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# The Influence of Brand Image and Price on the Purchase Decision of Minyakita Cooking Oil (Case Study in Sukajaya Village, Cibitung)

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**ABSTRACT**

The palm oil industry in Indonesia is one of the industries with the highest export value in the world in the agricultural sector for the past ten years. One of the products made from palm oil raw materials is cooking oil. In Indonesia, the most commonly used cooking oil is Palm Cooking Oil (Refined Bleached Deodourised Olein/RDBO). According to data from the National Food Agency (Bapanas), in 2023 the average Indonesian person will consume 9.56 kilograms of cooking oil/capita/year. MinyaKita is a brand of cooking oil under the ownership of the Directorate General of Domestic Trade of the Ministry of Home Affairs which is a solution to the high price of cooking oil. According to data from the Ministry of Trade, the price of Minyakita brand cooking oil increased throughout last year, reaching a national average of IDR 17,200 per liter in December 2024. This price increase certainly affects purchasing decisions. This study aims to determine the effect of brand image and price on purchasing decisions for MinyaKita cooking oil in Sukajaya Village, Cibitung. The research used in the study is quantitative research. The sampling method used was purposive sampling with 100 respondents from the community who use MinyaKita cooking oil in Sukajaya Village. Data analysis in this study used multiple linear regression processed with the help of SPSS 27 for Windows software. The results of the study showed that brand image and price had a positive and significant effect on the Purchase Decision of MinyaKita Cooking Oil in Sukajaya Village, Cibitung.



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## 1. INTRODUCTION

The palm oil industry in Indonesia is one of the agricultural sectors with the highest export value in the world in the agricultural sector for the past ten years. Indonesia itself is one of the countries that produces palm oil on a large scale in the world. The palm oil industry plays a significant role in production activities in Indonesia. In 2022 (ATAP, Ditjen Perkebunan), Indonesia produced 46.82 million tons of crude palm oil. This industrial sector also contributes to regional development as an essential resource to reduce poverty through agricultural cultivation and further processing activities. Indonesia is recognized as a country with diverse natural resource wealth. Palm oil production becomes a source The income that can be expected by many residents living below the poverty line in rural areas of Indonesia. Quoted from the official website of the Ministry of Finance (2024), palm oil products have become one of the main contributions to non-oil and gas exports, amounting to 10.8% of the total non-oil and gas exports of Indonesia. In July 2024, the export value of crude palm oil was recorded at approximately US$1.39 billion. According to BPS (Central Statistics Agency)

2024, the Plantation Company Survey, Ministry of Agriculture (Directorate General of Plantations), the area of palm oil plantations in Indonesia in 2023 was 15,435.70 hectares. Palm oil is a type of agricultural crop that serves as a primary source for various vegetable oil products such as cooking oil, fuel including biofuel, and many other products. This plant grows very well and is very suitable for the climatic conditions found in Indonesia. Many products made from palm oil raw materials include cosmetic products, butter, toothpaste, lubricating oil, cooking oil, and many more. One of the products derived from palm oil is cooking oil. Cooking oil serves as a means to process food ingredients that are widely used by the general public, where oil has a quite important element in human dishes and can meet nutritional needs. Cooking oil is a type of oil used to process food by frying. In Indonesia, the type of cooking oil commonly used is palm oil (Refined Bleached Deodorized Olein/RDBO). According to worldometer data 2024, in 2025 Indonesia ranks 4th with the largest total population in the world of 285,721,236 people (Kilens, 2024). With the largest population in the city of Jakarta, totaling 8,540,121 people.

As the population in Indonesia increases, the use of cooking oil also rises day by day. The palm cooking oil industry in Indonesia is divided into two, namely bulk cooking oil and branded packaged cooking oil. Bulk cooking oil is a type of cooking oil sold in the market without any brand or label, usually stored in large containers such as jerrycans or drums and then marketed in retail to customers. Meanwhile, branded packaged cooking oil is a type of cooking oil sold in specific packaging, with clear labels and brands that are certified. The use of cooking oil in Indonesia continues to increase, as seen from the habits of Indonesians who often consume fried foods. Fried foods have become one of the favorite foods often eaten by Indonesians, both for breakfast and as snacks. According to BPS (Central Statistics Agency) (2024), there was an increase in the consumption of fried foods in Indonesia, which previously was 45% and in 2023 increased to 51.7%, consumed on average by children aged 3 years and older who eat it 1 to 6 times a week.

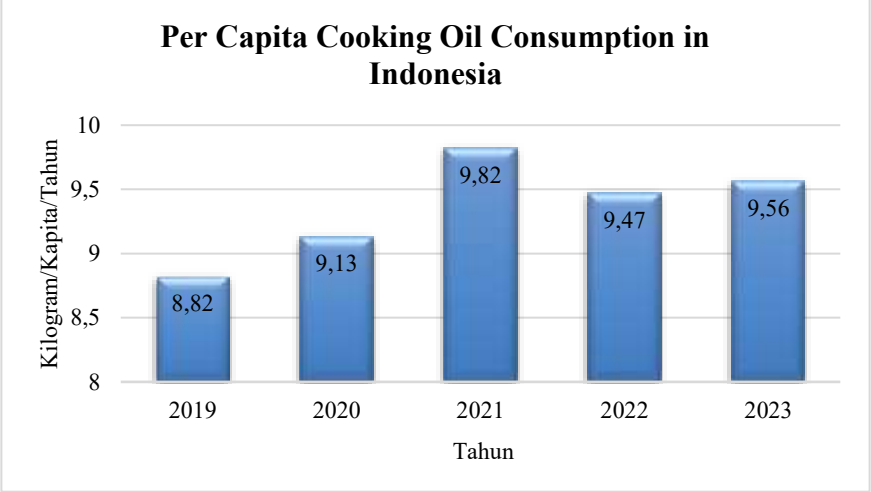


**Figure 1.** Graph of Per Capita Cooking Oil Consumption in Indonesia.

According to data from the National Food Agency (Bapanas), in 2023 the average Indonesian citizen consumes 9.56 kilograms of cooking oil per capita per year (Ahdiat, 2024). Cooking oil consumption in Indonesia increased by 0.9% compared to 2022. The total cooking oil needed for national household consumption in 2023 is estimated to reach 2.66 million tons per year, an increase of 2% from the previous year. The consumption of cooking oil in daily life has its drawbacks and advantages. The drawbacks include high saturated fat content, obesity, free radicals, and others. The advantages include containing vitamins, being a source of energy, enhancing food flavor, and many more. One of the largest processed products using palm oil as raw material is cooking oil, which is widely used for cooking and food processing. In Indonesia, many and varied cooking oil products are produced. Indonesia also has several producers that manufacture cooking oil with various brands.

There are various brands of cooking oil produced in Indonesia, such as Sunco, Fortune, Filma, Bimoli, Barco, MinyaKita, and many more. One of the cooking oils produced in Indonesia is MinyaKita. MinyaKita is a trademark of cooking oil under the ownership of the Directorate General of Domestic Trade of the Ministry of Home Affairs. This brand is also recognized and registered with the Directorate General of Intellectual Property, which is under the Ministry of Law and Human Rights. MinyaKita is oil owned by the Government of Indonesia. Although owned by the Directorate General of Domestic Trade, other companies can use the MinyaKita brand provided they have a Letter of Approval for the Development of the brand.


**Figure 2.** Variants of MinyaKita Product Packaging

MinyaKita is a trademark owned by the Ministry of Trade and has been registered with the Ministry of Law and Human Rights. The packaged cooking oil for the public under the MinyaKita brand was launched by the Minister of Trade, Zulkifli Hasan, on Wednesday, July 6, 2022. MinyaKita is produced to provide a solution to the high prices of cooking oil circulating in the market. Thus, MinyaKita is well received by the community. Due to the unstable economic dynamics in Indonesia, more than 50% of the population falls into the lower-middle economic category. The affordable price of MinyaKita products is welcomed by the community. With affordable prices in several regions, the demand for MinyaKita cooking oil is quite high. This has improved the brand image of MinyaKita. According to Coaker et al. 2021 in Wardana 2021, brand image is the perception of a brand that builds customer trust based on previous information and experiences that influence consumer choices regarding a particular brand. To attract buyer interest in making purchasing decisions, price becomes a key aspect of the purchase. Price serves as one of the marketing variables to generate revenue and other elements that require expenditure. Price is one component in the marketing plan that is easily modified according to its nature.

Products, distribution channels, and promotion (Wardhana, 2021). Price also reflects the value position set by the company in the market related to its products or brands. Price is also an important aspect in marketing activities, as price determines whether a product sells or not. Thus, pricing affects sales and profits of a company, making the most important factor in pricing the decisions and strategies of each company. Aspects that can influence customer purchasing decisions in the transaction process are brand image and price. Kumbara 2021 in (Cahaya et al., 2023), “the decision to buy is one of the reasons that drives customers in determining product choices that meet customer needs.” A customer who intends to buy a product will first go through a decision-making process. This stage becomes the decision-making process in purchasing the product that is considered the best and most beneficial from various alternatives that align with their interests according to Pranawa & Abiyasa, 2019 in Cahaya et al. 2023.

The author chooses MinyaKita cooking oil because MinyaKita is a government-owned cooking oil marketed at an affordable price that is highly sought after by the public. However, behind that, the MinyaKita cooking oil brand is misused by irresponsible individuals. According to news from Liputan6.com on March 8, 2025, Minister of Agriculture Andi Amran Sulaiman found discrepancies in the packaging of MinyaKita (Sinaga, 2025). The MinyaKita packaging states 1 Liter, but the content

is only 750-800 Milliliters. In addition to the volume being incorrect, the selling price also exceeds the Highest Retail Price (HET); the price of MinyaKita has increased over time as set by the government, which is stated as Rp 15,700 per Liter but sold at Rp 18,000 per Liter.


**Figure 3.** Average Price of National MinyaKita Cooking Oil (January 2023-December 2024)

Based on information from the Ministry of Trade, the price of MinyaKita cooking oil has increased throughout the previous year, so the national average price reached Rp 17,200 per liter in December 2024 (Ahdiat, 2025). This figure shows an increase of 13% compared to December 2023 and is the highest record seen in the graph above. Now in 2025, there are individuals selling MinyaKita at Rp 18,000/Liter, a price that exceeds the Highest Retail Price (HET). The increase in cooking oil prices directly impacts the community consuming MinyaKita. The case of reduced measurements and prices exceeding HET has tarnished the brand image of MinyaKita. Related to several issues regarding measurements and price increases. In several markets, MinyaKita remains the primary choice due to its lower price compared to other brands. However, there are also reports that its popularity is starting to decline in some areas due to issues of measurement fraud. Based on the explanation above, the author will reveal research on the impact of brand image and price against the purchase choice of MinyaKita cooking oil. Therefore, the author conducts an analysis titled“The Influence of Brand Image and Price on the Purchase Decision of MinyaKita Cooking Oil (Case Study in Sukajaya Village, Cibitung)”

## 2. RESEARCH METHOD

This research uses a quantitative method with a correlational approach based on positivist philosophy, where reality is viewed as something concrete, stable, observable, measurable, and has cause-and-effect relationships. This approach aims to test the hypotheses formulated through data collection using research instruments and statistical analysis. The focus of the research is directed to understanding the relationship and influence between the brand image variable (X1) and price (X2) on the purchase decision (Y) of MinyaKita cooking oil consumers. The research is conducted on a representative population or sample, with a deductive process, namely using theory to answer the problem formulation and formulate hypotheses, then testing those hypotheses through the collection and analysis of quantitative data using both descriptive and inferential statistical techniques. The population in this study includes all consumers of MinyaKita cooking oil in Sukajaya Village, Cibitung District, Bekasi Regency, which includes households that actively use the product. Due to the large population size, the researcher uses purposive sampling techniques with criteria for respondents aged at least 18 years, residing in Sukajaya Village, and being users of MinyaKita. Based on BPS data for 2024, there are 9,932 heads of households, and through the Slovin formula with a margin of error of 10%, 100 respondents are obtained as the research sample. Data collection is carried out using primary and secondary data. Primary data is obtained through observation, interviews, and questionnaires with a five-point Likert scale to measure perceptions of the brand

image variable, price, and purchase decision. Meanwhile, secondary data is obtained from scientific literature, journals, books, previous research results, and average national prices of MinyaKita cooking oil from the Ministry of Trade.

## 3. RESULTS AND DISCUSSIONS

The validity test of the research data is indicated by the results of the validity test that reflect the suitability between the actual conditions and what is reported by the researcher, Hardani, 2020 in Soesana (2023).

**Table 1.** Results of Validity Test for Brand Image Variable (X1) and Price (X2)

| Variable | Indicator | r Count | r table | Description |
|---|---|---|---|---|
| Brand Image (X1) | X1.1 | 0,761 | 0,1966 | Valid |
| | X1.2 | 0,842 | 0,1966 | Valid |
| | X1.3 | 0,481 | 0,1966 | Valid |
| | X1.4 | 0,823 | 0,1966 | Valid |
| | X1.5 | 0,846 | 0,1966 | Valid |
| | X1.6 | 0,852 | 0,1966 | Valid |
| | X1.7 | 0,838 | 0,1966 | Valid |
| Price (X2) | X2.1 | 0,756 | 0,1966 | Valid |
| | X2.2 | 0,712 | 0,1966 | Valid |
| | X2.3 | 0,801 | 0,1966 | Valid |
| | X2.4 | 0,704 | 0,1966 | Valid |
| | X2.5 | 0,655 | 0,1966 | Valid |
| | X2.6 | 0,714 | 0,1966 | Valid |
| | X2.7 | 0,779 | 0,1966 | Valid |
| | X2.8 | 0,705 | 0,1966 | Valid |

From the table above, it can be concluded that of the 7 instrument items in the Brand Image variable (X1) and the 8 question items in the Price variable (X2) used in this study, all are declared valid because the r count value of each is greater than the r table value. Variables X1 and X2 from each question on the Brand Image and Price variables indicate that the purchase decision is considered valid. In Variable X1.5, the r count value is higher than the others, indicating that consumers buy MinyaKita cooking oil because they are aware of its advantages. The lowest value is in Variable X1.3, which states that the MinyaKita cooking oil brand is easy to remember, yet many people do not easily recall the MinyaKita brand.

**Table 2.** Results of the Validity Test of the Purchase Decision Variable (Y)

| Variable | Indicator | r Count | r table | Description |
|---|---|---|---|---|
| Purchase Decision (Y) | Y.1 | 0,760 | 0,1966 | Valid |
| | Y.2 | 0,835 | 0,1966 | Valid |
| | Y.3 | 0,754 | 0,1966 | Valid |
| | Y.4 | 0,697 | 0,1966 | Valid |
| | Y.5 | 0,834 | 0,1966 | Valid |
| | Y.6 | 0,792 | 0,1966 | Valid |
| | Y.7 | 0,593 | 0,1966 | Valid |
| | Y.8 | 0,762 | 0,1966 | Valid |

Based on table above, it can be concluded that the 8 questions on the Purchase Decision Variable (Y) posed in this study are declared valid because the calculated r is greater than the table value. Each question on the Purchase Decision Variable is said to be valid. b. Reliability test The reliability test is a series of measurements or a set of measuring instruments that have consistency if the measurement performed with the instrument is repeated.(Widodo et al., 2023).

**Table 3.** Reliability Test Results

| Variable | Nilai Cronbach's Alpha | Nilai Batas | Description |
|---|---|---|---|
| X1 | 0,894 | 0,60 | Reliable |
| X2 | 0,873 | 0,60 | Reliable |
| Y | 0,889 | 0,60 | Reliable |

From Table 4.7, the reliability test results show that the Cronbach's Alpha value for the Brand Image (X1) variable is 0.894, for the Price (X2) variable is 0.873, and for the Purchase Decision (Y) variable is 0.889. Based on these results, it can be concluded that all 23 statements in this research instrument are considered reliable, with each variable having 7 or 8 questions that are declared reliable because the Cronbach's Alpha values of all variables are above 0.70, thus it can be concluded that each statement item in this research is able to produce consistent data. In other words, if the statements are administered again at another time, they are likely to yield answers relatively similar to the previous ones.

Normality Test The normality test is conducted to assess whether the independent and dependent variables in the regression model have a normal distribution or not (Wahjusaputri & Purwanto, 2022). To obtain more accurate and valid test results, a retest was conducted using the One-Sample Kolmogorov-Smirnov method for each variable. For the One-Sample Kolmogorov-Smirnov test, the assessment is based on the probability value; if the probability is > 0.05, the data is normally distributed.

**Table 4.** Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | | |
|---|---|---|---|
| | | | Unstandardized Residual |
| N | | | 100 |
| Normal Parameters[a,b] | Mean | | 0,0000000 |
| | Std. Deviation | | 2,52568818 |
| Most Extreme Differences | Absolute | | 0,059 |
| | Positive | | 0,049 |
| | Negative | | -0,059 |
| Test Statistic | | | 0,059 |
| Asymp. Sig. (2-tailed)[c] | | | .200[d] |
| Monte Carlo Sig. (2-tailed)[e] | Sig. | | 0,536 |
| | 99% Confidence Interval | Lower Bound | 0,523 |
| | | Upper Bound | 0,549 |
| a. Test distribution is Normal. | | | |
| b. Calculated from data. | | | |
| c. Lilliefors Significance Correction. | | | |
| d. This is a lower bound of the true significance. | | | |
| e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000. | | | |

Referring to Table 4.8, it can be seen that the Asymp.Sig value is 0.200. Since this significance value exceeds 0.05, it is interpreted that the data follows a normal distribution.

**Multicollinearity Test**

The multicollinearity test aims to identify whether there is a relationship or correlation between independent variables in a regression model, Ghozali, 2018 in Wahjusaputri and Purwanto (2022). A regression model is considered feasible if there is no correlation between independent variables or if it does not show signs of multicollinearity.

**Table 5.** Multicollinearity Test Results

| Coefficients[a] | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 0,597 | 1,714 | | 0,348 | 0,728 | | |
| | Brand Image | 0,581 | 0,067 | 0,564 | 8,668 | 0,000 | 0,602 | 1,660 |
| | Price | 0,433 | 0,072 | 0,394 | 6,056 | 0,000 | 0,602 | 1,660 |
| a. Dependent Variable: Purchase Decision | | | | | | | | |

Referring to Table, it is known that the VIF values for the Brand Image Variable (X1) and the Price Variable (X2) are 1.660 < 10. Looking at the Tolerance Value of 0.602 > 0.1, no indications of multicollinearity were found from this data.

**Heteroskedasticity Test**

The heteroskedasticity test is conducted to determine whether there is a violation of the classical heteroskedasticity assumption, which is a condition where the residual variance is not constant or differs across observations in the regression model, (Zahriyah et al., 2021). In this study, the detection of heteroskedasticity symptoms was carried out using the Glejser method. This method aims to identify whether the regression model shows signs of heteroskedasticity by regressing against the absolute values of the residuals. If the significance alpha value > 0.05, then heteroskedasticity does not occur in the Glejser model but homoskedasticity occurs.

**Table 6.** Heteroskedasticity Test Results

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,588 | 1,057 | | 2,447 | 0,016 |
| | Brand Image | 0,020 | 0,041 | 0,064 | 0,488 | 0,626 |
| | Price | -0,036 | 0,044 | -0,106 | -0,811 | 0,419 |
| a. Dependent Variable: Abs_RES | | | | | | |

Referring to Table, it can be concluded that the regression model does not show any signs of heteroscedasticity. This is indicated by the significance value for the Brand Image Variable (X1) of 0.626 and the Price Variable (X2) of 0.419, both of which exceed 0.05.

**Multiple Linear Regression**

Multiple linear regression is a statistical analysis technique used to test the influence or relationship between two or more independent variables on a single dependent variable. Using the econometric formula as follows: Multiple linear regression is a statistical analysis method used to assess the influence or relationship between two or more independent variables on a single dependent variable..

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:
Y = Dependent variable
X1, X2 = Independent variables
α = constant / slope
β1, β2 = coefficients
e = error term

**Table 7.** Results of Multiple Linear Regression Test

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0,597 | 1,714 | | 0,348 | 0,728 |
| | Brand Image | 0,581 | 0,067 | 0,564 | 8,668 | 0,000 |
| | Price | 0,433 | 0,072 | 0,394 | 6,056 | 0,000 |
| a. Dependent Variable: Purchase Decision | | | | | | |

From Table 4.11, the multiple linear regression equation can be formulated from the Brand Image Variable (X1) and Price Variable (X2) in determining Purchase Decision for Minyakita cooking oil. The coefficient values in the coefficient table output are inserted into the following formula:

$$Y = 0,597 + 0,581X1 + 0,433X2 + e$$

The explanation of the multiple linear regression equation results is as follows:
A constant value of 0.597 indicates that when the Brand Image variable (X1) and Price variable (X2) are both zero, the decision to purchase MinyaKita cooking oil in Sukajaya Village still increases by 0.597. This positive constant value suggests that there is a positive influence from both variables on the purchase decision. The regression coefficient value for X1 (Brand Image) = 0.581 indicates that Brand Image has a positive effect on Purchase Decision (Y). In other words, every one-unit increase in the Brand Image variable will lead to an increase in the Purchase Decision for MinyaKita cooking oil by 0.581. The regression coefficient value for X2 (Price) = 0.433 shows that the Price variable also positively affects the Purchase Decision (Y). Thus, every one-unit increase in the Price variable will increase the Purchase Decision for MinyaKita cooking oil by 0.433.
The coefficients of X1 and X2 serve as indicators of the prediction direction, where a positive coefficient indicates an increase in the dependent variable (Y), while a negative coefficient indicates a decrease in the dependent variable (Y).

**Hypothesis Testing**
To test the hypotheses in this study, statistical analysis was conducted on the collected data. The statistical analysis technique applied in this research is regression analysis. In regression testing, particularly the t-test and F-test, the results are highly influenced by the residual values, which must follow a normal distribution. If this assumption deviates from normality, it can cause the statistical test results to become invalid.

**Partial Test (t-test)**
The t-test is used to determine whether each independent variable has a significant effect individually on the dependent variable. This test is applied in studies involving one or more independent variables. The t-test is carried out by comparing the t-count value with the t-table value. The testing is conducted at a significance level of 5%.

**Table 8.** Partial Test Results (t-test)

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 0,597 | 1,714 | | 0,348 | 0,728 |
| | Brand Image | 0,581 | 0,067 | 0,564 | 8,668 | 0,000 |
| | Price | 0,433 | 0,072 | 0,394 | 6,056 | 0,000 |
| a. Dependent Variable: Purchase Decision | | | | | | |

The determination of the partial test (t-test) can be explained as follows:

**Variable X1 toward Y**

Based on Table 4.12, the results of the t-test (partial) show that the significance value for the effect of Brand Image (X1) on Purchase Decision (Y) is 0.001, which is lower than 0.05, and the t-count value of 8.668 is greater than the t-table value of 1.984. Therefore, H0 is rejected and H1 is accepted, indicating that Brand Image has a significant influence on the Purchase Decision.

Variable X2 toward Y

Significance value = 0.001 < 0.05

t-count > t-table = 6.056 > 1.984

From the table above, the results of the t-test (partial) show that the significance value for the effect of Price (X2) on Purchase Decision (Y) is 0.001, which is lower than 0.05, and the t-count value of 6.056 is higher than the t-table value of 1.984. Therefore, H0 is rejected and H1 is accepted, indicating that Price has a significant influence on the Purchase Decision.

**Simultaneous Test (F-Test)**

The simultaneous test (F-test) is conducted to analyze whether the independent variables (X1 and X2) together have an influence on the dependent variable. The decision-making process for this hypothesis test is based on the following statistical criteria:

.

**Table 9.** Results of the Simultaneous Test or F-test

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1923,469 | 2 | 961,735 | 147,718 | .000[b] |
| | Residual | 631,531 | 97 | 6,511 | | |
| | Total | 2555,000 | 99 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Brand Image

Referring to the table above, the calculated F-value is 147.718 with a significance level of 0.001. This F-value is then compared with the table F-value found in the statistical table at a significance level of 0.05. From the table above, the significance value indicating the impact of Brand Image (X1) and Price (X2) on customer satisfaction (Y) is 0.001, which is below 0.05, and the calculated F-value reaches 147.718 which exceeds the table F-value of 3.09. This indicates that H0 is rejected and H3 is accepted, meaning that Brand Image (X1) and Price (X2) significantly affect customer satisfaction (Y).

**Determinant Coefficient Test (R2)**

**Table 10.** Results of the Determinant Coefficient Test (R2)

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .868[a] | 0,753 | 0,748 | 2,55159 |

a. Predictors: (Constant), Price, Brand Image

Referring to the model summary table above, the following points can be noted: The R value of 0.868 indicates a very strong relationship between the independent and dependent variables. The coefficient of determination R Square (R2) shows a value of 0.753 or 75.3%. This describes the extent to which the independent variables, namely Brand Image (X1) and Price (X2), contribute a 75.3% influence on the Purchase Decision variable (Y). The standard error of the estimate value of 2.551 indicates the level of error in the linear regression model; the lower this value, the better the quality of the resulting regression model.

## 4. CONCLUSION

Based on the research findings and discussion regarding the influence of Brand Image and Price on the Purchase Decision of MinyaKita cooking oil among consumers in Sukajaya Village, Cibitung, it can be concluded that most respondents in this study were housewives, totaling 50 people or 50%, and the majority were female, totaling 88 people or 88%. The research results indicate that Brand Image has a positive and significant effect on the Purchase Decision of MinyaKita cooking oil. Similarly, Price also has a positive and significant influence on the Purchase Decision of the product. Furthermore, there is a collective influence between the Brand Image and Price variables on the Purchase Decision of MinyaKita cooking oil in Sukajaya Village. This finding implies that consumers' perceptions of the brand and their evaluation of price are crucial factors influencing their decision to purchase MinyaKita cooking oil. Based on these findings, the author provides several suggestions. For MinyaKita cooking oil users, especially those in Sukajaya Village, it is recommended to continue considering the proven quality of the product before making a purchase. Consumers are also advised to be more discerning when responding to negative information or hoaxes circulating about MinyaKita products and to verify the accuracy of such information through official sources such as the Ministry of Trade or BPOM (the Indonesian National Agency of Drug and Food Control). For future researchers, this study reveals that 75.3% of Purchase Decisions for MinyaKita cooking oil are influenced by Brand Image and Price, while 24.7% are affected by other factors not yet studied. Therefore, future research is suggested to expand the scope of variables, such as product quality, promotional strategies, and product utility value, as well as broaden the research area to gain a more comprehensive understanding of consumer behavior in Sukajaya Village, Cibitung.

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