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## **The Influence of Brand Image and Price on Purchasing Decisions (Study On One of The Red Ginger Companies in Bandung)**

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### **ABSTRACT**

*This study examines the impact of brand image and pricing on consumer purchasing decisions at a red ginger company in Bandung. This study examines the predominant aspects affecting purchasing decisions: brand image and price. The research methodology employed is route analysis, utilizing a sampling procedure via a questionnaire administered to one hundred consumers who exclusively utilize red ginger goods from the examined company. The study's findings demonstrate that brand image directly affects purchase decisions and indirectly influences them via the price variable. Similarly, price directly affects purchasing decisions and indirectly influences them via brand image. Examining the coefficient of determination demonstrates that brand image and price significantly influence purchasing decisions. However, other external factors beyond the analyzed variables also exert an impact that warrants consideration. In light of these findings, enterprises should prioritize enhancing brand image and adjusting competitive pricing to bolster customer purchasing decisions. Companies can enhance brand identity through effective marketing and uphold product quality to meet consumer expectations. Moreover, establishing pricing that aligns with the product's worth is crucial in sustaining consumer loyalty. This study's results are anticipated to guide corporate management in developing more effective marketing strategies to enhance competitiveness in the red ginger industry.*

*Keywords: Brand Image, Price, Purchase Decision*

## INTRODUCTION

During this worldwide pandemic affecting all nations, individuals must enhance their health maintenance. Currently, preserving health is essential to avert the transmission of Covid-19. Individuals must acknowledge that health is their paramount asset. A robust physique impedes the entry of viruses into the body. The World Health Organisation (WHO) strongly advocates for immunity. Diverse approaches and initiatives are employed to preserve health, one of which is the consumption of red ginger. Red ginger has numerous advantages, particularly in enhancing and sustaining bodily immunity. Ginger is a medicinal plant characterized by a pseudo-stemmed cluster. Ginger originates from the Asia Pacific region, extending from India to China. Ginger is a rhizome that thrives in tropical regions, resulting in its widespread distribution throughout Indonesia. Indonesia cultivates three varieties of ginger, differentiated by the rhizome's morphology, dimensions, and pigmentation: red ginger, large white ginger, and little white ginger. These three varieties of ginger possess identical constituents, namely essential oils, oleoresins, and starch. The distinction among these three varieties of ginger is based on their essential oil content: Red Ginger possesses the highest concentration, followed by Small White Ginger. At the same time, Large White Ginger has the lowest concentration. The substantial presence of

essential oils renders ginger suitable for medicinal application.

Considering this circumstance, several individuals are seeking ginger-based products. Ginger commodities became scarce due to a substantial rise in demand for red ginger products. The allure of Indonesian ginger has captivated the attention of ten nations globally. India, Malaysia, Singapore, Japan, Taiwan, Bangladesh, the United States, South Korea, Vietnam, and the United Kingdom are included. The rising demand for red ginger items is leading to the emergence of new enterprises competing in their production.

According to the Startup Ranking website (2018), Indonesia ranks among the top five countries globally for the highest number of startup companies. As of early 2018, Indonesia had 1,705 startup enterprises, ranking fourth after the United States (28,794 startups), India (4,713 startups), and the United Kingdom (2,971 startups).

One of them is a red ginger enterprise currently seeing significant growth in Indonesia. Every corporation employs distinct strategies to entice consumers to purchase its items. This competitive environment necessitates that enterprises engage in competition to survive and advance. One of the enterprises that participated in the competition is a red ginger enterprise in Bandung. (Wei, Huat & Thurasamy, 2023;

Nugraha & Nurdiansyah, 2022; Rachmawati & Suroso, 2022)

This company specializes in red ginger items. It comprises three branches: Garut, Sumedang, and Tasik Malaya. The headquarters is located in Bandung Regency. This intensifying competition significantly affects one of the red ginger enterprises. This condition is evident from the sales data for Red Ginger items at a Red Ginger company in Bandung. (Yulianto, Sutomo, Palupiningtyas & Nugraheni, 2022; Supriadi, Larashati, Dwiyanisa, Jannah & Herawati, 2023; Monoarfa, Juliana, Setiawan & Abu Karim, 2023)

The proliferation of enterprises manufacturing red ginger necessitates consumers exercising discernment when selecting desired and essential products. Attention to detail is crucial when purchasing, as this will influence the company's marketing strategies. Consumers will evaluate several factors while purchasing, including brand image, price, and other elements. (Rahman, Manik & Arisandy, 2023; Ghorbani & Westermann, 2025)

Purchasing decisions involve people, groups, or organizations selecting, acquiring, and employing commodities, services, ideas, and experiences to fulfill their desires and needs. (Andini & Megawati, 2023; Rehman & Elahi, 2024)

Purchasing decisions are decisions made by consumers while acquiring a product. When making a purchasing decision, shoppers

consistently evaluate several factors they deem significant. Factors that can affect purchasing decisions include brand perception.

Factors influencing purchasing decisions encompass product quality, pricing, promotion, brand awareness, brand image, personality, and popularity.

The role of a brand extends beyond only identifying and distinguishing a product from others. In actuality, the existence of a brand is advantageous for consumers, intermediaries, producers, and the public. Due to the significant influence of brands in product marketing, organizations must effectively cultivate public awareness of their market offerings. This data is utilized to enhance brand recognition, increasing public knowledge of the brand. To confront intensifying competition, organizations must effectively cultivate a positive brand image. Consequently, a brand is essential as a point of reference. Without a brand, establishing an association is unfeasible. Moreover, in intense rivalry, enterprises must cultivate the perception that their brands exemplify superior quality, satisfying consumers who seek unique offerings and are disinclined to settle for generic products. In a highly competitive environment, discussions about brands for firms equate to discussions about loyalty, which enhances consumer attachment to the organization. (Istikomah, Sidharta, Herawati & Najwa, 2024; Mahri, Juliana,

Monoarfa, Rohepi & Karim, 2024; Sintiya & Suzanto, 2023)

Alongside Brand Image, price will significantly influence consumer purchasing decisions. Consumers will assess the prices of selected products and determine if the cost aligns with the product's value and financial expenditure. Conventional pricing has been regarded as the primary factor influencing consumer selection.

The price encompasses all monetary expenditures consumers incur to acquire, possess, and utilize various combinations of commodities and services associated with a product. Companies must establish the first selling price, mainly when introducing new products. Establishing the selling price might be challenging due to the complexity of the decision-making process, which must consider multiple factors. This condition is a price comparison of the red ginger brands Juaraanya, AMH, and Angkringan.

**Table 1. Pricing Schedule**

Product Name	Price
Red Ginger the Champion	10.000/Pack
Red Ginger AMH	8.000/Pack
Red Ginger Angkringan	9.000/Pack

The data in Table 1 indicates a price fluctuation among three brands of red ginger: Jahe Merah Juaraanya, Jahe Merah AMH, and Jahe Merah Angkringan. Jahe Merah Juaraanya

commands the highest price among the three brands, at IDR 10,000 per pack. Jahe Merah AMH is offered at IDR 8,000 per pack, rendering it the most cost-effective option. Simultaneously, Jahe Merah Angkringan is priced at IDR 9,000 per pack, positioning it between the other two brands.

Price is a significant determinant in consumer purchase decisions. The price disparity may arise from various variables, including product quality, marketing strategy, consumer loyalty, and brand image. Jahe Merah Juaraanya, being the brand with the highest price, is likely to possess a more robust brand image than Jahe Merah AMH and Jahe Merah Angkringan. An advantageous brand image can enhance consumer impression of product quality, leading to a greater willingness to pay a premium for products associated with a reputable brand.

From a pricing strategy standpoint, elevated prices do not invariably signify profit maximization. If the price is excessively elevated relative to the perceived value by consumers, they are likely to transition to alternative items that provide cheaper pricing with comparable quality. In this instance, AMH Red Ginger, priced at IDR 8,000 per pack, serves as an alternative for budget-sensitive consumers, particularly if they perceive the price disparity as unjustified relative to the variation in product quality.

Angkringan Red Ginger, priced at IDR 9,000 per box, indicates a moderate alternative for consumers seeking a balance between cost and

quality. This product appeals to individuals seeking an affordable solution that maintains superior quality compared to the least expensive alternatives.

This price diversity indicates the presence of market segmentation within the red ginger business from a competitive market standpoint. Consumers with greater purchasing capacity will likely select Champion Red Ginger, but those who prioritize cost will favor AMH Red Ginger. Simultaneously, Angkringan Red Ginger can appeal to consumers seeking an alternative between the two choices.

Nevertheless, a more comprehensive investigation is required to elucidate the impact of pricing and brand image on customer purchase decisions. Price and elements, including promotion, packaging, distribution, and consumer experience with the product, shape brand image. If Jahe Merah Juaranya commands a higher price, the corporation must guarantee that consumers perceive the corresponding extra value for the cost incurred. This condition can be accomplished by enhancing product quality, delivering superior customer service, and executing efficient marketing initiatives to reinforce favorable brand attitudes.

The pricing plan must be modified to align with consumer preferences and market conditions. To sustain premium pricing, Jahe Merah Juaranya must guarantee that consumers perceive product differentiation in terms of quality,

benefits, and user experience. If not, the corporation may contemplate a pricing modification approach to enhance market competitiveness without compromising earnings.

The pricing disparities among the three red ginger products in Table 1 reflect variances in their marketing methods and value judgments. Jahe Merah Juaranya, as the premium-priced product, must guarantee that the value provided to consumers is commensurate with the price imposed. AMH Red Ginger and Angkringan Red Ginger must contemplate measures to bolster their competition, including pricing modifications, brand image improvement, or innovations in product and marketing. This study aims to enhance understanding of the influence of brand image and pricing on consumer purchase decisions. It offers strategic advice for enterprises to bolster their competitiveness in the red ginger market.

## METHOD

In this research approach, the researcher uses quantitative research, which is one type of research whose specifications are systematic, planned, and clearly structured from the beginning to the creation of the research design.

Quantitative research methods can be interpreted as research methods based on the philosophy of positivism. They are used to research certain populations or samples.

Sampling techniques are generally carried out randomly, using research instruments and quantitative data analysis with the aim of testing the established hypothesis.

This study uses a descriptive approach to obtain an overview of the independent variables, brand image, and price, that influence the dependent variable, purchasing decisions. Per the objectives achieved, there are two forms of research: descriptive and verification.

Descriptive research methods are used to answer the formulation of problems relating to questions about the existence of independent variables, either one variable or more. The descriptive method in this study is how brand image and price affect purchasing decisions at one of the red ginger companies in Bandung.

Verification research is intended to test a theory. It will try to produce new scientific information, namely a hypothesis, in the form of a conclusion about whether the hypothesis can be accepted or rejected. The verification research method determines how much influence brand image and price have on purchasing decisions at one of the red ginger companies in Bandung. The method used in this study is the pre-survey method, namely research by taking samples from the population and using questionnaires as a data measurement tool.

A population is a generalization area of objects or subjects with certain qualities. Researchers determine which characteristics to

study and draw conclusions. In this case, the population is all Red Ginger Consumers.

The sample is part of the population's number and characteristics. This sampling must be carried out so that the sample truly represents and can describe the actual population. This study's sample is made up of Red Ginger Juaraanya consumers.

Probability sampling planning aims to obtain a rough picture of a set of sample elements. In non-probability samples, it is difficult to determine the amount of damping error, so researchers cannot directly generalize some of their findings to a larger population. This condition is because the existing population is unidentified, mainly due to one or all of the non-probability sampling variations.

The non-probability sampling plan used is accidental sampling, which is based on chance. Namely, anyone who meets the researcher can be used as a sample if the person is suitable as a data source. In this study, consumers selected as respondents use the Jahe Merah Juaraanya product.

A reliable and valid scale or test is needed to measure the value of a variable to be studied so that the study's conclusions will not be wrong and will not provide a different picture from the actual situation.

An instrument is declared valid if it can measure what is desired and accurately reveal data from the variables studied. Validity testing is

intended to determine whether data can be trusted by reality.

Validity testing is used to measure whether a research questionnaire is valid or not. If the instrument is said to be valid, it means that the measuring instrument used to obtain the data is valid, so if it is valid, it means that the instrument can be used to measure what should be measured. The validity test of this study uses item analysis, which correlates the score of each item with the total score, which is the sum of each item. Reliability testing is a test carried out to determine the consistency and stability of measurement results over time. A questionnaire is reliable if a person's answer to a statement is consistent or stable over time.

## RESULTS and DISCUSSION

The distributed questionnaire data is subjected to validity and reliability testing to evaluate each statement item in the researcher's questionnaire. The adjusted Item-Total Correlation approach is employed to assess the validity of the questionnaire items. The validity coefficient is calculated using IBM SPSS STATISTICS 16 software. Items are deemed valid if the adjusted Item-Total Correlation values are above 0.30 and the established threshold for Cronbach's Alpha ( $r$ -Alpha) is a minimum of 0.70; hence, the measurement instrument is considered dependable.

Reliability testing is conducted on statement items classified under the valid category. Reliability testing is conducted by evaluating the instrument a single

time, followed by analysis utilizing the Cronbach alpha approach. A questionnaire is considered reliable if the positive reliability coefficient exceeds 0.70. The table below presents the outcomes of the validity and reliability assessment for each variable:

**Table 1. Outcomes of Data Validity Assessment and Data Reliability Evaluation**

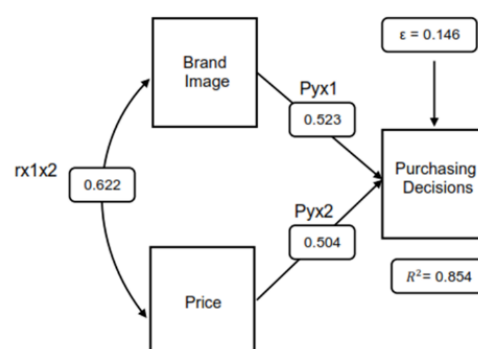
No	Brand Image	Price	Purchasing Decisions
1	0.679	0.645	0.608
2	0.708	0.690	0.730
3	0.543	0.618	0.533
4	0.590	0.567	0.618
5	0.601	0.463	0.724
6	0.573	0.453	0.706
7	0.491	0.511	0.626
8	0.579	0.492	0.636
9	0.522	0.454	0.730
10	0.511	0.439	0.533
11	0.559	0.430	0.618
12	0.719	0.565	0.724
13	0.748	0.671	0.706
14	0.619	0.537	0.626
15	0.591	0.626	0.636
Cronbach's Alpha	0,970	0,964	0,961

The findings from the validity and reliability assessments in this study demonstrate that all items in the questionnaire possess a satisfactory level of validity, with validity coefficient values over 0.3. This result signifies that every item in the questionnaire is a legitimate measurement tool for investigating the impact of brand image and price on the purchasing

decisions of red ginger in Bandung. The reliability results, above 0.70, imply that the questionnaire consistently evaluates the researched variables: brand image, price, and purchasing decisions.

The reliability of this research instrument is crucial for guaranteeing that the obtained data accurately reflects the actual conditions in the field. A robust brand image can enhance consumer trust in red ginger items, motivating people to select the product despite a more excellent price than competitors. Simultaneously, competitive pricing significantly influences consumers' purchasing decisions for goods. Consequently, the instrument's excellent validity and reliability enhances the findings of this study, which seeks to determine the most influential elements in purchase decisions.

Consequently, the findings of this study may serve as a reference for red ginger enterprises in formulating more efficient marketing strategies. If a brand image is demonstrated to exert a more significant influence, then initiatives to enhance branding and marketing communication should be prioritized. Nevertheless, if price exerts more significant influence, the corporation may contemplate a more competitive pricing approach to attract additional consumers. These findings enhance comprehension of consumer preferences and bolster the competitiveness of firms within the red ginger sector in Bandung.



**Figure 1. Summary of Path Coefficients**

The findings from the image and table computations indicate that the Brand Image (X1) and Price (X2) variables are connected, with a correlation coefficient of 0.622. The results demonstrate a robust association between the Brand Image (X1) and Price (X2) variables. The Brand Image (X1) variable exhibits a regression coefficient of 0.523 on the Purchase Decision (Y) variable, whereas the Price (X2) variable demonstrates a regression coefficient of 0.504 on the Purchase Decision (Y) variable.

The research model depicted in the graphic illustrates the correlation between brand graphics and prices regarding purchase decisions. This graphic depicts a structural model demonstrating the impact of two independent factors on the dependent variable through route analysis. This model is crucial for comprehending how these elements affect consumer choices about purchasing Red Ginger from a red ginger company in Bandung.

The model indicates a correlation of 0.622 between Brand Image and Price. This indicates a robust correlation between the two variables. This indicates that an improved brand image of the Jahe Merah Juaranya product correlates with a higher consumer acceptance of its pricing. Consumers frequently correlate products with a robust brand



image with quality indicators, exhibiting more acceptance of the associated price.

The brand image directly affects purchasing decisions, with a correlation of 0.523. This condition indicates that a superior brand image of the Jahe Merah Juaranya product correlates with an increased likelihood of consumer purchases. Consumers typically select products with a favorable image, enhancing their confidence in the quality and advantages provided. Simultaneously, pricing exerts a considerable impact on purchasing decisions, evidenced by a coefficient value of 0.504. A more competitive price increases the likelihood of consumer purchases. In the context of Jahe Merah Juaranya, if the pricing aligns with consumer expectations and purchasing power, people are more inclined to purchase.

The  $R^2$  value of 0.854 indicates that 85.4% of the variability in purchase decisions is attributable to Brand Image and Price factors. This condition signifies that both variables significantly impact customer purchase decisions. The value of  $\epsilon = 0.146$  indicates that this model does not account for 14.6% of additional factors affecting purchasing decisions. Additional elements may encompass advertising, product quality, consumer satisfaction, or other external influences.

This research model indicates several techniques organizations can adopt to enhance purchasing decisions for Jahe Merah Juaranya items. A primary strategy is to enhance brand image, achievable through augmented branding via social media and compelling marketing efforts. Establishing a product's reputation by exhibiting customer testimonials and favorable reviews can enhance consumer trust.

Moreover, corporations can emphasize product advantages over competitors, such as the utilization of natural ingredients, enhanced health benefits, and halal or organic certification, which can augment the product's attractiveness to a broader consumer base.

Besides the brand image, price strategy significantly influences purchasing decisions. Companies can adopt a more competitive price approach without compromising product quality. Offering occasional promotions or discounts can enhance product attractiveness, particularly for price-sensitive consumers. Moreover, cost-calibration for the intended market group, such as by offering more adaptable product size options, enables consumers to select products based on their needs and financial capacity.

Alongside enhancing brand image and modifying prices, corporations can further optimize additional elements influencing consumer purchasing decisions. The ongoing enhancement of product quality is crucial for maintaining customer loyalty and satisfaction with their purchases. Moreover, responsive customer service enhances consumers' convenience, augmenting their propensity for repeat purchases. Employing digital marketing methods enables organizations to access a broader audience, mainly via prevalent e-commerce platforms and social media. The research model in this publication offers significant insights into the impact of brand image and pricing on the purchasing decisions for Jahe Merah Juaranya items. This study demonstrates that a robust regression coefficient and a high determination value ( $R^2$ ) indicate that enhancing brand image and establishing appropriate pricing can substantially influence consumer purchase decisions.

Consequently, organizations must prioritize marketing methods highlighting brand quality and competitive pricing to succeed in the red ginger market.

This study reveals that customers examine multiple criteria prior to making a purchasing decision. Alongside pricing and brand image, product availability, accessibility, and the shopping experience can also affect consumer choices. Consequently, corporations can enhance product distribution to facilitate consumer access via physical retail locations or online platforms. Consequently, organizations might augment sales volume and broaden their market share.

Furthermore, corporations can enhance product innovation by introducing more appealing flavors or packaging variations. Product innovation can attract new consumers and offer additional options for existing customers. Companies can provide red ginger as powder, tablets, or ready-to-drink beverages to access a broader market segment. This innovation will facilitate greater acceptance of the product across diverse groups, particularly those with modern lifestyles who prioritize practicality.

This study demonstrates that brand image and price are the primary determinants of customer purchasing decisions. Consequently, red ginger enterprises must proactively design strategies to enhance consumer impressions of the brand and align pricing with market preferences. By implementing intelligent and innovative marketing methods, organizations can enhance consumer loyalty and fortify their standing in the increasingly competitive red ginger market.

## CONCLUSION

The research findings indicate that Brand Image and Price significantly influence the Purchase Decision of Jahe Merah Juaranya at a red ginger company in Bandung. The study model indicates that Brand Image significantly influences purchase decisions more than Price, as evidenced by a more excellent coefficient value. This conclusion suggests that consumers are more inclined to purchase things influenced by their impressions of the brand's reputation and quality established by the company. A strong brand image enhances consumer trust in the product, hence instilling greater confidence in purchasing decisions, even when the Price exceeds that of competitors.

Moreover, Price significantly impacts purchase decisions. Prices aligned with consumer purchasing power enhance product purchase interest. In the context of the Jahe Merah Juaranya product, Price is not the primary determinant of purchase decisions; instead, it is a supplementary component that ensures the product remains accessible to the target market. Consequently, an appropriate pricing plan, including promotions, discounts, or variations in product quantities, can enhance consumer attraction without compromising the established brand image.

The employed study model demonstrates that Brand Image and Price collectively account for 85.4% of the variability in Purchase Decisions, as indicated by the  $R^2$  value. This result indicates that additional factors beyond this model, like promotion, product quality, and customer happiness, might influence consumer purchasing decisions. Consequently, organizations must adopt a more holistic marketing approach that integrates initiatives to enhance brand

image, implement competitive pricing methods, and incorporate additional supportive elements to bolster market competitiveness. Consequently, the company can guarantee that its Red Ginger Juara product continues to be the preferred option for consumers in the face of intensifying competition within the herbal market.

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