The Influence of Service Quality and Product Price on Purchasing Decisions

Teguh Iman Santoso[1], Lennysha[2]
[1] Faculty of Economic and Business, Telkom University, Indonesia
[2]Students of Management Study Program, Putera Batam University, Indonesia
Email: [1]teguhis@telkomuniversity.ac.id

ABSTRACT

Purpose – The researcher conducted this study to analyze the effect on service quality variables (X1) and product price variables (X2) on the variable purchase results (Y) at PT Lunindo in Batam City. This research uses quantitative methods and distributes data by distributing questionnaires.

Methodology/approach – The population in this study were 149 people. Using data collection techniques with sampling techniques with non probability sampling techniques in Purposive sampling technique. The sampling method uses the Slovin formula at a significant level of 0.05 because respondents was 109 people, then the questionnaire will be distributed to 109 respondents. The next set, data collected through Assistance multiple regression of analysis and with program SPSS.

Findings – The results of this study indicate the service quality variable (X1) and product price variable (X2) which have a positive and significant effect on the outcome variable purchase (Y) at PT Lunindo in Batam City. Service quality variable (X1) with positive and significant consideration of purchasing decisions (Y), and product price variables (X2) are fully understood positively and significantly towards purchasing decisions (Y). Simultaneously service quality (X1) and product price (X2) have a positive and significant effect on purchasing decisions (Y) at PT Lunindo in Batam City

Novelty/value – Delve into the specific industry or sector that PT Lunindo operates within. Research could emphasize how service quality and product pricing impact purchasing decisions uniquely within that industry, potentially uncovering sector-specific patterns.

INTRODUCTION

Business is a process that we carry out or create in order to generate outcomes that will improve people's quality of life. Naturally, through making a profit or a profit that may prove profitable for us in the future. Profits benefit society as a whole in addition to ourselves. Starting a business will generate a lot of jobs for the unemployed and those in need, in addition to a lot of benefits in other areas. All corporate operations must adhere to established economic regulations and norms in order to support government development initiatives. The cycle of life cannot continue in the absence of food, clothing, and shelter. These requirements provide up a wide range of profitable business prospects for us to develop. Property-

related enterprises, including those that deal with homes, shops, land, kiosks, flats, buildings, and other properties, are expanding quickly these days.

Real estate is a fundamental human need that each and every person must satisfy. After a building is sold, the property business always continues. Materials will be needed for development in order to construct homes, shops, and other structures. Adobe, sand, ceramics, nails, iron, cement, and other materials are needed to erect houses. The significance of materials for development in the real estate and construction industries makes these industries extremely promising.

Consumer preferences are changing, meaning that consumers have more options when it comes to where they buy building supplies and subscription services. Entrepreneurs engage in competition with one another by devising diverse tactics to augment their clientele and encourage recurring purchases. There are other methods, such as offering discounts and promotions, among others. Customers now have a wide range of options and can choose which company to subscribe to as a result. There are several chances for the building company in every place due to the growing population and settlements.

In this investigation procedure for the study's subject, PT Lunindo. With the rising need for resources for the development process, PT Lunindo is a firm that deals with building supplies, such as cement, nails, iron, sand, and adobe, among others. Improving the company's service quality and product costs is the first step towards encouraging clients to become regular subscribers by making better purchasing decisions. Both the company's reasonably low costs and high service quality play a significant role in influencing customers' decisions during the purchasing process. Customers will make repeat purchases if the initial process helps them feel at ease with the service and the cost they can pay.

Based on their shopping experience, customers will select the best location for their subscription. He intends to share his experience with his friends, family, and acquaintances. This may lead to a rise in turnover or a fall in turnover. A corporation will experience profitability and success if purchases are made consistently, indicating that the cost and caliber of the products offered by the business currently play the appropriate roles.

Based on this research procedure, it can be concluded that consumer purchase decisions are positively and significantly influenced by the quality of service provided. Service quality is a high standard that the business maintains to ensure it meets client expectations. There is no idea of mine or Manengal's conclusion since a service is a stage or service without a form and without a procedure of transferring rights from the seller to the buyer (2015).

The view of Santoso (2016) The cost of products has a favorable and substantial impact on consumers' decision to buy. The primary factor influencing purchasing decisions is nominal permanency. When fast food establishments set their prices appropriately, it will encourage customers to dine there, which will lead to more people making purchases from the establishment. However, PT Lunindo has increased and decreased nominal sales over the last five years, therefore this research should definitely look into that variable. The theme "the effect of service quality and product prices on purchasing decisions at PT Lunindo in Batam City" was examined by the reviewer. Considering how the problem was formulated throughout the subsequent research process, specifically:

1. How does quality affect PT Lunindo's purchasing selections in Batam City and the services it provides?
2. How much does the cost of the product affect the choice to buy PT Lunindo in Batam City?
3. How do the prices of products and the quality of services affect PT Lunindo in Batam City at the same time?

LITERATURE REVIEW
Appreciating Quality of Service
Views expressed by Usmara (2008: 139), Situmorang (2009: 125), and Laksana (2008: 85). A stage of quality service is one in which neither the vendor nor the buyer's rights are transferred, meaning that there is no notion of mine or his. A service is a tangible process that cannot be experienced through the senses of touch, hearing, or sight. Tjiptono (2014: 282) defines service quality as an action that takes into account both the customer's expectations and the level of service received from the business(Octaviana & Ulum, 2023)(Safrida, 2023). It is difficult to satisfy every customer's expectation because they are constantly forming opinions based on assumptions or interpretations of other people's

experiences. That consideration emerges based on the requirements and interests of the customer. Each reliability procedure could be in line with customer expectations, moving slowly or quickly. According to Usmara(2008:141) and Tjiptono(2014:282), there are five crucial signs that assist clients in determining whether the quality of a service is good or poor. Good service is the first stage in the sales process since it makes clients happy and encourages them to keep subscribing (Kakiay et al., 2022). These are some measures of service quality:Physical evidence includes things like location, staff appearance, restrooms, and other things that customers can see and evaluate.

- Physical evidence includes things like location, staff appearance, restrooms, and other things that customers can see and evaluate (Sari & Arini, 2021).
- Employee dependability is measured by how quickly they can attend to consumers' needs (Putera et al., 2022).
- Employee responsiveness refers to how they act when clients require assistance (Septiano & Sari, 2021).
- Guarantee is all the knowledge staff members possess to give clients a sense of peace, security, and tranquility (Periantio et al., 2021).
- The ability to empathize is the readiness of staff members to learn about consumers' experiences. Like: assistance in locating information; not finicky about customers (Wydyanto & Ilhamalimy, 2021).

Because of issues with the indicator's synchronous variables, researchers decided to employ it; as a result, an indicator will be used to create a questionnaire.

Comprehending Product Prices

Views from Ali & Wangdra (2010: 93); Situmorang (2009: 89); and Laksana (2008: 105). Price is a fictitious figure that will be used in transactions, including the purchasing of commodities and rendered services (Samidi, 2021). Once the products are in the customer's possession, they are considered their property. Providing prices to clients allows them to make an informed decision about whether or not to buy. For certain consumers, however, the cost is irrelevant if they are devoted to a certain brand. Usmara (2008: 91); Tjiptono (2015: 289) assert that price is a crucial marketing tactic. pricing that are too high are typically the reason for a decline in sales, but too low pricing will result in losses for the business. A balance that will increase the company's turnover by allowing it to adapt to changing client demands and product quality (Nurrochmah et al., 2022). The price is the most crucial component of each transaction; processing the transaction has a cost. According to Kotler & Keller (2009: 72), some indications can turn into measuring instruments.

- The product price to product value indicator, which compares a product's price to its usefulness, is the first of the price measurement indicators (Monroe, 2023).
- A pricing list in a price catalog or brochure facilitates customers' selection of the ideal product (Septiano & Sari, 2021).
- Offering free goods or lowering prices will pique buyers' curiosity (Jennifer & Laulita, 2023).
- The price is what was anticipated, meaning that the buyer always anticipated paying what was anticipated (Samidi, 2021).

Because of issues with the indicator's synchronous variables, researchers decided to employ it; as a result, an indicator will be used to create a questionnaire.

Knowledge of Purchasing Choices

Kotler & Keller (2009: 188); Tjiptono (2008: 23) state that choosing a product involves a procedure that takes into account different brands and costs. Customers prioritize the sort of brand because they are accustomed to it already. Customers take into consideration a plethora of additional factors. According to Assauri (2015: 121), a sale is considered successful if the business meets the expectations of the consumer. The necessity for the business to verify or investigate every aspect of its products before releasing them. Girard, O'Keefe, and Price (2014: 20) state that the buyer and seller transact before a decision is made to make a purchase. In order to determine the buying procedure, the buyer will review the provisions about the value and number of items that will be required. Consumer research

can be used to determine what is popular, such as the availability of product samples, justifications for the products' uses, and customer testimonials.

Consumers always have ideas or standards for the products they wish to purchase, thus businesses that must be able to manufacture items must also meet these expectations. Following the transaction, the customer provides an evaluation based on how happy they were with both the shopping experience and the goods. Decisions made by customers are also greatly influenced by the experiences of other parties. Consumers will evaluate a core overview of possibilities through the supplementary components. Naturally, as the purchasing process progresses, the decision will change. According to Kotler & Keller (2009: 236); Sumarwan (2011: 369), there are a few factors that affect purchasing decisions:

- The reason why people purchase products is because they have a purpose for doing so (Saputra & Djumarno, 2020).
- Information research: In other words, buyers will learn ahead of time about the goods they wish to purchase (Jennifer & Laulita, 2023).
- Choice consideration: When making a purchase, consumers take a number of factors into account (Septiano & Sari, 2021).
- Purchasing decision, meaning that a variety of factors affect the customer's choice during the purchasing process (Safrida, 2023).
- Assessment: A customer assessment is conducted following the purchase of products or services (Barusman, 2024).

A questionnaire will be created using the indicator because of issues with synchronous variables in the indicator, which is why researchers decided to utilize it.

Prior Studies

An essential component of preparing a thesis is reviewing prior research. The Effect of Quality on Service, Quality on Price, and Pricing on Purchasing Decisions on CV Esa Genangku Manado is a 2015 Manengal research study. Multiple linear regression analysis is the pattern employed in the analysis, and it yields research findings by determining that pricing, service quality, and pricing all have a beneficial impact on purchase decisions.

METHOD

In this study, the population is all consumers of PT Lunindo in Batam city totalling 149 regular customers obtained from the number of sales from May 2018 to October 2018. According to Putrawan (2017), *purposive sampling* is a person who has good judgment and knowledge. Sample taken can be as representatives as possible. The criteria used are:

- Customers who have made repurchases at least twice.
- Customers must be over 20 years old.
- Customers who shop for cement products.
- Customers with Indonesian citizen status.
- Customers who shop every week.

This study used *sampling* techniques classified as *non-probability sampling techniques with purposive sampling techniques*. Based on calculations, the sample used in the study was 109 respondents. The use of samples is used due to the large number of respondents and limited research time, so the use of samples is requested to replace the total population. The next set, data collected through Assistance multiple regressions of analysis and with program SPSS.

RESULT AND DISCUSSION

Validity Test Results

Table 1. Validity Test Results

Variable	Items	Corrected Item-Total Correlation	r-table	Status
Service Quality (X1)	X1.1	0.685	0.361	Valid
	X1.2	0.718	0.361	Valid
	X1.3	0.595	0.361	Valid
	X1.4	0.774	0.361	Valid
	X1.5	0.709	0.361	Valid
Product Price (X2)	X2.1	0.868	0.361	Valid
	X2.2	0.913	0.361	Valid
	X2.3	0.937	0.361	Valid
	X2.4	0.845	0.361	Valid
Purchase Decision (Y)	Y1	0.784	0.361	Valid
	Y2	0.734	0.361	Valid
	Y3	0.733	0.361	Valid
	Y4	0.748	0.361	Valid
	Y5	0.548	0.361	Valid

Based on the results in table 1 above, the conclusion is that the variables of quality in service (X1), price in product (X2), and Decision on Purchase (Y) each have a statement r calculated > 0.361 which means that all statements can be declared valid.

Reliability Test Results

Table 2. Reliability Test Results

No.	Variabel	Cronbach's alpha	Standar	Kesimpulan
1	Service Quality (X1)	0.718	0,6	Reliabel
2	Product Price (X2)	0.911	0,6	Reliabel
3	Purchase Decision (Y)	0.747	0,6	Reliabel

Based on the results in table 2 above, the conclusion is that the quality variable in service (X1) obtained a nominal Cronbach's alpha of 0.718, the price of the product (X2) obtained a nominal Cronbach's alpha of 0.911 and the Decision on Purchase (Y) obtained a nominal Cronbach's alpha of 0.747. Because the nominal alpha at Cronbach's is greater than 0.6, the conclusion is that all variables can be declared reliable.

Classical Assumption Test Results

Table 3. One Sample Normality Test Results Kolmogrov Smirnov Test

One Sample Kolmogorov Smirnov Test	
	Unstandardized Residual
N	109
Normal Parameters[a,b] Mean	.0000000
Std. Deviaton	1.56828915
Most Extreme Differences Absolute	.051
Positive	.038
Negative	-.051
Kolomograv Smirnov Z	.531
Asymp. Sig. (2-tailed)	.940
a. Test distribution is Normal	
b. Calculated from data	

Based on the results in the table 3 test above, it can be observed that the value on significance Asym. Sig. (2-tailed) of nominal 0.940. Because at nominal Asymp.Sig is greater than 0.05 so that the distribution of data is normal. So the conclusion is that the data already has a normal distribution.

Multicollinearity Test Results

Table 4. Multicollinearity Test Results

Coefficients[a]		
Model	Collinearity Statistics	
	Tolerance	VIF
Service Quality (X1)	.907	1.103
Product Price (X2)	.907	1.103
a. Dependent Variabel: Total_Y (Purchase Decision)		

Based on the test results in table 4 above, the nominal tolerance and VIF in the table can be seen that the nominal VIF to Quality on Service (X1) is nominal 1.103 less than 10 and the Tolerance of nominal 0.907 is greater than 0.1. The VIF value at the Price of the Product (X2) of 1.103 is less than 10 and the Tolerance of 0.907 is greater than 0.1 so that the conclusion is that the regression pattern does not occur multicollinearity problems.

Heteroscedasticity Test Results

Table 5. Heteroscedasticity Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.630	.767		2.124	.036
Service Quality (X1)	-.025	.038	-.069	-.674	.502
Product Price (X2)	.005	.037	.014	.139	.890
a. Dependent Variabel: RES2					

Based on the results in table 5 above, it can be seen that the probability value or significance of each variable is 0.502 and 0.890 is more than 0.05. So the conclusion is a regression model in the absence of heteroscedasticity symptoms.

Test F

Table 6. F Test Results

Annova[a]						
	Model	Sum of Square	df	Mean Square	F	Sig.
1	Regression	629.343	2	314.672	125.570	.000[b]
	Residual	265.629	106	2.506		
	Total	894.972	108			
a. Dependent Variabel: Total_Y (Purchase Decision)						
b. Predictors (Constant), Total_X1 (Service Quality), Total_X2 (Product Price)						

Based on table 6 above, it is known that F counts a positive value of 125,570 Based on the results of the table above, that the quality variables in service and price in products simultaneously have a positive and significant influence on purchasing decisions. The positive F result is 125.570 and the significant value of 0.000 is less than the α value of 0.05. So it can be concluded that the third hypothesis in this research is accepted.

t Test

Table 7. t Test Results

Coefficients[a]						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.538	1.256		2.818	.006
	Service Quality (X1)	.130	.062	.118	2.116	.037
	Product Price (X2)	.878	.061	.795	14.312	.000
a. Dependent Variabel: Total_Y (Purchase Decision)						

Based on the processed results in table 7 above, it was found that t count on the Quality variable on Service (X1) was positive by 2.116 and for t calculated on the variable Price on Products (X2) was positive 14.312, so it can be concluded that the Price variable on Products has a positive and significant effect on Purchasing Decisions. Tested positive because the nominal t count in the variable product price is positive at 14.312. This research states that it is significant because the number of significant

values of variable prices on products of 0.000 is smaller than the value of α 0.05. So it can be concluded that the second hypothesis in this research is accepted.

Multiple Linear Regression Test Results

Table 8. Multiple Linear Regression Test Results

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.538	1.256		2.818	.006
Service Quality (X1)	.130	.062	.118	2.116	.037
Product Price (X2)	.878	.061	.795	14.312	.000
b. Dependent Variabel: Total_Y (Purchase Decision)					

Based on table 8 above, then enter the results obtained into the equation in multiple linear regression with the following:

$$Y = 3{,}538 + 0{,}130X1 + 0{,}878X2 + e$$

The results of the following regression equation can provide an explanation or conclusion that:
The nominal constant 3.538 is explained when the quality variable in service and price in the product is zero, then the decision variable in purchasing with a value of 3.538. A significant value with a nominal value of 0.006 less than α 0.05 can be concluded that the value is significant. 2. The coefficient for regression variable (X1) of quality in service obtained a positive value of 0.130 which means when other independent variables are still fixed and quality variables in service increase one unit, so that the variable of service quality can increase the decision variable on purchases by 0.130 or 13.0%. The variable coefficient of service quality is positive which indicates a positive relationship between service quality and purchasing decisions. The increase in the value of service quality will increase the decision on purchasing. The regression coefficient of the product price variable (X2) obtains a positive value with a nominal value of 0.878 which means that when the product price variable increases by one unit, it can increase purchasing decisions with a nominal value of 0.878 or 87.8%. A coefficient with a positive value indicates a positive relationship between product prices and purchase decisions.

Test Results of Coefficient of Determination (R2)

Table 9. Test Results of Termination Coefficient (R2)

Model Summary				
Model	R	R Square	Adjust R Squre	Std. Error of the Estimate
1	.839[a]	.703	.698	1.583
a. Predictors (Constant), Total_X2 (Product Price), Total_X1 (Service Quality)				

Judging from the results in table 9, the conclusion is that the coefficient of determination test has a value (R2) with a nominal value of 0.703 which means that the percentage of quality variables in service and

price in products in a regression pattern is nominal 70.3% and the rest of the other variables are 29.7% which affect other elements that affect the purchasing decision variables at PT Lunindo in Batam city.

DISCUSSION

The Effect of Service Quality on Purchasing Decisions

The results of this study, the t test was examined to understand the influence that exists in each independent variable on the dependent variable. The results of the t test obtained are quality variables on services that have a positive effect with a nominal value of 2.116 and a nominal significant of 0.037 smaller than α 0.05. So that it can be concluded that the acceptance of the first hypothesis in this research is a positive and significant influence between the quality of service and the decision on purchasing at PT Lunindo in Batam City. The increase in nominal quality in service so as to increase purchasing decisions based on regression coefficients on positive service quality variables (Barusman, 2024). The results of this study are in line with the theories of Sari & Agung (2017), Manengal (2015), Mellyniawati (2017), Petricia & Syahputra (2014) and Kodu (2013).

The Effect of Product Prices on Purchasing Decisions

The results of this study, the F test which was studied to understand the influence that exists as a simultaneous among independent variables, namely quality in service and price in products on dependent variables, namely decisions on purchases, found results in test F, namely variables on service quality and price on products together have a positive influence of nominal 125.570 and significant by nominal 0.000 smaller than α 0.05. So that it can conclude, namely the acceptance of the second hypothesis in this research that there is a positive and significant influence between the quality of service and the price of the product simultaneously on purchasing decisions at PT Lunindo in Batam City (Barusman, 2024). The results of this research are in line with the theories of Sari & Agung (2017), Manengal (2015), Mellyniawati (2017), Petricia & Syahputra (2014) and Kodu (2013).

CONCLUSION

Based on the results of research and discussion that has been analyzed to all data obtained, so that conclusions can be drawn, namely: Service quality has a significant influence on the Purchasing Decision at PT Lunindo in Batam city. Product Prices have a positive and significant influence on Purchasing Decisions at PT Lunindo in Batam city. Service Quality and Product Price together have a positive and significant influence on the Purchasing Decision at PT Lunindo in Batam City. This research with the test results in test F which can be known simultaneously Service Quality and Product Price has a positive and significant effect on Purchasing Decisions.

REFERENCES

Ali, H., & Wangdra, T. (2010). Techno Preneurship. (A. Djojo, Ed.). Baduose Media.

Assauri, S. (2015). Manajemen Pemasaran. Jakarta: PT Rajagrafindo Persada.

Barusman, A R P. (2024, February 7). The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students. https://doi.org/10.32388/sbexng

Barusman, A R P. (2024, February 7). The Influence of Service Quality and Customer Relationship Management (CRM) as Moderators on Customer Satisfaction for Private University Students. https://www.qeios.com/read/SBEXNG

Efi Nopita Sari 1), P. W. A. 2). (2017). Analisi Pengaruh Kualitas Pelayanan, Harga Dan Lokasi Terhadap Keputusan Pembelian Konsumen Di Toko Sumber Pangestu Motor Karangnyar, 15(3), 26–33.

Girard, S., O'Keefe, M., & Price, M. (2014). Sales dan Marketing. Solo: PT Tiga Serangkai Pustaka Mandiri.

Imam Santoso. (2016). Peran Kualitas Produk dan Layanan, Harga dan Atmosfer Rumah Makan Cepat Saji terhadap Keputusan Pembelian dan Kepuasan Konsumen. Jurnal Manajemen Teknologi, 15(1), 94–109. Retrieved from http://journal.sbm.itb.ac.id/index.php/mantek/article/view/1724/pdf_10 %0A

Jennifer, J., & Laulita, N B. (2023, June 30). Pengaruh Kualitas Produk, Harga dan Pelayanan Terhadap Loyalitas Pelanggan Mie Instan dengan Mediasi Kepuasan Pelanggan. Jurnal Administrasi & Manajemen, 13(2), 184-199. https://doi.org/10.52643/jam.v13i2.3133

Kakiay, I C., Lapian, S J., & Tielung, M V J. (2022, July 18). Analisis Motivasi , Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Di The Coffee Bean Mantos Pada Era New Normal Covid-19. Jurnal EMBA Jurnal Riset Ekonomi Manajemen Bisnis dan Akuntansi, 10(3), 112-112. https://doi.org/10.35794/emba.v10i3.40887

Kodu, S. (2013). Harga, Kualitas Produk Dan Kualitas Pelayanan Pengaruhnya Terhadap Keputusan Pembelian Mobil Toyota Avanza. Emba, 1(2304–1174), 1251–1259. https://doi.org/10.1149/2.0611809jes

Kotler, P., & Keller, K. L. (2009). Manajemen Pemasaran. (A. Maulana & W. Hardani, Eds.) (Edisi 13). Erlangga.

Laksana, F. (2008). Manajemen Pemasaran: Pendekatan Praktis (pertama). Yogyakarta: Graha ilmu.

Manengal, C. (2015). Pengaruh Kualitas Layanan, Kualitas Produk Dan Penetapan Harga Terhadap Keputusan Pembelian Pada Cv. Esa Genangku (Esacom) Manado. Emba, 3(3), 1254–1264.

Mellyniawati, E. (2017). Jurnal Pengaruh Kualitas Pelayanan, Promosi Dan Harga Terhadap Keputusan Pembelian Di J&T Ekpress Cabang Nganjuk Tahun 2016. Simki-Economic, 01(03), 1–14.

Monroe, K B. (2023, September 5). Buyers' Subjective Perceptions of Price. https://journals.sagepub.com/doi/10.1177/002224377301000110

Nurrochmah, L., Tasya, N., Nadhifah, N I., & Sumarni, .. (2022, January 9). The Effect of Changes In Price Level, Product Quality, Quality Of Service On Purchase Decisions In Ud. Ghoni Jati Jaya. International Journal Of Science, Technology & Management, 3(1), 80-85. https://doi.org/10.46729/ijstm.v3i1.435

Octaviana., & Ulum, R. (2023, June 30). The Impact of Service Quality and Word of Mouth on Purchase Decision on MSMEs. Jurnal Ilmu Ekonomi dan Bisnis Islam, 5(1), 68-81. https://doi.org/10.24239/jiebi.v5i1.147.68-81

Periantio, P., Gayatri, I A M E M., & Noviantoro, R. (2021, December 24). The Influence of Service Quality and Attitude on Customer Satisfaction At PT. PLN (PERSERO) ULP Tais Seluma District. Journal of Indonesian Management (JIM), 1(4). https://doi.org/10.53697/jim.v1i4.312

Petricia, D., & Syahputra. (2014). Pelayanan Terhadap Proses Keputusan Pembelian (Studi Pada Konsumen Kopi Progo Bandung) Effect Of Product Quality , Price , Promotion and Service Quality Towards Purchase Decision Process, 2(2), 2117–2124.

Putera, P., Tecoalu, M., & Wahyoedi, S. (2022, October 31). The Effect of Price, Service Quality on Customer Satisfaction Mediated by the Purchase Decision tt PT Maybank Indonesia Finance during the Covid-19 Pandemic. Indonesian Journal of Business Analytics, 2(2), 173-184. https://doi.org/10.55927/ijba.v2i2.646

Putrawan, I. M. (2017). *Statistika untuk Penelitian*. Bandung: Alfabeta.

Safrida, S. (2023, May 7). The Effects Of Service Quality, And Customer Satisfaction Towards Bus Ticket Prices Of Pt. Chandra. Multidiciplinary Output Research for Actual and International Issue, 3(2), 338-349. https://doi.org/10.54443/morfai.v3i2.890

Samidi, S. (2021, February 17). The Influence of Service Quality and Price on Customer Satisfaction: Case Study of PT. Lion Mentari Airlines. International journal of business studies, 5(1), 51-62.

https://doi.org/10.32924/ijbs.v5i1.190

Saputra, A N., & Djumarno. (2020, November 9). Analysis Regarding Those Impact From Services Quality And Product Quality Towards Purchase Decisions Which Had Influence On Customer Satisfaction (Case Study At Pt. Astra Credit Companies). Dinasti International Journal of Digital Business Management, 1(6), 941-953. https://doi.org/10.31933/dijdbm.v1i6.586

Sari, A P., & Arini, E. (2021, December 6). The Effect of Service Quality, Product Quality, and Price on Customer Loyalty (Case Study on Robusta Coffee Customers Kec. Kepahiang Kab. Kepahiang). Journal of Indonesian Management (JIM), 1(4), 402-410. https://doi.org/10.53697/jim.v1i4.285

Septiano, R., & Sari, L. (2021, April 18). Determination Of Consumer Value And Purchase Decisions: Analysis Of Product Quality, Location, And Promotion. Dinasti International Journal of Digital Business Management, 2(3), 482-498. https://doi.org/10.31933/dijdbm.v2i3.834

Situmorang, S. H. (2009). Perencanaan dan Pengembangan. Jakarta: Mitra Wacana Media.

Sugiyono. (2012a). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Cetakan Ke). Bandung: ALFABETA.
Sugiyono. (2012b). Statistika untuk penelitian. Bandung: Alfabeta.
Sumarwan, U. (2011). Perilaku Konsumen (Teori dan Penerapannya dalam Pemasaran) (Edisi kedu). Bogor: PT Ghalia Indonesia.
Tjiptono, F. (2008). Strategi Pemasaran (3rd ed). Yogyakarta: CV.Andi Offset.
Tjiptono, F. (2014). Pemasaran Jasa. Yogyakarta: CV. Andi Offset.
Tjiptono, F. (2015). Strategi Pemasaran (Edisi 4). Yogyakarta: CV. Andi Offset.
Usmara, U. (2008). Pemikiran Kreatif Pemasaran. Yogyakarta: Asmara
Wydyanto, W., & Ilhamalimy, R R. (2021, March 17). Determination Of Purchasing Decisions And Customer Satisfaction: Analysis Of Service Quality And Product Quality (Marketing Management Literature Review). Dinasti International Journal of Education Management and Social Science (DIJEMSS), 2(3), 565-575. https://doi.org/10.31933/dijemss.v2i3.822