

The Effect of Product Quality, Price Perception, and Brand Image on Product Purchase Decision at Pt. Ottobock Healthcare Indonesia

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ABSTRACT

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Prosthesis is a medical technology that is commonly called prosthetic limb, where the prosthesis marketing strategy has a unique way of marketing so that it needs to be carefully implemented whether the factors that influence the decision to buy prosthesis. The purpose of this study was to determine what factors determine which patients buy Ottobock prostheses from product quality, price perception, and brand image. See which factor is the most powerful. This research was conducted at PT. Ottobock Healthcare Indonesia with a total population and sample of 100 respondents. The analytical method used is multiple regression analysis. This type of research is quantitative research. The data presented in this study were obtained from a questionnaire provided to Ottobock's (amputated) patients. Statistical analysis using SPSS 25 which is used in the model and testing. The results of this study partially indicate that price perceptions and brand image have no effect on purchase decision for Ottobock's prosthesis, but product quality does influence purchasing decisions. However, simultaneously, product quality, price perception and brand image have a positive effect on purchasing decisions for Ottobock prosthesis.

Keywords: Purchase Decision, Price Perception, Product Quality, Brand Image, Prosthesis, Amputee

I. INTRODUCTION

Indonesia is a person with a disability. Slightly different from research conducted by the World Health Organization (WHO), which estimates that 10 percent of the total population of Indonesia are people with disabilities. If it is assumed that the current population of Indonesia in 2020 is 267 million

people, then the total number of people with disabilities is 26.7 million people.

The high number of people with disabilities in Indonesia is a business opportunity for some people. This can be seen by the number of workshops that make prosthetic limbs or limbs or walking and holding aids with less capable technology. However, there are quite a number of prosthesis companies/suppliers who take part in this market.

PT. Ottobock Healthcare Indonesia is a part (subsidiary) of a multinational company originating from Germany which is also enlivening the competition in the prosthesis industry in Indonesia. Ottobock is one of the pioneers in the prosthesis industry and his investment in Indonesia is good news for para-amputees (amputees) who expect world-class quality prostheses.

Otto Bock HealthCare GmbH (Germany) was founded in 1919 and is a multinational rehabilitation equipment company that contributes to improving the lives of people with physical disabilities. Since establishing its first representative office in Indonesia in early 2015, PT Ottobock Healthcare Indonesia has continued to improve the mobility of amputees with quality services, innovative products, and technical knowledge. Expertise in the field of prostheses is always maintained consistently with the best prostheses professionals in Indonesia.

Ottobock is not alone, at least there are several well-known names (competitors) who provide prostheses in Indonesia. By paying more attention to how to improve branding, providing competitive prices by ensuring the best quality Ottobock also successfully competes in the prosthesis market. Ottobock's success can be seen from its sales revenue which is not small at the age of 5 years.

Sales at PT. Ottobock is quite high but does not always increase every year (fluctuating). Sales in 2019 increased by 35% from 2018. However, in 2020 a decline in sales occurred, one of which was due to the Covid-19 pandemic with a total decline of 44% from 2019. However, there were other factors that caused the decline to occur. and should be a concern of the company so that in the future they better understand the needs of amputee patients to be able to improve services and convert them into sales.

Based on the observations of researchers who are also members of the Ottobock marketing team, the number of patients who contacted Ottobock could reach 200 people in 2020, but the sales conversion rate is still relatively small, which is only around 20

patients in 2020. There are several findings in the delivery of communication / follow-up to a patient who had actually contacted Ottobock which led to his failure to turn an inquiry into a sale. One of the communication failures is in delivering prices which results in expensive perceptions to patients without any value that can affect the patient's mindset.

The quality of the product that has not been fully and clearly understood by patients and the Ottobock brand image that is not yet strong in Indonesia are factors in the failure of a purchase plan. The high number of inquiries or the need for prostheses that come to Ottobock is not in line with the relatively small number of sales confirmations. In addition, this is contrary to Ottobock's vision to become the number 1 prostheses provider in Indonesia which should be reflected in the high and stable number of prostheses patients. Therefore, it is important to know what factors can influence the purchasing decision of prosthesis patients in Indonesia. The researcher conducted an initial pre-survey using a provisional questionnaire distributed to 20 respondents (Ottobock patients who had purchased Ottobock prostheses and prospective Ottobock patients).

The act of consumers in buying an item or a product provided by the store is a purchase decision [1]. This action is also influenced by information such as price, product quality, promotion and distribution or distribution of goods. Price refers to the ability or purchasing power of consumers, product quality tends to lead to perceptions and needs, besides whether the product can be easily found (distribution) and promotions to increase the desire for consumers to be more motivated in making purchasing decisions.

The price of a product has an important role in the process of influencing purchasing decisions. For that a company must explore the process of determining the structure and pricing strategy well. Some companies that are wrong in determining product prices often have to make price changes either because they respond to competitors' prices or because the price is

considered too expensive in the market which causes the product to not sell. The pricing strategy according to [2] has a significant impact in providing value to consumers and also influences product image, as well as consumer decisions to buy.

After considering the price, patients also consider the quality of the prosthesis product that they will buy and use. Patients expect a match between the price and the quality of the product they receive. The quality of a prosthesis will certainly provide a sense of security and comfort for its users and Ottobock deserves to provide that feeling in its products. To give buyers peace of mind, Ottobock always puts a special seal on the product box and puts the Ottobock mark on every component that is difficult to imitate.

In addition to the two factors above, namely price and quality, brand image also plays an important role in influencing purchasing decisions. Big brands like Apple is a real example of a brand image that dominates the minds of consumers. This is exactly as expressed by (Kotler & Keller, 2016) that brand image is the perceptions and beliefs held by consumers that are embedded in the customer's memory.

In making purchasing decisions, they are often faced with alternatives. What is the strongest in the minds of consumers and how sure they are of the product to be purchased and what value they get from the price they pay will determine the choice of a product. According to research results [3] show that brand image, price and product quality have a significant effect on consumer purchasing decisions. The same results are shown from research [4] that in terms of price, product quality and brand image have a significant effect on consumer purchasing decisions. However, there are studies that show different results conducted by [5] where the conclusion of the study is that there is no significant influence of product quality, price & brand image on purchasing decisions. From the description of the background of the problem mentioned above, the researchers proposed a study entitled "The Influence of Product Quality, Price Perception, and Brand Image on Purchase

Decisions (Study on Prosthetic Product Buyers PT. Ottobock Healthcare Indonesia)".

II. METHODS AND MATERIAL

This research is a type of quantitative research that can be used to examine populations and samples which are generally carried out randomly or randomly. Then this study aims to test the previous theory with predetermined research variables. The research locations taken are the cities of Jabodetabek and Java. The city of Jabodetabek was used as the research location because it is one of the big cities in Indonesia that has a high enough number of users for Ottobock prostheses. The population used in this study, namely people who experience amputation in Indonesia. Researchers choose the right sample so that it can truly represent the population. The method used in sampling in this study is to use probability sampling. The samples taken by the authors in this study were amputees using Ottobock prostheses spread across the Greater Jakarta and Java regions. In this study, the total population of Ottobock is not known with certainty, therefore to determine the number of samples using the slovin method. From this formulation, obtained n the number of samples is 100 respondents. The data analysis method used in this study is the classical assumption test, correlation coefficient analysis, coefficient of determination, multiple regression analysis and hypothesis testing.

III. RESULTS AND DISCUSSION

A. Overview of Research Objects

PT. Ottobock Indonesia is one of the companies engaged in the health sector, with a focus on providing prostheses or commonly called prosthetic limbs. Research conducted on Instagram Ottobock on 8000 respondents for the 2019 period showed that

around 30% of respondents claimed to have known the existence of Ottobock Indonesia. These results are very good for a company that is less than 5 years old. Ottobock always provides information on stump/punting amputation education, prosthesis care and stump/punting amputations to stake holders (doctors, BPJS, amputee patients, disabled communities). In addition to providing education, Ottobock also provides attractive promotional programs for every patient who wants to make purchases such as discounted prices, BPJS insurance and also member get member. Based on data released by marketing specialist Ottobock, currently the media that is widely used by Ottobock to establish communication is still dominated by 50% of social media, then information from patients who have used Ottobock by 15%, information from BPJS TK 20% and information from doctors by 5%.

B. Validity and Reliability Testing

Jumlah kuesioner yang menjadi instrumen penelitian ini diuji kepada 30 responden. Data penelitian yang terkumpul diuji validitasnya dengan menggunakan rumus pearson correlations.

Table 1. Validity and Reliability Testing

Variable	Alpha	Inf.	Indicator	r-count	Inf.
Product Quality (X1)	0.926	Reliable	X1.1	0.748	Valid
			X1.2	0.759	Valid
			X1.3	0.627	Valid
			X1.4	0.845	Valid
			X1.5	0.792	Valid
			X1.6	0.752	Valid
			X1.7	0.75	Valid

Price Perception (X2)	0.822	Reliable	X1.8	0.806	Valid
			X1.9	0.931	Valid
			X1.10	0.839	Valid
			X2.1	0.775	Valid
Brand Image (X3)	0.784	Reliable	X2.2	0.869	Valid
			X2.3	0.775	Valid
			X2.4	0.820	Valid
			X3.1	0.72	Valid
			X3.2	0.751	Valid
			X3.3	0.73	Valid
Purchase Decision (Y)	0.933	Reliable	X3.4	0.808	Valid
			X3.5	0.619	Valid
			X3.6	0.58	Valid
			Y1.1	0.917	Valid
			Y1.2	0.908	Valid
			Y1.3	0.867	Valid
			Y1.4	0.867	Valid
			Y1.5	0.885	Valid

Source: Primary Data Processed, 2021

The results of Table 1, show that all question items are declared valid, because the r-count value is above the r-table (0.361) and all variables are declared reliable because Cronbach's Alpha value is above 0.600. This indicates that each statement item contained in the questionnaire is "valid", in other words it can be used as a basis for measuring the

variables in the research, namely product quality, price perception, brand image & purchasing decisions.

C. Multiple Regression Analysis

Multiple linear regression analysis was used to determine the effect of more than one independent variable, namely Product Quality, Price Perception, Brand Image on purchasing decisions. The calculation of multiple linear regression analysis was carried out using the SPSS version 25.0 computer program. The results of data processing can be seen in Table 2.

Table 2. The Result of Multiple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	17.148	5.720		2.998	0.003
	PQ	0.213	0.065	0.393	3.303	0.001
	PP	0.218	0.185	-0.116	1.181	0.240
	BI	0.132	0.153	0.099	0.864	0.390
		R2 = 0,188				
		F = 7,411				
		Sign = 0,000				

Based on table 4.5, the R Square value is 0.188 or 18.8%. This means that the variables X1, X2, X3 affect purchasing decisions by 18.8% while 81.2% of them are influenced by other factors.

Simultaneous Test (F test) is used to see whether there is an effect between the independent variables on the dependent variable simultaneously (together).

The results of the simultaneous hypothesis test or F test resulted in an F-count value of 7.411 > 2.70 with a significance value (sig.) of 0.000 < 0.05. Thus it can be concluded that the variables of Product Quality, Price Perception & Brand Image simultaneously affect purchasing decisions on the Ottobock Prosthesis.

The coefficient of determination serves to determine the overall effect of the independent variable on the dependent variable in the form of percent. the value of the coefficient of determination is between zero to one. If the value of R Square is getting smaller, then the ability of the independent variables in explaining the variation of the dependent variable is low. If the value of R Square is close to one, then the independent variables provide almost all the information needed to predict the variation of the dependent variable. Based on the calculation results, it is known that the R Square value is 0.188. This means showing Product Quality (X1), Price Perception (X2), Brand Image (X3), influencing the decision to purchase Ottobock prostheses by 18.8%.

Partial test shows the relationship / influence between the dependent variable and the Independent variable

1. Product Quality Variable (X1)

The test results obtained the t value for the product quality variable showing the t value = 3.303 > 1.987 with a significance value of 0.001 < 0.050. This states that the hypothesis is accepted. So it can be concluded that product quality has an influence on purchasing decisions for prostheses in Ottobock Indonesia.

2. Price Perception Variable (X2)

The test results obtained that the t value for the price perception variable shows the t value = -1.181 < 1.987 with a significance value of 0.240 > 0.050. This states that hypothesis 2 is not accepted. So it can be concluded that the price perception variable has no influence on the decision to buy prostheses in Ottobock Indonesia.

3. Brand Image Variable (X3)

The test results obtained the value of t for brand image shows the value of $t = 0.864 < 1.993$ with a significance value of $0.390 > 0.050$. This states that hypothesis 3 is not accepted. So it can be concluded that brand image does not have a significant influence on the decision to purchase prostheses in Ottobock Indonesia.

Based on the results of the T-test, it can be seen that the variable that influences purchasing decisions on Ottobock Indonesia prostheses is only the Product Quality variable which has the smallest significance value among other variables. This shows that the quality of the Ottobock prosthesis is the main factor influencing the patient's purchase of the Ottobock prosthesis. The higher the product quality of the Ottobock prosthesis, the higher the patient's purchase decision for the Ottobock prosthesis.

The F test is used to determine the effect of the independent jointly on the dependent variable. The results of the F test calculation were carried out using the SPSS version 25 program with the following results:

Based on the results of table 4.5 F test above, obtained a significance value of $0.000 (\alpha < 0.05)$ and a calculated F value of $7.411 > 2.70$ F table. So it can be concluded that Product Quality (X1) Price Perception (X2), Brand Image (X3), together / simultaneously affect the decision to buy prostheses at Ottobock Indonesia.

A. Discussion

A prosthesis is a replacement for lost body movements due to amputation, so a movement aid is needed to return to normal activities. The prostheses offered by Ottobock are prostheses with the latest technology so that they can provide an optimum level of comfort and function with comprehensive treatment. The selection of the best prosthesis is not an easy thing, many things need to be considered in the selection of prostheses both in terms of product quality, brand and price. The choice of prosthesis needs to be done carefully and carefully so that the prosthesis remains comfortable to use by members of

the body to support daily activities. Therefore, ottobock marketing uses three independent variables (product quality, brand and price) to be studied because they are assumed to have an effect on purchasing decisions for amputees in Indonesia.

From the results of research on respondents who are also patients (amputees) it is known that the majority of patients are men where the largest age range is between 30-50 years. From the results above, it is also stated that the majority of Ottobock patients are using foot prostheses who made purchases between 2016-2020. With these results, Ottobock can review the target market personas or respondents based on these characteristics.

Statements from respondents regarding product quality, brand image price perceptions & purchasing decisions are good if you look at the results of the descriptive analysis test. By using the measurement scale of the Semantic Differential Scale the results obtained indicate that the respondents are at the agree level which is only 1 level adrift to Strongly Agree.

From the results of the T test as stated above, it can be said that variable 1, namely product quality, has a positive effect on purchasing decisions, this also strengthens the results of previous research conducted by [6] and (Garaika et al., 2020) where product quality has a significant effect on purchasing decisions. This means that H1 is accepted. If we look further into the correlation dimensions, it can be concluded that the reliability dimension has the strongest influence as a driving factor for purchasing decisions. This proves that the quality of the Ottobock prosthesis as a product that can be relied on in various conditions as well as comfort and safety when used is a very important value for patients (amputee).

According to [7] Reliability (reliability), is the probability that the product will work satisfactorily or not within a certain period of time. The less chance of damage, the more reliable the product is. In line with this understanding, Ottobock maintains the quality of its products by implementing quality control in every

process of making and installing prostheses to patients. Quality control is proven to be able to make Ottobock prostheses work optimally in supporting the body to walk, move hands with electrical sensors and continue to function well with years of use.

Analysis of the price perception variable obtained from the results of the T or partial test states that there is no influence on purchasing decisions. This means that H2 is rejected. Several previous studies have shown strong results from price perceptions that affect purchasing decisions, but this study shows different results from the results of previous studies where price perceptions affect purchasing decisions as research conducted [8] and [9] which states that price has a significant positive effect on purchasing decisions.

Price perception is a building block in consumers' minds, and consumers use different mechanisms to integrate price perceptions into their overall evaluations both consciously based on the perceptual process [10].

Ottobock prosthesis has a much higher selling price than similar industrial products. When compared to the market average prices for prosthetic limbs, the price of Ottobock prostheses can be up to 300% higher. This clearly creates a bigger block in the minds of consumers in making purchasing decisions. Another block that Ottobock prostheses patients feel is the advantage compared to Ottobock's exorbitant price tag, where most patients only expect a product that can make them look normal again. In addition, patients also expect standard benefits from a prosthesis where they are able to carry out normal activities in carrying out daily activities regardless of the ability and quality of the Ottobock that can be used for outdoor sports and various other strenuous activities. Another tendency of consumers seeking the lowest price source (price mavenism) is another factor that causes Ottobock's price perception to be negative. This is considered reasonable because the Ottobock price is just the opposite, namely the highest price.

In addition to the 4 things above which are the main blocks, Ottobock's price perception does not affect purchasing decisions due to the absence of sale proneness and coupon proneness or any kind of price-related promotions either with the price discount method or promotional coupons. This clearly forms an additional negative block in the minds of consumers that keeps them from making a purchase decision.

Price is not the main consideration factor for patients in buying Ottobock prostheses, however, the high quality of Ottobock prostheses; a sense of security & comfort as well as reliable product characteristics when using prostheses products from Ottobock are able to eliminate the perception of high / high prices from the minds of consumers. This study is supported by the results of research [11] which found that price is not the main factor considered in purchasing decisions, where convenience is sufficient to decide on a purchase with a higher price.

Anomaly occurs in the brand image variable on purchasing decisions which shows the weak influence of the partial relationship (T test results) and this makes H3 rejected. This is contrary to previous research from [12] and [13] where brand image significantly influences purchasing decisions.

Brand image is attached to a person's trust in a product which is often associated with purchasing decisions. Ottobock Indonesia, which is only 5 years old, does not have a broad brand image. In addition, the level of focus of the Ottobock company in carrying out event/sponsorship activities is also considered low. Nevertheless, the quality of Ottobock prostheses products that have been tested is an important influence coupled with the support of recommendations from Ottobock partners such as BPJS, medical practitioners, and testimonials from Ottobock prostheses users. This makes brand image not an important factor for patients in deciding to buy Ottobock prostheses.

The analysis that was conducted simultaneously (simultaneously) for the three variables of product quality, price perception, and brand image had a positive effect on purchasing decisions. This shows that the quality of the Ottobock prosthesis product, which is very reliable and provides a sense of security and comfort when used, is able to become the main driver of purchasing decisions and is even considered able to cover various weaknesses possessed by Ottobock prostheses such as very high prices compared to similar products and a good brand image. still not well known by the public.

IV. CONCLUSION

Based on the results of the analysis and discussion that has been carried out by this study to determine the factors that influence purchasing decisions on the purchase of Ottobock Indonesian prostheses, the following conclusions can be drawn:

1. Product quality variable has a positive influence on purchasing decisions for Ottobock prostheses
2. The price perception variable has no influence on the purchase decision of the Ottobock prosthesis
3. The brand image variable has no influence on the purchase decision of the Ottobock prosthesis
4. Together, the variables of purchasing decisions, price perceptions and brand image affect the purchasing decisions of Ottobock prostheses
5. Based on the correlation between dimensions, reliability is the most powerful dimension of the product quality variable in influencing purchasing decisions.

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