

The Effect of Product Quality, Brand Image, Electronic Word of Mouth and Packaging on Purchasing Decisions

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Abstract

This study aims to assess the impact of Product Quality, Brand Image, Electronic Word of Mouth (EWOM), and Packaging on the purchasing decisions for Hot Wheels diecast cars. The study's population includes individuals who have bought Hot Wheels products and are members of the Hot Wheels Indonesia community, with a sample size of 115 respondents as determined by the researcher. The purposive sampling method was used, and data analysis was conducted with multiple linear regression and correlation using SPSS version 26. The findings indicate that the product quality variable (KUAL) significantly influences purchasing decisions (KP) for Hot Wheels diecast cars, while the brand image variable (BI) does not have a significant impact on purchasing decisions. Both the electronic word of mouth (EWOM) and packaging (KEM) variables significantly affect purchasing decisions. In summary, product quality, brand image, electronic word of mouth, and packaging all have a positive and significant impact on purchasing decisions.

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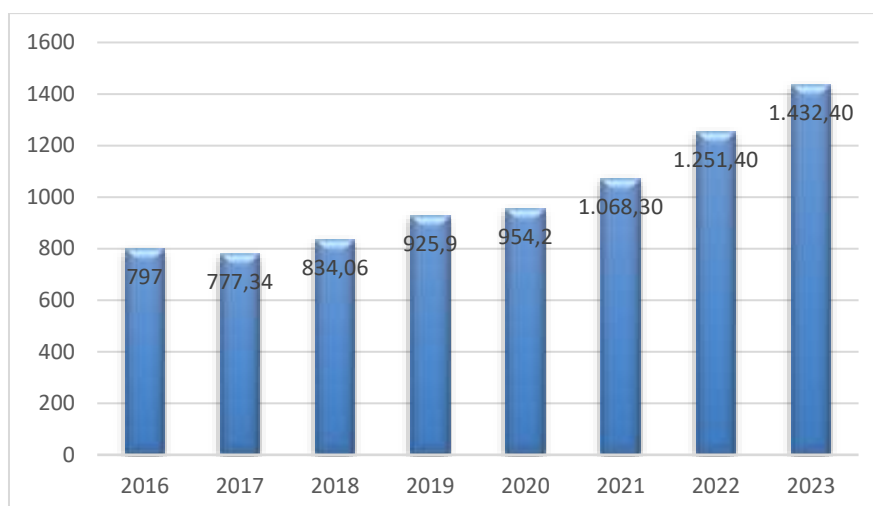
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1. Introduction

Everyone usually has an interest or liking for something, which can develop into a hobby by collecting some items that are considered valuable. One of the items that are considered valuable is diecast. According to Fadilah (2019) Diecast is a miniature car, motorcycle, plane, or train made of metal as the main material and then molded into various sizes or dimensions. Although diecasts look like other toys made in smaller sizes, many people do not realize that they have a great investment value. Started as a hobby, diecast is now a favorite for many people of all ages as many people collect them as a hobby. Diecast is increasingly popular in Indonesia today, so many communities across Indonesia always hold diecast events. Such as the IDE X Indonesia event in October 2023. According to the Association of Indonesian Toy Importers & Distributors (AIMI), currently the potential of the toy industry is still very good where in terms of customers it was originally dominated by children. However, over time toys can be owned by all ages and this is believed to continue to grow so that the presence of the IDE exhibition can be a means for the growth of the toy industry in Indonesia (Putra, 2023). Quoted through Ridha (2023), Arya Lembana as the Chief Organizer of Indonesia Diecast Expo 2023 explained that since its presence in Indonesia Diecast Expo has not only succeeded in becoming a meeting place for lovers of these miniature toys. However, it also introduces various types of diecast miniatures such as Hot Wheels, Matchbox, Kaido, MiniGT, and Tarmac. the limited number of edition or long-produced diecasts, causes some collectors to want to buy the diecast they want at a higher cost. This research will focus on the Hot Wheels brand, because Hot Wheels diecast in recent years has experienced an increase in sales and there are many Hot Wheels fans in Indonesian.



Tabel 1. Sales Data Diagram Since 2016-2024
 Sumber: Mattel.com & statista.com (statista, 2024)

The data above shows that in recent years, Hot Wheels sales have increased significantly. This increase has been influenced by several key factors. The Hot Wheels brand has successfully expanded its market reach through effective marketing campaigns and the launch of innovative new models, attracting both children and adult collectors. In addition, a broader distribution strategy, both in physical stores and e-commerce platforms, makes it easier for consumers to purchase these products. Innovations in product design and features, as well as collaborations with movies and television shows, also contributed to the high demand. Lastly, active engagement with the collector and fan community through various events and competitions strengthens consumer loyalty. All these factors together have driven Hot Wheels sales up, demonstrating the brand's success in responding to market needs and wants.

Hot Wheels offers a range of variations, including Regular, Premium, and Special cards, each with unique quality and design elements. This variety appeals to diecast enthusiasts, and the distinct packaging for each product enhances its appeal among collectors, especially for Hot Wheels items. Consequently, this study aims to explore "The Impact of Product Quality, Brand Image, Electronic Word of Mouth, and Packaging on Purchasing Decisions for Hot Wheels Diecast Cars."

According to Peter & Olson (2013) in Nur Alfiyah and Aminah (2022) a process of uniting and mixing a behavior in terms of carrying out an activity in choosing a product or item to be selected. Indicators of purchasing decisions according to Kotler and Amstrong (2008) cited Miati, (2020), indicators of purchasing decisions in this study, such as: 1. product stability, which refers to consumer satisfaction with the product they have chosen, 2. recommendation to others, which reflects the level of consumer satisfaction and trust in the product purchased, 3. the habit of buying products as desired, which shows the tendency of consumers to continue to buy products that meet their preferences, 4. buying because of a preferred brand, which indicates consumer loyalty to a particular brand.

Product Quality, according to Aghitsni and Busyra (2022) is one of the main factors influencing purchasing decisions. This quality reflects the desire of potential buyers to choose goods and services that have superior value and meet the expected standards. Product quality indicators. (Tjiptono, 2012) suggests several indicators of product quality, including performance, which shows how well the product functions as promised; reliability, which includes the consistency of product performance; durability, which describes the product's resistance to long-term use; and perceived quality, which reflects consumers' views of product quality based on their experiences.

Brand Image according to Miati (2020), is one way of corporate strategy in creating names, symbols, or identities for their products, so that consumers can recognize and remember these products easily. Kotler and Keller (2012) in Hartono and Tjiptodjojo (2024) explains that brand image indicators include 1.excellence, which shows the strengths and advantages of the product compared to competitors; 2.uniqueness, which describes the characteristics of the product that distinguish it from other products; and 3.brand strength, which refers to the attractiveness and influence of the brand on consumer decisions.

E-WoM (Electronic Word Of Mouth) according to Thureau (2004) in Kioek et al. (2022) communication carried out by consumers, both existing, potential, and previously familiar with the product or company, through internet media. E-wom includes several important indicators such as 1). intensity, which indicates how often consumers share reviews or information about products; 2). opinion valence, which reflects the positive or negative nature of the reviews provided; and 3). content, which refers to the specific information or messages conveyed by consumers in their reviews.

Packaging according to Kotler Keller (2012) defines packaging as explained in Fasya & Rahwana, (2021) that packaging involves designing and producing activities, the main function of the packaging itself is to protect the product so that the product maintains its quality. There are several indicators described by Dhurup (2014) in Herawati & Muslikah, (2020) including 1). Material, which determines the durability and protection of the packaging; 2). Logo, which functions as product identification and branding; 3). Size, which must be in accordance with product needs and ease of use; 4). Attractiveness or design, which affects the aesthetics and visual appeal of packaging for consumers. 5). Color, color is one of the indicators on the packaging that is very quickly responded to by visual consumers, for example: color clarity and attractiveness of packaging colors

Product quality is one of the main aspects that influence purchasing decisions, where consumers tend to choose products that offer good performance, reliability and durability. Brand image, on the other hand, plays a crucial role in shaping consumers' perceptions of products and companies. Brands that have a strong and positive image are able to attract attention and build customer loyalty. E-wom, or electronically shared reviews and recommendations, also plays a role in influencing purchasing decisions by providing information that consumers trust. Packaging, as a visual and functional element, contributes to attracting consumer interest and protecting the product.

By analyzing the influence of each of these factors, this study aims to provide an in- depth understanding of how these elements contribute to the purchase decision of Hot Wheels diecast cars. This research is expected to provide valuable insights for companies in designing more effective marketing and product development strategies. In addition, the results of this study will enrich knowledge about the dynamics of the diecast market in Indonesia, as well as support the growth of the toy industry by providing relevant information for stakeholders in this market.

2. Methods

Initial data from the Hot Wheels diecast community was collected through a questionnaire in this research. To measure the research variables, the survey used answers from "Strongly Agree" (SS) to "Strongly Disagree" (STS), which are based on a Likert scale. The purposive sampling method was used to select respondents according to the research objectives. Next, the Slovin formula was used to collect a sample of 115 people who answered, which is representative of the population as a whole. According to Sekaran and Bourgie (2013), validity and reliability tests are carried out to evaluate the accuracy and efficiency of measuring instruments to fulfill their objectives in research. According to Kuncoro (2013), reliability means the consistency of the scores used to measure. Composite reliability is acceptable if the value is more than 0.70. Tawakal and Kaihatu, in 2019.

In addition to validity and reliability testing, this study employs multiple regression analysis to assess the impact of independent variables on the dependent variable. Hypothesis testing is carried out using the F test to evaluate the overall significance of the regression model, and the t test to measure the effect of each independent variable on the dependent variables. Furthermore, to ensure that the data meets the requirements for regression analysis, classical assumption tests are also conducted. These include normality tests to assess the distribution of residuals, multicollinearity tests to identify linear relationships between independent variables, and heteroscedasticity tests to ensure that residual variance is not systematically variable.

3. Results and Discussion

The research results indicate that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, suggesting that the variables of product quality (X1), brand image (X2), electronic word of mouth (X3), and packaging (X4) all have a simultaneous effect on purchasing decisions (Y). In the partial (t) test, product quality (X1), electronic word of mouth (X3), and packaging (X4) all show a positive and significant impact on purchasing decisions (Y). However, the brand image variable (X2) does not have a significant effect. The results of this testing are detailed here:

Validity Test

This test is carried out to measure the level of validity and reliability of variable data obtained from the questionnaire. Data is considered valid and reliable if value Reliable is above > 0.7 and the Validity test value is above the R table (0.158).

Table 2. Validity test

Variable	Item	R test	R table	Information
Product Quality	1	0,724	0,158	Valid
	2	0,650	0,158	Valid
	3	0,645	0,158	Valid
	4	0,589	0,158	Valid
	5	0,622	0,158	Valid
	6	0,538	0,158	Valid
	7	0,720	0,158	Valid
	8	0,423	0,158	Valid
Brand Image	1	0,761	0,158	Valid
	2	0,749	0,158	Valid
	3	0,625	0,158	Valid
	4	0,563	0,158	Valid
	5	0,666	0,158	Valid
	6	0,764	0,158	Valid
E-WoM	1	0,782	0,158	Valid
	2	0,742	0,158	Valid
	3	0,757	0,158	Valid
	4	0,690	0,158	Valid
	5	0,656	0,158	Valid
	6	0,784	0,158	Valid
Packaging	1	0,701	0,158	Valid
	2	0,717	0,158	Valid
	3	0,767	0,158	Valid
	4	0,756	0,158	Valid
	5	0,576	0,158	Valid
	6	0,805	0,158	Valid
	7	0,731	0,158	Valid
	8	0,768	0,158	Valid

Purchase Decision	1	0,719	0,158	Valid
	2	0,728	0,158	Valid
	3	0,730	0,158	Valid
	4	0,763	0,158	Valid
	5	0,767	0,158	Valid
	6	0,634	0,158	Valid
	7	0,562	0,158	Valid
	8	0,521	0,158	Valid

Source: Data Proccesed (2024)

The validity test on the product quality variable in table 2 shows that the variable statement has a calculated r that is greater than the r table. Statement number 1 has the highest validity value of 0.724, while statement number 8 has the lowest validity value of 0.423. The test results show that the tool for conducting research on product quality is valid. Statement number 6 has the highest validity value of 0.764 according to the Brand Image Variable, and statement number 4 has the lowest validity value of 0.563. The test results show that the brand image research tool is considered valid. The test results show that the Electronic Word Of Mouth research tool is valid. This variable shows that statement number 6 has the highest validity value of 0.784, and statement number 5 has the lowest validity value of 0.656. Statement number 6 has the highest validity value of 0.805, while statement number 5 has the lowest validity value of 0.576. The test results show that the packaging research tool has been recognized as valid. The test results show that the Purchase Decision research instrument is declared valid. The Purchase Decision variable shows that statement number 5 has the highest validity value of 0.767, while statement number 6 has the lowest validity value of 0.521.

Reliability Test

Table 3. Reliabilty test

Variable	Cronbach Alpha's	Result
Product Quality	0,762	Reliabel
Brand Image	0,771	Reliabel
E-WoM	0,831	Reliabel
Packaging	0,873	Reliabel
Purchase Decision	0,836	Reliabel

Source: Data Proccesed (2024)

Based on the Cronbach's Alpha reliability test results, all variables in this study have Cronbach's Alpha values above 0.7, which is the minimum standard for reliability. The Cronbach's Alpha values are 0.762 for product quality, 0.771 for brand image, 0.831 for electronic word of mouth, and 0.873 for packaging. These values indicate that the instruments used to measure each variable are consistent and reliable. Therefore, these tools are suitable for further analysis.

Nomarlity Test

The normality test is used to determine whether confounding or residual variables in the regression model have a normal distribution. The Kolmogorov-Sminov (KS) normality test method is the most suitable for testing residual normality.

Table 4. Normality Test

N		115
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	.28643178
Most Extreme Differeces	Absolute	.116
	Positive	.075
	Negatif	-.116
Test Statistic		.116

Asymp. Sig. (2-tailed)				.001 ^c
Monte Carlo Sig. (2-Tailed)	Sig.			.080 ^d
	99% Confidence Interval	Lower Bound		.073
		Upper Bound		.087

Source: Data processed (2024)

Using the Monte Carlo test, table 3 shows the Asymp.sig value of 0.080, which indicates that the asymp.sig value of 0.080 is greater than 0.05, which indicates that the data has a normal distribution.

Multikolinearity Test Result

The multicollinearity test aims to assess whether there is any correlation among the independent variables in the regression model. An ideal regression model should not exhibit correlations among its independent variables. The Variance Inflation Factor (VIF) is employed to detect the presence of multicollinearity within the model.

Tabel 5. Multicollinearity Test

Item	Collinearity Tolerance	Statistic VIF
Product Quality	0.436	2.294
Brand Image	0.289	3.461
E-wom	0.275	3.633
Packaging	0.218	4.580

Source: Data Processed (2024)

It is possible that the data does not experience multicollinearity, because the variables Product Quality, Brand Image, Electronic Word of Mouth, and Packaging have a tolerance value of less than 1, and VIF has a value of less than 10.

Heterokedastisitas Test Result

Several heteroscedasticity test methods are used to determine whether the regression model shows inequality in residual variance or other information.

Tabel 6. Heterokedastisitas Test

Model	B	Std. Error	Beta	t	Sig
(Constant)	4.231	1.364		3.102	0.002
Product Quality	-0.019	0.058	-0.046	-0.325	0.746
Brand Image	-0.025	0.083	-0.053	-0.302	0.763
E-wom	-0.065	0.080	-0.145	-0.812	0.418
Packaging	0.011	0.065	0.033	0.164	0.870

Source: Data Processed (2024)

Based on table 5, it can be concluded that there is no heteroscedasticity in the data because the sig value of the product quality, brand image, electronic word of mouth and packaging variables is greater than 0.05.

Hipotesis Result

Regresi analisis test

To test the hypothesis, multiple regression analysis was used. The purpose of this analysis is to measure the strength of the relationship between the independent variable and the dependent variable and the direction of the relationship. The results of the analysis produce an equation, which can be explained as follows:

Tabel 7 regression result

Model	B	Std. Error	Beta	t	Sig.
Constant	0.131	0.255		0.513	0.609
Product Quality	0.308	0.087	0.260	3.557	0.001
Brand	0.076	0.092	0.074	0.823	0.412
E-wom	0.183	0.090	0.187	2.036	0.044
Packaging	0.394	0.096	0.423	4.102	0.000

Source: Data Proccesed (2024)

The regression equation can be arranged as follows based on the results of the regression analysis shown in the previous table.

$$Y = 0,131 + 0,308 X1 + 0,076 X2 + 0,183 X3 + 0,394 X4.$$

- $\alpha = 0.131$ indicates a positive value, which means that if product quality, brand image, electronic word of mouth, and packaging all have a value of zero, then the purchasing decision will have a value of 0.131.
- $\beta_1 = 0.308$ indicates that the regression coefficient for the product quality variable is positive. This means that every one unit increase in product quality will cause purchasing decisions to increase by 0.308 units, assuming other variables remain constant.
- $\beta_2 = 0.076$ indicates that the regression coefficient for the brand image variable is positive. Thus, every one unit increase in brand image will cause purchasing decisions to increase by 0.076 units, assuming other variables remain constant.
- $\beta_3 = 0.183$ indicates that the regression coefficient for the electronic word of mouth variable is positive. This means that every one unit increase in electronic word of mouth will cause purchasing decisions to increase by 0.183 units, assuming other variables remain constant.
- $\beta_4 = 0.394$ indicates that the regression coefficient for the packaging variable is positive. This means that every one unit increase in packaging will cause purchasing decisions to increase by 0.394 units, assuming other variables remain constant.

According to the results of the multiple linear regression test, the most significant variable in this research is the packaging variable with a Beta value of 0.394, followed by the product quality variable with a Beta value of 0.308, the electronic word of mouth variable with a Beta value of 0.183, and the brand image variable with a Beta value of 0.076.

Determinant test result

Tabel 8. Determinant Test Result

R	R Square	Adjusted R Square
0,863	0,744	0,735

Source: Data Proccesed (2024)

The test results in table 7 show that there is a strong correlation between the independent and dependent variables, with a coefficient of determination R of 0.863 or 86.3%. In addition, the R square value of 0.744 or 74.4% indicates that each independent variable has a significant influence on the dependent variable of 74.4%, which indicates that the remaining variable of 25.6% is influenced by variables not discussed in this research.

Result of F-test

The F statistical test basically shows whether all the independent or independent variables in the model influence the dependent variable simultaneously. To test this hypothesis, the following decision-making criteria were used (Ghazali, 2018).

Tabel 9. Result of F test

F result	F tabel	Significant	Conclusion
79,948	2,688	0,000	H0 rejected and Ha accepted

Source: Data Proccesed (2024)

The ANNOVA test or F test produces an Fcount of 79.948 which is greater than the Ftable of 2.688 with a sig value of 0.000 because the significance is <0.05 . Thus, regression models can be used to predict purchasing decisions. In other words, the variables Product Quality, Brand Image, E-Word of Mouth, and Packaging influence each other on purchasing decisions.

Result of T-test

Based on table 7, the t test results for each variable are as follows:

- a) For the product quality variable, the calculated t value was 3.557 and the t table was 1.948. Because the calculated t is greater than the t table and the significance value is 0.001 (less than 0.05), this shows that there is a significant positive influence between product quality and purchasing decisions. Thus, the hypothesis is accepted.
- b) For the brand image variable, the calculated t value was 0.823 and the t table was 1.948. Because the calculated t is smaller than the t table and the significance value is 0.412 (more than 0.05), this shows that there is no significant positive influence between brand image and purchasing decisions. Therefore, the hypothesis is rejected.
- c) For the Electronic Word of Mouth (EWOM) variable, the calculated t value was 2.036 and the t table was 1.948. Because the calculated t is greater than the t table and the significance value is 0.044 (less than 0.05), this shows that there is a significant positive influence between EWOM and purchasing decisions. Thus, the hypothesis is accepted.
- d) For the packaging variable, the calculated t value was 4.102 and the t table was 1.948. Because the calculated t is greater than the t table and the significance value is 0.000 (less than 0.05), this shows that there is a significant positive influence between packaging and purchasing decisions. Therefore, the hypothesis is accepted.

3.2. Discussion

The influence of product quality, brand image, electronic word of mouth and packaging on purchasing decisions.

According to the F test results in table 7, the sig value is $0.000 < 0.05$ and the calculated value is F table ($79.948 > 2.68$) indicating that product quality, brand image, electronic words and packaging have a significant positive effect on consumer decisions. to buy a Hot Wheels diecast car. This research shows that product quality, brand image, electronic words, and packaging are important considerations and information for customers who want to buy a diecast car.

The effect of product quality on purchasing decisions

According to the t test results shown in table 7, the product quality variable has a significant influence on consumer purchasing decisions. In other words, customers trust that Hot Wheels product components will not experience damage that could interfere with product performance. used. Consumers believe that Hotwheels materials have good durability, which means that high-quality products have performance that meets their desires and expectations. because customers are interested in making purchasing decisions. Studies by Mustika Sari & Prihartono (2021) and Christine (2022) support this research on the influence of product quality on purchasing decisions. This study found that product quality has a significant positive impact on purchasing decisions.

The influence of Brand Image on purchasing decisions

Brand image does not influence purchasing decisions in this study, according to the t test results in table 7. Even though the Hot Wheels brand often collaborates with famous film stars, artists and car bodykit designers, brand reputation does not influence customers to buy Hotwheels diecast cars. This can be caused by various factors, such as the dominance of other aspects such as product quality, electronic word of mouth, and packaging that may be more influential in consumer purchasing decisions. A strong brand image can indeed increase brand awareness and appeal, but if it is not supported by other factors that are more relevant to consumer needs and preferences, its impact on purchasing decisions may be less pronounced.

Putri (2019) and Natalia Harmadi & Rizal's (2022) studies support this research that brand image does not have a significant influence on purchasing decisions.

The influence of E-WoM on purchasing decisions

Electronic word of mouth is effective, and can influence purchasing decisions if maintained, as shown by the t test results in table 7. to obtain Hot Wheels diecast vehicles. The positive effect of electronic word of mouth on purchasing decisions shows that consumers are strongly influenced by information that comes from other users who are considered trusted. Good reviews given by consumers who share experiences with content about Hot Wheels products tend to increase trust and purchasing decisions. Information about the advantages and disadvantages of the product can influence purchasing decisions. Contrary to this study, negative information does not cause consumers to stop buying; on the contrary, consumers are not bothered and continue to buy the products they like. The effect of electronic word of mouth on purchasing decisions such as this study is supported by research conducted by Rahmawati, (2022) dan Nyoko & Samuel, (2021) which state that it has a significant positive effect on purchasing decisions.

The influence of packaging on purchasing decisions

Based on the t test results in table 7, it can be seen that the packaging variable has a significant positive effect on purchasing decisions, meaning that product packaging plays an important role in influencing consumer decisions to buy Hot Wheels diecast cars. Hot Wheels product packaging materials are sufficient to maintain product safety and condition. To make the product easier for consumers to recognize and remember, the Hot Wheels logo is clearly printed on the packaging. In addition, the presence of the same logo on each package shows a strong and consistent brand identity. The positive and significant influence of packaging shows that the size, design and quality of product packaging can affect consumers' attractiveness and perception of the product. Attractive and functional packaging not only protects the product but also serves as a powerful marketing tool. In the context of Hot Wheels, attractive and innovative packaging can attract consumer attention, increase visual satisfaction, and give a sense of exclusivity or collectible value. This is important because packaging is often one of the first elements seen by consumers before they decide to buy a product. Studies by Willy & Nurjanah (2019) and Fasya & Rahwana (2021) support this research that the influence of packaging on purchasing decisions is very useful.

4. Conclusion

According to the description which discusses how Product Quality, Brand Image, Electronic Sayings, and Packaging influence the decision to buy a Hot Wheels diecast car, it can be concluded from the results of the research analysis that the variables Product Quality, Brand Image, Electronic Sayings, and Packaging are simultaneously and partially influence the decision to buy a Hot Wheels diecast car. Further research suggestions based on the results of the adjusted R square calculation of 74.40%, there are around 25.60% other variables that influence purchasing decisions so that further research needs to add other variables that need to be studied. In addition, each variable in this study has indicators that lead to statements. Therefore, it is hoped that the indicators of the next variable can support the accurate statements submitted by respondents in the sample study.

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