 Chocolate Bar Sales Graph



However, based on the graph, SilverQueen's sales experienced a decline from 2016 to 2019 and fluctuated from 2020 to 2022. SilverQueen began releasing Valentine's edition packaging

designs from 2018 to 2022. However, the sales volume, as indicated by the Top Brand Index scores, shows that the sales from 2018 to 2022 did not surpass the sales in 2016, during which SilverQueen had not yet introduced packaging design innovations.

Indeed, research findings have proven that consumer service quality and purchase decisions are significantly affected by product packaging design. In 2021 (Rahmawaty), the subsequent analysis, based on research findings, indicates that verbal packaging design, when used in conjunction with a positive brand image, has a positive and significant impact on consumer decisions to purchase Oro D'Jero crispy almond products (Darmansah dan Yosepha, 2020). Furthermore, research conducted on purchasing decisions for glasses in Surabaya elucidated that price perception plays a role in shaping purchase decisions. (M. B. Sari dan Soebiantoro, 2022)

Therefore, there is a research gap between the sales phenomenon of SilverQueen based on fluctuating Top Brand Index scores after introducing Valentine's edition packaging designs from 2018 to 2022 and other research findings that demonstrate the significant positive impact of favorable brand impressions, packaging design, and price perception on customer purchase decisions, potentially enhancing sales. Hence, it is essential to conduct research to understand how Generation Z customer purchase decisions for SilverQueen Valentine's Edition are affected by brand perception, unique packaging design, and price perception.

RESEARCH METHODS

This research used a quantitative approach, and the Likert scale served as the measurement tool for each research variable. The population for this research consisted of customers who had purchased the limited edition SilverQueen Valentine's chocolates in Surabaya, Indonesia. Non-probability sampling, specifically purposive sampling, was utilized for this cohort sample. As a result, a total of 112 individuals were included in the sample. A Google Form-based questionnaire was used to gather research data, with respondents required to have purchased SilverQueen chocolates in Surabaya and fallen within the age range of 12 to 28 years. The Google Form was distributed online through links shared on social media platforms. Subsequently, the data was processed using SmartPLS.

RESEARCH RESULTS AND DISCUSSION

Based on a total of 112 respondents, 59% of the respondents were aged between 21 and 25, 31% were aged between 16 and 20, 7% were aged between 10 and 15, and the remaining 4% were aged between 26 and 30. Regarding gender, the number of female respondents dominated, with 67 respondents or 61% of the total, while the number of male respondents was 45 or 39% when presented.

PLS Model Analysis

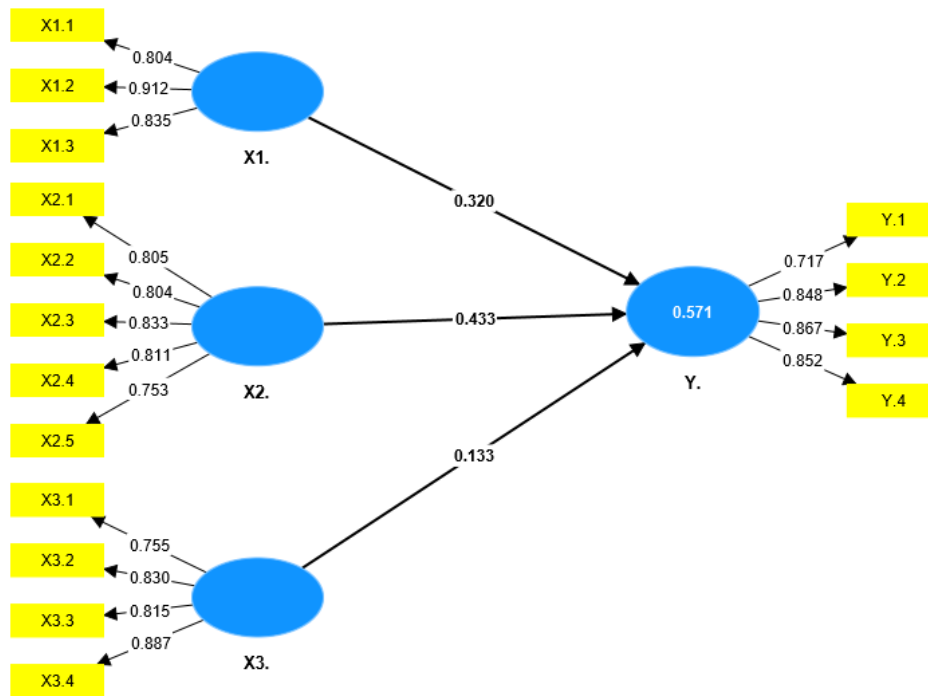


Figure 1. PLS Model Analysis

Above the arrows connecting variables and indicators in the PLS output graph, you will find the loading factor values of each indicator. Above the arrows representing the relationship between exogenous and endogenous variables, you will also find the path coefficient values. The endogenous variable (Variable in Purchase Decision) also shows the largest R-Square value. Therefore, it can be observed that the highest factor loading among the Brand Image indicators is the strength of brand association (X1.2), which is the most significant indicator with a factor loading of 0.912. The highest factor loading for the Packaging indicator is color (X2.3). As for the Price Perception indicator, the factor loading for the indicator related to price according to consumer affordability or price competitiveness (X3.4) is the largest, with a factor loading of 0.887.

The Average Variance Extracted (AVE) Results

The following is a measurement model based on Average Variance Extracted (AVE) values, reflecting the extent of indicator variance captured by latent variables. AVE values converging above 0.5 indicate sufficient validity for latent variables. Information about the reflected indicator variables can be obtained from the Average Variance Extracted (AVE) values for each construct (variable). A well-constructed model is necessary if the AVE for each construct is more significant than 0.50.

Table 3. Average Variance Extracted (AVE)

	AVE
Brand Image (X1)	0.726
Packaging (X2)	0.643
Price Perception (X3)	0.677
Purchase Decision (Y)	0.678

With AVE test results of 0.726 for the Brand Image (X1) variable, 0.643 for the Packaging (X2) variable, 0.677 for the Perceived Price (X3) variable, and 0.678 for the Purchase Decision (Y) variable, it was concluded that all variables in this study had acceptable validity.

Results of Composite Reliability Validity

Composite reliability values were used to quantify construct dependability. Indicators were considered reliable in measuring latent variables if their composite reliability values were above 0.70.

Table 4. Composite Reliability

	Composite Reliability
Brand Image (X1)	0.888
Packaging (X2)	0.900
Price Perception (X3)	0.893
Purchase Decision (Y)	0.893

The results of the Composite Reliability test indicated that all variables in this study were reliable, namely the Brand Image variable (X1), the Packaging variable (X2), the Price Perception variable (X3), and the Purchase Decision variable (Y).

Inner Model

Testing the structural model involves examining the R-Square values, which measure how well the model fits the data. The R-squared values of equations between latent variables indicate internal model testing. R^2 indicates the extent to which exogenous model variables (independent) explain endogenous variables (dependent).

Table 5. R-square

	R-Square
Brand Image (X1)	
Packaging (X2)	
Price Perception (X3)	
Purchase Decision (Y)	0.571

The R-Square value was 0.571. According to this interpretation, the model was able to explain the phenomenon of Brand Image being affected by independent variables such as Packaging and Perceived Price, resulting in a variance of 57.10%. The remaining 42.90% was explained by other variables outside the scope of this study (other than Brand Image, Packaging, and Perceived Price).

The value of Q^2 or Q-Square predictive relevance for the structural model, which assesses how well the observed values retrieved by the model and its parameter estimates match, can be used

to determine the Goodness of Fit of the research model and evaluate the R-Square value. If the Q-Square value is greater than 0, it indicates that the model is predictively relevant; if not, it means that the model is not predictively relevant.

The formula to calculate Q-Square is $Q^2 = 1 - (1 - R12)(1 - R22)...(1 - Rp2)$, where R12, R22, and Rp2 are the endogenous variables for R-square in the equation model. The range of Q^2 is from 0 to 1, and the closer it is to 1, the better the model. The total coefficient of determination in the path analysis is equal to this Q^2 value.

Pada penelitian ini besarnya nilai Q^2 adalah sebesar

$$Q^2 = 1 - (1 - 0.571) = 0.571.$$

Based on the Q^2 calculation result of 0.571, it can be concluded that the research model can be considered to meet predictive relevance.

Hypothesis Testing

Furthermore, the coefficient results and T-statistic values of the inner model are presented in the following table for the purpose of hypothesis testing.

Table 6. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Brand Image (X1) → Purchase Decision (Y)	0.320	0.321	0.082	3.926	0.000
Packaging (X2) → Purchase Decision (Y)	0.433	0.438	0.084	5.165	0.000
Price Perception (X3) → Purchase Decision (Y)	0.310	0.313	0.080	4.187	0.000

From the table above, it can be concluded that the hypotheses stated:

Hypothesis 1 : It is suspected that Brand Image (X1) affects the Purchase Decision (Y) of SilverQueen chocolate in Surabaya City, **which is accepted**, with a path coefficient of 0.320 and T-statistic value of 3.926 > 1.96 (from the $Z\alpha$ table value at 0.05) or P-Value of 0.000 < 0.05, yielding a **Significant** result (positive).

Hypothesis 2 : It is suspected that Packaging (X2) affects the Purchase Decision (Y) of SilverQueen chocolate in Surabaya City, **which is accepted**, with a path coefficient of 0.433 and a T-statistic value of 5.165 > 1.96 (from the $Z\alpha$ table value at 0.05) or P-Value of 0.000 < 0.05, resulting in a **Significant** result (positive).

Hypothesis 3 : It is suspected that Price Perception (X3) affects the Purchase Decision (Y) of SilverQueen chocolate in Surabaya City, **which is accepted**, with a path coefficient of 0.310 and a T-statistic value of 4.187 > 1.96 (from the $Z\alpha$ table value at 0.05) or P-Value of 0.000 < 0.05, resulting in a **Significant** result (positive).

Discussion

The Effect of Brand Image on Purchase Decision

According to the data, consumers' interest in SilverQueen products (Y) is affected by the Brand Image variable (X1). It acknowledges the fact that there is a positive relationship between Brand Image (X1) and Purchase Behavior (Y). This indicates that potential customers have a positive perception of the SilverQueen brand, which can affect their decision to purchase SilverQueen chocolate.

The results of the descriptive analysis of the Brand Image variable indicate that the indicator with the highest percentage is "SilverQueen Valentine's Edition is memorable in the public's mind for chocolate products" (X1.2). This suggests that consumers always remember SilverQueen chocolate products for the Valentine's Day event before making a Purchase Decision. Additionally, based on age and respondent status, a significant number of respondents who agree that the SilverQueen Valentine's Edition brand is memorable and results in their purchase decisions are female Generation Z consumers aged 21-25 years and who are students.

This research's findings align with previous studies that examined the effect of brand image, product quality, and price perception on consumer purchasing decisions (M.B. Sari dan Soebiantoro, 2022).

Therefore, it can be concluded that consumers' perceptions of a company's brand can play a role in their final purchase decisions. This demonstrates that positive consumer perception of a brand can affect their decision to purchase SilverQueen chocolate products.

The Effect of Packaging on Purchase Decision

Based on the research findings, the Packaging variable (X2) affects consumers' purchase decisions regarding SilverQueen Chocolate products. As a result, packaging affects the decision to purchase SilverQueen items favorably. This shows how consumers' decisions to buy SilverQueen chocolate products are affected by the packaging.

The SilverQueen Valentine's Edition packaging, which has a suitable size for its contents and is comfortable to hold (X2.4), is the result of analyzing the descriptive indicators of packaging with the highest percentage. Consumers feel that the quality of packaging provided by SilverQueen is appropriate and meets their needs. Additionally, based on the age and status of respondents, it is evident that a significant portion of those who agree that the attractive packaging of SilverQueen Valentine's Edition can affect purchase decisions are consumers aged 21-25 and students. Furthermore, a majority of female consumers make purchases based on the appealing color design of the packaging.

Consistent with other research on the topic, this research shows that packaging can affect consumer purchase decisions (Gemilar, 2008).

Therefore, it is reasonable to assume that packaging determines consumer choices. This indicates that packaging is taken into account by current customers and prospective customers when making purchasing decisions, especially when it comes to packaging that distinguishes the product from other similar items.

The Effect of Price Perception on Purchase Decision

Based on the obtained data, the Purchase Decision of SilverQueen Chocolate products (Y) is affected by the Perceived Price variable (X3). This results in a positive effect of Perceived Price on the Purchase Decision of SilverQueen Chocolate Products. This

demonstrates how customers' price perceptions play a significant role in determining whether they will buy SilverQueen chocolate or not.

The results of the descriptive analysis for the Perceived Price variable show that the indicator with the highest percentage is "The price of SilverQueen Valentine's Edition is more affordable compared to other chocolate brands" (X3.4), where consumers feel that the price offered by SilverQueen is appropriate and in line with the established price. Additionally, based on the age and status of the respondents, a significant portion agrees that the perception of price for SilverQueen Valentine's Edition, where the price set is proportional to the benefits provided, can affect the purchase decisions of consumers aged 21-25 years who are students. Moreover, a majority of female consumers make purchases based on the perception that the price is affordable and commensurate with the benefits they receive. These results are consistent with previous research highlighting the importance of price perceptions in consumer purchase decisions. It can be inferred that consumers consider the perception price of the product in relation to its price when making purchasing choices.

The findings of these results are consistent with previous research (Utama, 2022), which also showed a statistically significant positive show of the perceived price variable on consumers' final purchases.

Therefore, Price perception is a potential determinant of Consumer Choice. This indicates that potential and existing consumers consider Price Perception, especially in comparison to prices of similar products, as a crucial factor when making a Purchase Decision.

CONCLUSION

Brand image, packaging, and price perception are believed to affect the purchasing decisions of Generation Z customers, according to the analysis of the data and the previously mentioned findings. The more positive the perception of a brand, the greater the likelihood that Generation Z consumers will choose to purchase SilverQueen chocolate products. Additionally, Generation Z consumers are more likely to buy SilverQueen chocolate if they perceive the product's price as favorable.

SilverQueen Chocolate needs to develop new variants and increase its marketing efforts through digital, print, and direct media to ensure that its quality remains ingrained in the minds of the wider public. The company should also consider packaging designs that align with current market trends to attract a broader audience and encourage purchase decisions. Furthermore, the company should continue to uphold and enhance the quality of its products, ensuring that consumers perceive the price of SilverQueen chocolate to be justified by the value they receive.

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