THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE AND PRICE ON SAMSUNG SMARTPHONE PURCHASING DECISIONS

Yogi Prayoga
Sekolah Tinggi Ilmu Ekonomi KBP
bigbiss446@gmail.com

ABSTRACT

Telecommunications technology is a business opportunity that is the most fierce competition today. The increasing needs of the community, also increases competition between business people in the field of communication tools. Because people have felt how these tools can help him in his work. This study aims to determine the effect of product quality, brand image and price on the decision to purchase a Samsung smartphone. This type of research is quantitative research. A sample of 52 STIE "KBP" Padang students used purposive sampling. Analysis of the data used is descriptive analysis, multiple linear analysis, and T test. The independent variables of product quality, brand image, and price have a significant effect on purchasing decisions with a significant value below 5% (0.05). The results of multiple regression analysis found that all independent variables significantly influence purchasing decisions, namely product quality, brand image, and price. In the t test it was found that product quality, brand image, and price variables significantly influence purchasing decisions.

Keywords: product quality, brand image, price

INTRODUCTION

In the current development of the modern world and globalization, the need for communication tools is an important part of everyone's life needs. This need will have an impact on increasing demand for various types of communication equipment, this will cause more competition for business people in the telecommunications sector. Communication equipment manufacturers are increasingly emerging, resulting in competitive competition in the field of communication equipment. In this case, these producers must be able to attract customers to use their products and keep consumers using their products.

The increasingly advanced development of the times, culture and increasing population growth has led to a shift in lifestyle, one of which is in using communication tools. With increasing population growth and changing lifestyles over time, demand for communication tools is increasing. This makes business people in the communications equipment sector increasingly release various kinds of innovative communications equipment products, especially mobile phones or smartphones.

Telecommunication technology is a business opportunity with the most intense competition today. As society's needs increase, competition between business people in the field of communication tools increases. Because people have felt how this tool can help them in their work.

According to research by Yuliana & Suprihhadi (2016), the purchasing decision is to buy the most preferred brand from various existing alternatives, but there are factors that can influence the intention to make a purchase. To strengthen the reasons for this research, supporting data and facts are really needed so that the results of this research are truly accurate and can be accounted for. The following is sales data for 5 smartphone products at J-Bross Padang in 2017.

Table 1
Sales Data for 5 Smartphone Brands at J-Bros
Padang in 2017

No	Product	Sales (Units)
1	Oppo	528
2	Vivo	396
3	Samsung	376
4	Asus	148
5	Xiaomi	241

Source: J-Bros Padang

Based on the table above is data on sales of smartphone products at J-Bros Padang. Where Samsung smartphone products were sold less than Oppo and Vivo products in 2017. Samsung smartphones were in third place in sales during the 2017 period. This was of course influenced by several factors that influenced this, resulting in a decline in sales. According to research by Siregar & Winita (2017), sales are short-term sales activities to encourage the purchase and sale of products and services. Sales promotion includes a wide selection of tools (coupons, contests, price cuts) all of which have many unique qualities to attract consumer attention and make product offers and increase poor sales.

There are several factors that influence the decision to purchase a product, including product quality, brand image, and price. According to Andini & Rahardjo (2012) product quality is the character of a product that has the ability to meet customer needs. In tight competition, a product with a brand that is easy to differentiate the product from other competitors is also needed. Having value and sustainability will be the company's mainstay to compete and to help the company's strategy in marketing its products. A brand that is easy to remember has a good perception in the minds of consumers to attract potential consumers to repurchase products of the same brand because they believe that the brand has good quality and can satisfy them.

According to research by Radamuri, Farida, & Dewi, (2013), brand image is a perception about a brand which is a reflection of consumers' memories of their associations with that brand. If a company is able to build a strong brand image in the minds of customers, then the company will be said to be able to build a brand image for its products. Consumers search for brands because of advertisements that convey the superiority of the product and product variations with that brand. Advertising will encourage and stimulate consumers to make decisions and choose which brand of product they will use. Consumers with different advertising perceptions have the possibility to choose a brand.

The complexity of consumers' needs and desires for communication tools demands all sophisticated features and functions that can be integrated into a

smartphone, which is why the emergence of smartphone products to answer all people's desires and needs, these smartphones are also equipped with various other features, software for players. audio, games for entertainment, camera, auto video, internet services, receiving email and other social media as well as editing important documents.

With complete features, consumers will be more interested and interested in buying and using smartphone products from brands they already know. Because complete smartphone features will make your work more helpful and easier to do.

Apart from that, companies must also be able to determine prices that can be reached by potential consumers, because with prices that consumers can afford, the demand for products will increase and consumers will be more comfortable in always using products with that brand in the future. With this, companies will be increasingly able to survive from other competitors and be able to retain their consumers. With a population of hundreds of thousands of millions of people, this will be a big target for companies operating in the communications equipment sector. Because the growth of Indonesian smartphone users is very rapid. According to research (Venessa, 2015) defines "Price is the sum of the values that consumers obtain so that they get benefits from owning or using goods or services". Meanwhile, according to research (Venessa, 2015) states that "Price is the value of an item expressed in the form of money".

If product quality, brand image and price are able to control consumers, then consumers will definitely make purchasing decisions for the product. From the above background, the researcher will take the object of this research in the form of Samsung smartphone products. Samsung smartphones are one of the smartphones that have become phenomenal among the public due to the latest innovations offered such as superior cameras and various other features. In this research, the research object of the research is students from STIE "KBP" Padang, class of 2016, majoring in management, where currently smartphones have become an important lifestyle requirement for students.

The Relationship Between Product Quality and Purchasing Decisions

According to research by Defriansyah, Daud, & Nailis, (2016), product quality is the ability of a product to provide performance in accordance with its function. Excellent quality will build consumer trust and provide consumer satisfaction.

According to research by Defriansyah, Daud, & Nailis, (2016), the research results for product quality variables have a significant effect on purchasing decisions. Product quality is an important requirement that every company must pay attention to if they want their products to be able to compete in the market.

Quality is the value of something offered to consumers. It is important for companies to make a product with demonstrated quality. The definition of product quality according to research by Andini & Rahardjo (2012) is the character of a product that has the ability to meet customer needs.

H1: Product quality has a significant effect on purchasing decisions.

The relationship between brand image and purchasing decisions

According to research by Defriansyah, Daud, & Nailis, (2016) Brand is one of the factors that influences purchasing decisions. A brand includes a name,

term, sign, symbol/emblem, design, color, movement, or a combination of other product attributes that are expected to provide identity and differentiation from competing products.

According to research by Defriansyah, Daud, & Nailis, (2016) brand image has a significant influence on purchasing decisions. In Radamuri's research, (2013) brand image is a brand perception that is trusted by consumers because it has provided evidence that the brand is able to fulfill what is expected. Brand image can also be said to be a concept created by consumers for subjective reasons and personal emotions.

H2: Brand image has a significant effect on purchasing decisions.

The relationship between price and purchasing decisions

According to research by Defriansyah, Daud, & Nailis, (2016), price is the easiest element in a marketing program to adjust, in contrast to brand image, price and product quality which require more time. Consumers may need a product, but if the price makes it impossible to buy that product, it will cause consumers to switch to something else with a lower price.

According to research by Defriansyah, Daud, & Nailis, (2016), as for the research results for the price variable, it can be concluded that the price variable does not have a significant effect on purchasing decisions. In research, Venessa (2015) defines "Price is the values of a good or service that is marketed by producers or used by consumers in all marketing". In Venessa's research (2015) states that "Price is the value of an item expressed in the form of money".

H3: Price has a significant effect on purchasing decisions.

RESEARCH METHODS

The type of research used is quantitative research. Quantitative research is data in the form of numbers based on the philosophy of positivism used to research certain populations or samples (Sugiyono, 2017).

The population in this research is all STIE KBP Padang strata 1 students registered in the 2018/2019 FY, totaling 912 people. Due to the large population, the researchers used criteria which resulted in a figure of 52 people. The data sources used are primary data and secondary data in the form of questionnaires and interviews.

Definition Operational Variables

Table 2
Operational Definition of Variables

No	Variable	Definition	Indicator	Source
1	Buying decision	In research by Yuliana & Suprihhadi (2016) the purchasing decision is to buy the most preferred brand from various existing alternatives, but two factors can be between purchase intention and buying decision.	1. Needs Sought 2. Desire to use the product 3. Influence from people around	In research by Yuliana & Suprihhadi (2016)

2	Product quality	In research (Andini & Rahardjo, 2012), namely the character of a product that has capabilities to meet customer needs.	1. diversity 2. product quality 3. brand 4. product packaging	In research (Andini & Rahardjo, 2012)
3	Brand Image	In research (Radamuri et al., 2013) brand image is the perception of a brand that is trusted by consumers because it has provided evidence that the brand is able to fulfill what it wants. which are expected.	1. Product name 2. Product characteristics 3. Searchgo ods	In research (Radamuri et al., 2013)
4	Price	In research (Venessa, 2015) defines "Price is the values of a good or service marketed by producers or used by consumers in all marketing."	1. List prices 2. Discounts 3. Payment method	In research (Venessa, 2015)

Based on the definitions above, it can be formulated that variables have certain variations which are determined by researchers to be studied and conclusions drawn (Sugiyono, 2017). According to the relationship between variables, the various variables used are dependent variables and independent variables.

In data collection techniques, researchers use questionnaire data, and to collect data researchers use a questionnaire or questionnaire listing statements arranged based on indicators in the form of a Likert scale. Data analysis techniques use Likert scale research instrument tests, validity tests, reliability tests, descriptive analysis (TCR), classic assumption tests consisting of Normality tests, Multicollinearity tests, Heteroscedasticity tests, multiple linear regression analysis and hypothesis measurement (t test).

RESEARCH RESULTS AND DISCUSSION
Descriptive statistics

Table 3
Characteristics Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
	Man	19	36.5	36.5	36.5
Valid	Woman	33	63.5	63.5	63.5
	Total	52	100.0	100.0	

Source: SPSS

Based on table 3, it shows that data on the characteristics of respondents based on gender was obtained as many as 36.5% were men and 63.5% were women.

Table 4
Characteristics Based on Majors

		Frequency	Percent	Valid Percent	Cumulative Percent
	Management 1	30	57.7	57.7	57.7
Valid	Management 2	22	42.3	42.3	42.3
	Total	52	100.0	100.0	

Source: SPSS

Based on table 4, it shows that data on the characteristics of respondents based on majors showed that 57.5% were management 1 and 42.3% were management 2 women.

Classic assumption test

Normality test

Based on the output of the analysis, the normality properties of a regression equation model can be detected, namely by looking at the significant value of the Kolmogorov-Smirnov Z test. The results are as follows:

Table 5
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Standardized Residuals
N		52
Normal Parametersa	Mean	.0000000
	Std. Deviation	.97014250
Most Extreme Differences	Absolute	,062
	Positive	,062
	Negative	-.054
Kolmogorov-Smirnov Z		,446
Asymp. Sig. (2-tailed)		,989
a. Test distribution is Normal.		

Source: SPSS

In table 5, it is known that the significant value of 0.989 is greater than alpha (a = 0.05), thus it can be said that the research data is normally distributed, meaning that regression analysis for hypothesis testing can be carried out with normally distributed data.

Multicollinearity Test

This test was carried out to see whether the regression model found a correlation between the independent variables. If there is a strong correlation, it can be said that a multicollinearity problem has occurred in the regression model. A regression model that is free of multicollinearity is one that has a VIF value of more than 10 and has a tolerance number close to 1. The results of the multicollinearity test can be seen in the table below:

Table 6
Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Product Quality (X1)	0.938	1,066	No Multicollinearity
Brand Image (X2)	0.770	1,299	No Multicollinearity
Price (X3)	0.732	1,366	No Multicollinearity

Source: SPSS

From the results of table 6 of the analysis results, it was found that the 3 independent variables in this study had VIF values below 10 and their tolerance was between 0.01-1. This means that there is no multicollinearity between the independent variables. Thus it can be concluded that the variables (independent) in the form of product quality, brand image, price meet the requirements of the

The Influence Of Product…(Prayoga)

classical assumption of multicollinearity.

Heteroscedasticity Test

A good regression model does not experience symptoms of heteroscedasticity. If the variance from the residual from one observation to another observation remains, it is called homoscedasticity. The results of the heteroscedasticity test can be seen below:

Figure 1
Heteroscedasticity Test Graphic Image Results
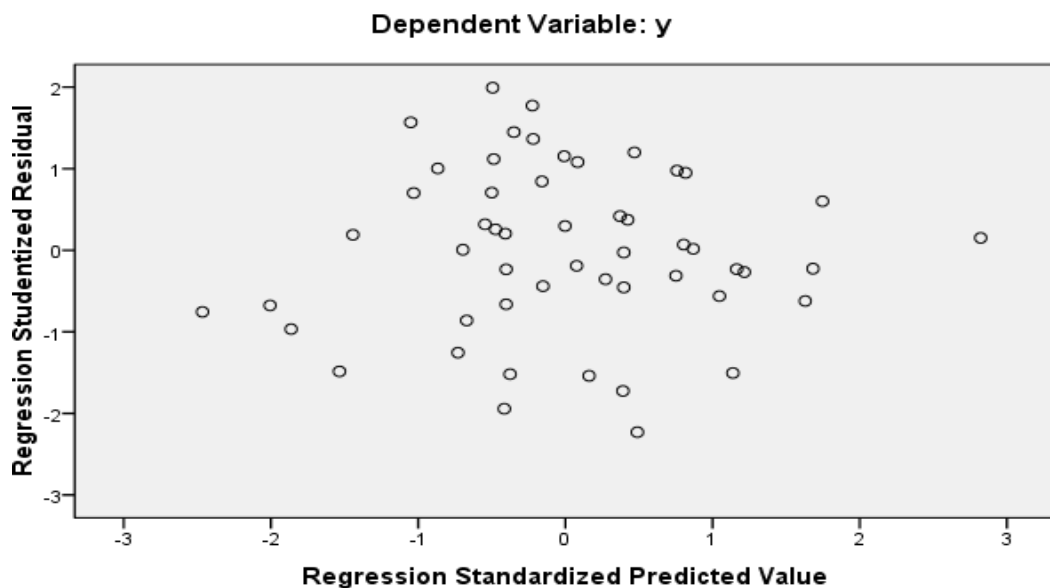
Source: SPSS

In the picture you can see the dots are spread out, not forming a particular pattern that is clearly distributed, both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model is suitable for use for predicting purchasing decisions based on input from the independent variable.

Multiple Regression Test

To see the influence of product quality, brand image and price, multiple regression analysis was used. Based on the results of data processing with the help of SPSS, a summary of the empirical research results can be seen as follows:

Table 7
Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,882	6,732		1,171	,247
Product Quality (X1)	,038	.105	.041	,358	,722
Brand Image (X2)	,623	.141	,563	4,419	,000
Price (X3)	.137	.141	.127	,974	,335

Source: SPSS

From the data above, a multiple regression equation can be created as follows:

713

Y = 7.882 + 0.038 X1 + 0.623 X2 + 0.137 X3
From this equation the following equation can be taken:
   a.   a= 7.882, meaning that without the independent variable (variable
   b.   B1= 0.038 coefficienthaving a positive sign means that the better the
        product quality variable will result in an increase in purchasing decisions
        for Samsung smartphones assuming that factors other than the product
        quality variable are considered constant.
   c.   B2= 0.623 coefficientHaving a positive sign means that the better the
        brand image variable will result in an increase in purchasing decisions for
        Samsung smartphones, assuming that factors other than the brand image
        variable are considered constant.
   d.   B3= 0.137 coefficienthaving a positive sign means that the better the price
        variable will result in an increase in purchasing decisions for Samsung
        smartphones assuming that factors other than the price variable are
        considered constant.

t test – Statistical Test
        To determine the influence of the independent variable on the dependent
variable partially or individually. The model estimation results are shown in the
following table:

Table 8
Test T - Statistical Test

	Model	Q	Sig.
1	(Constant)	1,171	,247
	product quality	,358	,722
	brand image	4,419	,000
	Price	,974	,335

Source: SPSS

From table 8 it can be concluded that the statistical t-test is as follows:
a.   If the product quality shows that the calculated t value is smaller than the t
     table (0.358<2.008529) or significant (0.722>0.05), then the first hypothesis
     (H1) in this study is rejected, meaning that product quality has no effect on y
     (purchasing decision) .
b.   The brand image shows that the calculated t value is smaller than the t table
     (4.419<2.008529) or significant (0.0,000>0.05), so the first hypothesis (H2)
     in this study is accepted, meaning that brand image has a significant effect on
     y (decision purchase).
c.   If the price shows that the calculated t value is smaller than the t table
     (0.974<2.008529) or significant (0.335>0.05), then the first hypothesis (H1)
     in this research is rejected, meaning that price has no effect on y (purchasing
     decision).

DISCUSSION
The Influence of Product Quality on Purchasing Decisions
        Based on the results of hypothesis testing and multiple regression analysis
in this research, it appears that product quality variables have a significant
influence on smartphone purchasing decisions   Samsung.This means that product

quality has a significant influence on the decision to purchase a Samsung brand smartphone. This research is supported by research (Yuliana, 2016) entitled "The influence of service quality, brand image and location on purchasing decisions in Surabaya" stating that product quality has a significant influence on purchasing decisions for Telkomleksi starter cards in Kudus City District.

The interpretation states that the greater the quality of Samsung smartphone products perceived by consumers, the greater the purchasing decisions made on Samsung smartphones. If product quality decreases, purchasing decisions will also decrease and Samsung smartphone company sales will also decrease.

The Influence of Brand Image on Purchasing Decisions

Based on the results of hypothesis testing and multiple regression analysis in this research, it appears that the brand image variable has a significant influence on the decision to purchase a Samsung smartphone. This means that brand image has a significant influence on purchasing decisions for Samsung brand smartphones.

This research is supported by research (Venessa, 2015) entitled "the influence of brand image and price on consumer purchasing decisions in Brawijaya Malang". In his interpretation, it states that the more the Samsung smartphone brand image is perceived by consumers, the greater the purchasing decisions made for Samsung smartphones. But if the brand image decreases, purchasing decisions will also decrease and company sales will also decrease.

The Influence of Price on Purchasing Decisions

Based on the results of hypothesis testing and multiple regression analysis in this research, it appears that the price variable has a significant effect on the decision to purchase a Samsung smartphone. This means that price has a significant influence on the decision to purchase a Samsung brand smartphone.

This research is supported by research (Amilia, 2017) entitled "the influence of brand image, product quality, price and promotion on the decision to purchase Telkomflex starter cards in Kudus City sub-district". The interpretation states that the higher the price of the Samsung smartphone, the purchasing decision will decrease. And vice versa, the lower the price of a Samsung smartphone, the purchasing decision will increase.

CONCLUSION

Based on the interpretation analysis presented in the previous chapter, several conclusions can be put forward as follows:

a. On qualityIf the product shows a calculated t value that is smaller than the t table, the first hypothesis (H1) in this study is rejected, meaning that product quality has no effect on y (purchasing decision).

b. If the brand image shows that the calculated t value is smaller than the t table, the first hypothesis (H2) in this research is accepted, meaning that brand image has a significant effect on y (purchasing decisions).

c. If the price shows that the calculated t value is smaller than t, the first hypothesis (H1) in this research is rejected, meaning that price has no effect on y (purchasing decision).

ACKNOWLEDGMENTS

BIBLIOGRAPHY

Amilia, S. (2017). *Pengaruh Citra Merek, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Merek Xiaomi Di Kota Langsa*. *6*(1).

Andini, P., & Rahardjo, S. T. (2012). Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Mobil Hyundai I20. *Diponegoro Journal Of Management*, *1*(2), 1–73.

Citra, P., Brand, M., Dan, I., Terhadap, H., & Venessa, I. (2015). *(Survei Pada Mahasiswa Program Studi Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Malang Tahun Angkatan 2013 / 2014 Dan 2014 / 2015Pengguna Kartu Pra-Bayar Simpati)*. *51*(1), 44–48.

Defriansyah, D., Daud, I., & Nailis, W. (2016). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Samsung (Studi Kasus Mahasiswa Universitas Sriwijaya Indralaya) Doni Defriansyah 1, Islahuddin Daud 2, & Welly Nailis 3. *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, *8*(2), 89–102.

Faisal, M., & Susanti, F. (2023). Pengaruh Brand Awareness, Brand Association, Perceived Quality Terhadap Brand Loyalty Pada Produk OPPO Smartphone Di Jaya Ponsel Payakumbuh. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, *2*(2), 296-312.

Faulina, T., & Susanti, F. (2023). Pengaruh gaya hidup dan kelas sosial terhadap keputusan pembelian smartphone merek samsung di bhintang ponsel padang. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan*, *3*(1), 560-577.

Sari, R. F., & Marlius, D. (2023). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Konsumen pada D'sruput Lapai Padang. *Jurnal Pendidikan Tambusai*, *7*(1), 1801-1812.

Kusuma, R. C. S. D., Walenta, A. S., Yasa, N. N. K., Mayliza, R., Suhendar, A. D., Permatasari, R. W., ... & Sari, L. F. (2023). Pengantar Manajemen Bisnis.

Maharani, N., & Susanti, F. (2023). Kualitas Produk, Testimoni, dan Endorsment Terhadap Loyalitas Konsumen pada Produk Emina di Transmart Padang. *Jurnal Publikasi Ilmu Manajemen*, *2*(2), 239-258.

Marlius, D., & Darma, K. P. K. (2023). Pengaruh Ekuitas Merek (Brand Equity) Dan Harga Terhadap Keputusan Pembelian Produk Handphone Merek Oppo Pada Toko Faiqah Ponsel Di Ujung Air, Kecamatan Sutera, Kabupaten Pesisir Selatan, Sumatera Barat. *Jurnal Economina*, *2*(1), 15-27.

Marlius, D., & Noveliza, K. (2022). Pengaruh Harga, Kualitas Produk dan Promosi Terhadap Keputusan Pembelian Produk Sepatu Converse Pada Toko Babee. Shopp Padang. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, *2*(1), 255-268.

Marlius, D., & Putra, M. R. S. (2022). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Produk Semen Padang Pada PT. Sumber Niaga Interindo (Distributor). *Jurnal Valuasi: Jurnal Ilmiah Ilmu*

Manajemen Dan Kewirausahaan, *2*(2), 1085-1104.

Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen YOU Pada Hasanah Mart Air Haji. *Jurnal Economina*, *2*(2), 476-490.

Marlius, D., & Anwar, F. (2023). Pengaruh Brand Image, Brand Trust dan Company Reputation Terhadap Loyalitas Pelanggan. *Jurnal Pundi*, *7*(2), 185-200.

Monica, C., & Marlius, D. (2023). Pengaruh kualitas pelayanan terhadap kepuasan nasabah pada Bank Nagari cabang Muaralabuh. *Jurnal Pundi*, *7*(1), 53-62.

Marlius, D., & Melaguci, R. A. (2024). Pengaruh Kepemimpinan Transformasional Dan Kepuasan Kerja Terhadap Kinerja Karyawan PT Semen Padang Departement Sumber Daya Manusia. *Jurnal Bina Bangsa Ekonomika*, *17*(2), 1168-1180.

Marlius, D., & Friscilia, T. (2024). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Nasabah Pada BMT Taqwa Muhammadiyah Cabang Pasar Raya Padang. *Jurnal Pundi*, *8*(1).

Marlius, D., & Syahrin, A. (2024). Pengaruh Promosi Jabatan, Disiplin Kerja, dan Motivasi Kerja Terhadap Kinerja Karyawan Pada PT. Bank Tabungan Negara (Persero) Tbk. Cabang Padang. *Jurnal Bina Bangsa Ekonomika*, *17*(2), 1338-1351.

Marlius, D., & Yulita, W. (2024). Pengaruh Gaya Kepemimpinan, Pengawasan, Dan Disiplin Kerja Terhadap Kinerja Pegawai Pada Kantor Bupati Solok Selatan. Ensiklopedia of Journal, *6*(3). 271-280.

Saputra, S. W., & Marlius, D. (2024). Pengaruh Beban Kerja, Motivasi Kerja Dan Kepuasan Kerja Terhadap Kinerja Karyawan Pada PDAM Tirta Sanjung Buana Sijunjung. *Jurnal Bina Bangsa Ekonomika*, *17*(2), 1181-1194.

Ramanto, I., & Susanti, F. (2023). Pengaruh Service Quality Dan Sales Promotion Terhadap Impulse Buying Dalam Pembelian Secara Online Produk Bukalapak. *Jurnal Riset Ekonomi dan Akuntansi*, *1*(2), 141-157.

Susanti, F., & Mulyani, C. (2022). Pengaruh Kepercayaan, Iklan, Persepsi Resiko Terhadap Keputusan Pembelian Di Situs Shopee Pada Konsumen Kelurahan Lubuk Buaya. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, *2*(2), 1155-1171.

Susanti, F., & Nasri, R. J. (2023). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Sepeda Motor Scoopy Pada Pt Menara Agung Kota Padang. *Jurnal Valuasi: Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan*, *3*(1), 399-411.

Susanti, F., Marlius, D., & Kahirumi, S. (2021). Customer Satisfication Pada Pembelian Smartphone Samsung Dilihat Dari Trust In Brand, Brand Image Dan Word Of Mouth Di Sarana Smartphone Kota Solok. *Jurnal Pundi*, *5*(1).

Yuliana, I., & Suprihhadi, H. (2016). Pengaruh Kualitas Layanan, Citra Merek, Dan Lokasi Terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, *5*(6), 1–15.

Eliza, Y., Rukmawati, B., & Mardhiyah, W. Influence of Work Commitment as an Intervening Variable Relationship between Work Competency Variables, Organizational Support to the Performance of Tourism Conscious Group Managers in Padang Pariaman Regency.

Astuti, W., Yuliza, P. N., Pitra, P. N., Anjani, L., & Eliza, Y. Factors That Affect Performance By Using Work Motivation As Intervening. *Work*, *1*, 0-187.

Alfrinaldi, Z., Junaili, T., Aulia, M., & Eliza, Y. Factors That Affect the Performance of Employees of the Procurement of Goods and Services Solok City Regional Secretariat.

Yulina, Y. E., Suheri, S., & Andria, Y. (2022). Performance Improvement Model Through Task Commitment as Intervening. *International Journal of Islamic Business and Management Review*, *2*(2), 217-226.

Putri, I. E., & Afriyeni, A. (2023). Pengaruh Dimensi Brand Equity Dan Brand Trust Terhadap Loyalitas Pelanggan Pada Produk Kosmetik Merek Make Over Di Kota Padang. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi*, *2*(3), 72-100.

Itniwardani, I., & Afriyeni, A. (2023). Pengaruh Konflik Kerja Dan Stres Kerja Terhadap Kinerja Pegawai Dinas Kependudukan Dan Pencatatan Sipil Kota Padang. *Jurnal Publikasi Ilmu Manajemen*, *2*(3), 85-100.

Nurfalia, S. (2023). The Influence of Discipline and Compensation on Employees Performance at PT. Federal International Finance (FIF Group) Sawahan. *Formosa Journal of Sustainable Research*, *2*(1), 113-126.

Heryanto, H., & Syukrial, S. (2022). Analisa Nilai Perusahaan Industri Rokok di Bursa Efek Indonesia. *Jurnal Ekonomi Efektif*, *5*(1), 107–118. https://doi.org/10.32493/JEE.v5i1.23990

Dewi, M. K., Meirina, E., & Septiano, R. (2022). Pelatihan Penyusunan Laporan Keuangan Yang Efektif Untuk Usaha Budi Daya Madu Lebah Tanpa Sengat/Galo-Galo (Trigona Sp) Pada Cv Shahabat Madu Di Kota Padang. *Jurnal Abdimas Bina Bangsa*, *3*(2), 282-291.

Andria, Y., Welly, M., Oktavia, M., & Nofyadi, N. (2022). Effect Of Work Environment, Compensation, Work Discipline And Work Ethos To Performance Of Employee Agency And Human Resources Development Mentawai Islands District. *Jurnal Ekonomi*, *11*(03), 714-725.

Andria, Y., Muliardi, M., Afridon, A., & Marsen, M. (2022). The Effect Of Leadership Style, Work Environment, Work Motivation And Job Satisfaction On The Performance Of Pauh Camat Office Employees Padang City. *Jurnal Ekonomi*, *11*(03), 441-452.

Eliza, Y., Andria, Y., & Adriani, E. (2022). Model Peningkatan Kinerja Melalui Disiplin Kerja Sebagai Intervening pada Pegawai Dinas Pendidikan Kota Padang. *J-MAS (Jurnal Manajemen dan Sains)*, *7*(1), 333-339.

Eliza, Y., Andria, Y., & Muslim, I. (2022). Model Peningkatan Kinerja Melalui Motivasi Kerja Sebagai Intervening Karyawan PT. Incasi Raya Padang. *Eksis: Jurnal Ilmiah Ekonomi dan Bisnis*, *13*(2), 158-162.

Eliza, Y., Resvianti, Y., Saputra, Y. E., & Yuharmen, Y. (2022). Analisis Faktor yang Mempengaruhi Motivasi Kerja Pegawai BPKPD Kota Pariaman. *Target: Jurnal Manajemen Bisnis*, *4*(2), 175-184.

Sari, L., & Septiano, R. (2023). Peran Kinerja terhadap Saham Perbankan di Indonesia. *Jurnal Pendidikan Tambusai*, *7*(2), 6103-6109.

Eprianto, A., & Septiano, R. (2023). Faktor-Faktor Yang Mempengaruhi Arus Kas Masa Depan Pada Perusahaan Manufaktur Subsektor Makanan Dan Minuman. *Journal of Social and Economics Research*, *5*(1), 039-048.

The Influence Of Product…(Prayoga)

Kasman, I., & Afriyeni, A. (2023). Pengaruh Kepercayaan dan Risiko Terhadap Minat Nasabah Menggunakan Mobil Banking di PT. BNI di Lubuk Alung. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, *2*(11), 5269-5277.

Rahmadia, A., & Afriyeni, A. (2024). Pengaruh Citra Perusahaan dan Kualitas Pelayanan terhadap Kepuasan Nasabah pada PT. Bank Nagari Cabang Ujung Gading. *Jurnal Riset Manajemen*, *2*(1), 01-18.

Eliza, Y., Apriyeni, D., Sutiyem, S., & Trismiyanti, D. (2024). What Factors Affecting Patient Satisfaction?. *Adpebi International Journal of Multidisciplinary Sciences*, *3*(1), 64-70.

Eliza, Y. (2024). Analysis of Factors Affecting Performance With Work Motivation As Intervening West Sumatra Shipping Polytechnic. *Adpebi International Journal of Multidisciplinary Sciences*, *3*(1), 84-94.

Septiano, R., Defit, S., & Limakrisna, N. (2024). Mediating Effect of Customer Satisfaction in Enhancing Customer Loyalty. *Revista de Gestão Social e Ambiental*, *18*(6), e05517-e05517.

Len, Y. E., Andria, Y., Muslim, I., & Putri, A. Work Commitment As An Intervening In Disaster Management Performance. *Jurnal Manajemen Universitas Bung Hatta*, *19*(1), 48-59.

Mayliza, R., Afriyeni, A., Suryadi, N., & Yusnelly, A. (2023). Profitabilitas Memediasi Pengaruh Alokasi Pajak Antar Periode, Persistensi Laba, Terhadap Kualitas Laba. *Management Studies and Entrepreneurship Journal (MSEJ)*, *4*(6), 8826-8836.

YW, L. M., Heryanto, H., Irawati, L., Febrina, M., & Helmiyetti, H. (2023). Faktor â€" Faktor yang Mempengaruhi Kinerja Guru Sekolah Menengah Pertama Negeri 1 Pulau Punjung. *Jurnal Ekonomi Efektif*, *5*(2), 341–348. https://doi.org/10.32493/JEE.v5i2.27900

Afriyeni, Revy Verninda Rinesia, & Abdul Hamid. (2023). Analisis Penggunaan Teknologi Informasi, Inovasi Produk, dan Orientasi Pasar Terhadap Keunggulan Bersaing UMKM Sektor Kuliner Kota Padang. *Mabsya: Jurnal Manajemen Bisnis Syariah*, *6*(1), 115–126. https://doi.org/10.24090/mabsya.v6i1.10895

Octarina, I., & Afriyeni, A. (2023). Pengaruh Self Efficacy dan Gaya Kepemimpinan terhadap Kinerja Tenaga Kependidikan Fakultas Bahasa dan Seni Universitas Negeri Padang. *Jurnal Pendidikan Tambusai*, *7*(3), 28856-28869.

Edmizar, L., Delmaira, R., Dewenti, N., & Afriyeni, A. (2024). Pengaruh Komitmen Organisasi, Iklim Organisasi, Budaya Organisasi Dan Person Organizational Fit Terhadap Kinerja Pegawai Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Kerinci. *Jurnal Bina Bangsa Ekonomika*, *17*(1), 118-138.

Sari, R. P., & Afriyeni, A. (2023). Pengaruh Organizational Support, Social Support, dan Self Efficacy terhadap Work Family Conflict Tenaga Kependidikan Non PNS di Direktorat Universitas Negeri Padang. *Jurnal Pendidikan Tambusai*, *7*(3), 28870-28880.

Septiano, R., & Sari, L. (2024). Perubahan net profit margin dan dampaknya terhadap harga saham: Tinjauan pada industri makanan dan minuman. *Jurnal Revenue: Jurnal Ilmiah Akuntansi*, *4*(2), 731-738.

Afriyeni, A., & Utami, K. (2024). Pengaruh Lingkungan Kerja Fisik, Lingkungan

Kerja Non Fisik Dan Motivasi Kerja Terhadap Kinerja Karyawan Pt. Andalas Agro Industri (Aai) Kabupaten Pasaman Barat. *Ensiklopedia of Journal*, *6*(3), 63-70.

Heryanto, H. (2024). Dampak Konflik Kerja Dan Lingkungan Kerja Pada Kinerja Pptk: Peran Intervensi Motivasi Pptk. *Jurnal Review Pendidikan dan Pengajaran (JRPP)*, *7*(1), 1688-1699.

Heryanto, H. (2024). Analisis Pengaruh Faktor Kinerja Pegawai Dinas Pariwisata Dan Kebudayaan Kabupaten Solok Selatan. *Scientific Journal Of Reflection: Economic, Accounting, Management and Business*, *7*(3), 667-678.

Sari, L., & Septiano, R. (2024). Inflasi Terhadap Laba Perusahaan Perbankan Di Indonesia. *Jurnal Revenue: Jurnal Ilmiah Akuntansi*, *4*(2), 804-813.