

The Effect of Service Quality and Price on purchase Decisions on Panoramic Trains

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ABSTRACT

Transportation plays a crucial role in supporting economic and social activities. PT Kereta Api Indonesia (Persero) introduced the Panoramic Train, but over the past year, passenger numbers have declined by 10% monthly, raising concerns about service quality and pricing. This study aims to analyze the partial and simultaneous effects of service quality and price on purchasing decisions for the Panoramic Train (Daop 2 Bandung). Using a quantitative approach with descriptive and verificative methods, data were collected from 97 respondents selected through simple random sampling from a population of 2,898 passengers. Analysis was conducted using multiple linear regression with SPSS. The results show that service quality and price simultaneously and partially have a significant effect on purchasing decisions. However, respondents rated service quality, price, and purchasing decisions only in the “fairly good” category.

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Introduction

Transportation is a process used for the need to move goods, people, or information from one place to another. This can involve various types of facilities such as cars, trains, ships, and planes. Transportation destinations can vary, ranging from daily personal needs to large-scale shipments of goods for international trade. The existence of transportation can make it easier for people to carry out activities and daily routines, the higher the activities carried out by the community will require transportation to support their needs. So many companies offer a variety of services at different prices and facilities. Therefore, people are becoming more selective in making their choices. Railways are considered more efficient and effective when compared to other land transportation. Good service quality, free from congestion, high level of safety, punctuality and relatively low accident rate and affordable price. One of the trains that is in demand and in demand is the Bandung to Jakarta route with various ticket prices and shorter travel times, making people or customers always use trains.

However, in the last year on the panoramic train on the Bandung-Jakarta route, there has been a decrease in the number of passengers. This of course must be considered because it can show the effect of a decrease on purchase decisions on panoramic trains. Based on secondary data obtained by researchers from the Daop 2 Bandung Passenger Transportation section at KAI, there will be a decrease in panoramic train users in 2023 as follows:

Table 1 : Number of Passengers on the Bandung-Jakarta Panoramic Train

Year	Month	Number Of Passengers	Increase/Decrease (%)
2023	July	614	0
2023	August	584	-5
2023	September	573	-1
2023	October	512	-11
2023	November	494	-3
2023	December	1186	58
2024	January	530	-123
2024	February	425	-24
2024	March	237	-79
2024	April	386	38
2024	May	696	44
2024	June	624	-11
Total		6861	117
Average		571,75	-10

Source: Panoramic train passenger data

Based on table 1 regarding the number of panoramic train passengers in 2023 starting from July to November, there was a decrease in purchase decisions. From the beginning of 2024 to mid-2024, purchase decisions will increase in April and May. The decline can be due to several factors, the existence of the Indonesian high-speed train that has just operated and conducted a free trial on the public and consumers just want to try it without making a repurchase. Objectives This reserch aims to know, describe and analyze Service quality conditions, prices and purchasing decisions on panoramic trains. The effect of service quality on purchasing decisions on panoramic trains. The influence of price on purchasing decisions on panoramic trains. The effect of service quality and price on purchasing decisions

Literature Review

1. Service Quality

Service quality has been widely recognized as a fundamental determinant of consumer behavior, particularly in service-based industries such as transportation. The concept is most commonly grounded in the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, which defines service quality as the gap between customer expectations and perceived service performance. This model identifies five key dimensions: reliability, responsiveness, assurance, empathy, and tangibles. These dimensions collectively shape how customers evaluate service experiences and influence their behavioral intentions. Empirical studies consistently demonstrate that service quality has a significant positive effect on purchasing decisions (Iskamto, 2020, 2024; Manggala & Nurhayati, 2022; Samsul et al., 2022). For instance, research shows that improved service quality enhances customer satisfaction and trust, which in turn leads to stronger purchase intentions and repeat behavior . In transportation contexts, service quality is even more critical because services are intangible and experiential, meaning customers rely heavily on perceived service performance when making decisions. Furthermore, literature suggests that consistency in service delivery is essential. When service quality fluctuates, it creates uncertainty and reduces customer confidence, ultimately affecting purchasing decisions. This is particularly relevant in premium services such as panoramic trains, where customers have higher expectations regarding comfort, safety, and overall experience.

2. Price

Price is another central variable influencing consumer decision-making. From a marketing perspective, price represents not only the monetary cost but also a signal of value and quality perceived by customers. According to pricing theory, consumers tend to evaluate whether the benefits received from a product or service justify the cost incurred. Previous studies confirm that price has a significant effect on purchasing decisions, both independently and in conjunction with service quality. Competitive and reasonable pricing increases perceived value, thereby encouraging customers to make purchase decisions. Conversely, when prices are perceived as too high relative to the quality provided, customers may switch to alternative services. In service industries, price sensitivity tends to vary depending on the perceived uniqueness and quality of the service. Premium services, such as panoramic trains, may justify higher prices if they deliver superior experiences. However, if the perceived value does not match the price, demand can decline significantly (Jatmiko, 2022; Karim, 2021; Susanto et al., 2024).

3. Purchase Decision

The purchase decision is a critical stage in consumer behavior, representing the outcome of a complex evaluation process. It involves selecting a product or service based on various internal and external factors, including perceptions of quality, price, brand image, and personal preferences. According to consumer behavior theory, purchasing decisions are influenced by both rational and emotional considerations. Service quality contributes to emotional satisfaction and trust, while price contributes to rational evaluation of value. Studies indicate that these two variables are among the most dominant factors influencing purchasing decisions in service contexts. Empirical evidence also shows that purchasing decisions are not influenced by a single factor but rather by the interaction of multiple variables. For example, research demonstrates that service quality and price simultaneously have a significant effect on purchasing decisions, reinforcing the importance of integrating both factors in business strategies (Arifin et al., 2024; Ariyanti & Rinarika, 2024; IIskamto & Faruk, 2026).

4. Relationship Between Service Quality, Price, and Purchase Decision

The relationship between service quality, price, and purchasing decisions has been extensively examined in prior studies. Most findings indicate that both variables have a positive and significant influence, either partially or simultaneously, on purchasing decisions. Service quality enhances perceived value by improving customer experience, while price strengthens or weakens this perception depending on its fairness. When high service quality is combined with reasonable pricing, it creates a strong value proposition that drives purchasing decisions. Conversely, mismatches between quality and price can lead to dissatisfaction and reduced demand. Several studies also highlight that service quality often has a stronger influence than price, particularly in service-intensive industries. However, price remains a critical factor, especially for price-sensitive customers. Some research even shows mixed results where price does not significantly affect purchasing decisions, suggesting that its impact may depend on context and customer segment (Afthanorhan et al., 2019; Alkawamleh et al., 2025; Nurwidyanti & Gusti, 2025).

5. Research Gap and Contextual Relevance

Although numerous studies have examined the influence of service quality and price on purchasing decisions, most research has focused on retail, food, or general service industries. Limited studies specifically address premium railway services such as panoramic trains, particularly in the Indonesian context. Moreover, previous research tends to emphasize stable market conditions, whereas this study highlights a phenomenon of declining passenger numbers despite the introduction of a premium service. This indicates a potential inconsistency between expected and perceived value, making it important to re-examine the roles of service quality and price in this specific setting. Therefore, this study contributes to the literature by providing empirical evidence in the context of panoramic train services, offering insights into how service quality and price influence purchasing decisions in a niche transportation segment.

Method

Object of this study is Service Quality as an independent variable (X1), price as an independent variable (X2) and purchase decision (Y) as a dependent variable. This study uses primary data collected through questionnaires containing questions or statements submitted by the author to consumers of

The Effect of Service Quality and Price on purchase Decisions on Panoramic Trains. The methods used are descriptive and verificative methods. The research model uses multiple linear regression analysis, correlation analysis, hypothesis determination and testing. The total population in this study is 2898 people who are consumers of the Daop 2 Bandung panoramic train from January 2024 to June 2024. This study uses a non-probability sampling technique with an incidental sampling approach, which means that sampling sample members is based on chance, anyone who happens or happens to meet the researcher can be used as a sample. The sample size using the Slovin formula was obtained as many as 97 customer.

Results and Discussion

The population in this study took population data from customers panoramic train in January 2024 – June 2024. The following customers data is presented in table 2 below:

Table 2 : Customers panoramic train in January 2024 – June 2024

No.	Month	Visitors
1.	January	530
2.	February	425
3.	March	237
4.	April	386
5.	Mey	696
6.	June	624
Total		2898

Source: Processed Panoramic train passenger data

Respondent Profile

Based on the results of the questionnaire dissemination that has been carried out by the researcher with a total of 97 respondents, the researcher hereby gets an overview of the identity of the respondents with some categories of respondents will be explained based on gender, age, and occupation

Table 3 : Respondent Characteristics

	Respondent Characteristics	Total	Presentation
Age	17-25	54	56%
	25-35	28	28%
	35-50	14	14%
	>50	1	2%
	Total	97	100%
Gender	Male	47	47%
	Female	50	50%
	Total	97	100%
Job	Civil/Military/Police	7	7%
	BUMN/BUMD Employess	31	32%
	Private Employees	32	33%
	Entrepreneurial	3	3%
	Students/Students	6	6%
	Housewives	13	13%
	Other	5	5%
	Total	97	100%

Source: Processed Panoramic train passenger data

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Based on table 3 above, it shows that of the 97 respondents there are 56 % respondents aged 17-25 years which means that they are more dominant than their age Others, 28.80% of respondents aged 25-35 years, 14.40% of respondents shows the age of 35-50 years. There are 52% of respondents women and 48% male respondents. The number of female respondents is more dominant compared to male respondents.

In the job category, it shows that 97 respondents are 7% with work as Civil/Military/Police, 32% of respondents with employee jobs BUMN/BUMD, 33% of respondents with jobs as private employees, 3% respondents with entrepreneurial jobs, 6% of respondents as students, 13% of respondents are housewives, and the latter 5% are employed Other. The data above shows that entrepreneurship is the lowest compared to Civil servants/TNI/Polri and students/students while for employees BUMN/BUMDs and private employees showed considerable results.

Descriptive Analysis

Descriptive research is a form of research aimed at to Describe condition each variable without correlate it with other variables. Variables studied in This research is the quality of service, price and purchase decision. Research

descriptive aims to describe the character of the sample in the study as well as provide a description of the variables used in the study.

Based on the service quality variable regarding the average score of each quality indicator Service on the question on the second question of the neatness of the train attendant. Train attendants have a very low value, namely 2.95, this of course must be considered considering that appearance is one of the things that will attract customers besides

That is in the seventh question, security and safety guarantees worth as much as 2.99 means that the sense of security and comfort felt by customers is still lacking. Judging from the results of the average score of service quality, the result was 3.36 shows that the quality of service on the panoramic train in Daop 2 Bandung is in the category quite good, because it is in the interval of presentations 2.60-3.40. Based on the average score above, the quality of service on the train panoramic in Daop 2 Bandung was considered quite good by the respondents. Surely the company needs to improve, the service has met the standards that and acceptable to passengers.

Based on the results of the final score on the price variable of 2.90. On the question related to the level of price suitability with the benefits that Passengers After Purchasing Panoramic Train Tickets Average Score average of 2.06, the score is very small when compared to the question ther. This, of course, must be considered so that the level of price compatibility with the benefits felt by panoramic train passengers are increasingly felt. Judging from the final score with a value of 2.90 is in the pretty good category because it is at an interval of 2.60- 3.40. This means that respondents consider that the price offered is quite reasonable.

Based on table 4.29 above, the final score results on the decision variable purchase of 2.93. On the question of purchasing a panoramic train ticket repeatedly respondents due to the need for actual scores and average scores this can be said that the purchase decision made customers are not right and just want to try without making a purchase

repeat. In addition, it can be seen from the final score of 2.93, Based on the continuum line above the purchase decision is at category is quite good. Of course, this means that respondents feel quite satisfied with their decision to buy tickets, but there may still be factors that making them doubt or not completely sure. Although there is satisfaction in there is still room for improvement in order to reach the category the better.

Verificative Analysis

After conducting validity and reliability tests then the next test is multiple linear regression analysis which is a statistical analysis used to predict how the independent variable affects the dependent variable. In this study, the analysis technique used multiple linear regression analysis because the number of independent variables in this study was more than one

Table 4 : Multiple linear regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.835	1.132		1.040	.003
	Quality of Service	.252	.052	.547	4.826	.000
	Price	-.103	.080	-.108	-2.113	.000

a. Dependent Variable: Purchase decision

Source: Processed Panoramic train passenger data

Based on Table 4 the multiple linear regression model above, the following information is obtained. The constant is 1,835 which means that if there is no change in the value of the independent variable (Quality of Service and Price), then the dependent variable (Purchase Decision) the value is 1,835. The regression coefficient in the Service Quality variable (X1) is 0.252 and positive means that if the Service Quality variable increases by 1 point significantly, and other independent variables have a fixed value. Then the Quality of Service variable will increase the value of the Purchase Decision variable by 0.252. The regression coefficient in the Price variable (X2) is -0.103 and negative means that if the Price variable increases by 1 point significantly, and other independent variables have a fixed value. Then the Price variable will decrease the value of the Purchase Decision variable by 0.103

Table 5 : The Coefficient Correlation Test

Correlations				
		Quality of service	Price	Purchase decision
Quality of service	Pearson Correlation	1	-,498**	,770**
	Sig. (2-tailed)		,000	,000
	N	97	97	97
Price	Pearson Correlation	-,498**	1	-,671**
	Sig. (2-tailed)	,000		,000
	N	97	97	97
Purchase decision	Pearson Correlation	,770**	-,671**	1
	Sig. (2-tailed)	,000	,000	
	N	97	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Panoramic train passenger data

Based on the results of the correlation coefficient test in this study\ . The relationship between service quality (X1) and purchase decision (Y) has a significance value of $0.000 < 0.05$, so that it correlates and the relationship between service quality and purchase decision has a value of 0.770 where this relationship is a relationship that has a "Strong" correlation level. A positive sign indicates the existence of a unidirectional linear relationship between the two variables. The relationship between price (X2)

and purchase decision (Y) has a significance value of $0.000 < 0.05$ so that the correlation and relationship between the price variable and the purchase decision has a value of -0.671 , this has a "Strong" relationship level. Negative signs indicate a relationship in the opposite direction.

Table 6 : The Coefficient Determination Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,773 ^a	,598	,589	2.2719
a. Predictors: (Constant) Price, Quality of service				
b. Dependent Variable: Purchase decision				

Source: Processed Panoramic train passenger data

Based on Table 5 the table 6 above, it is known that the R2 value is 0.589, which means that 58.9% of the variation of the dependent variable of the Purchase Decision can be explained by the variation of two independent variables, namely Quality of Service and Price. While the rest of the ($100\% - 58.9\% = 41.1\%$) is influenced by other variables outside this study

Table 7 : F Test Results (Simultaneous)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	720.948	2	3604.744	69.835	,000 ^b
	Residual	485.207	94	5.161		
	Total	1206.1567	96			
a. Dependent Variable: Purchase decision						
b. Predictors: (Constant), Price, Quality of service						

Source: Processed Panoramic train passenger data

Based on the table 7 above, information was obtained on the significance value of $0.000 < 0.05$ and the Fcal value of $69.835 > F_{table}$ of 3.093 which means that independent variables in the form of service quality and price affect the dependent variables of purchase decisions. Thus, it can be concluded that there is a significant simultaneous influence of independent variables in the form of service quality and price on dependent variables in the form of purchase decisions

Table 8 : T Test Results (Partial)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.835	1.132		1.040	.003
	Quality of service	.252	.052	.547	4.826	.000
	Price	-.103	.080	-.108	-2.113	.000
a. Dependent Variable: Purchase decision						

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Source: Processed Panoramic train passenger data

Based on table 7 above regarding the results of the t-test. The Service Quality variable has a significance value of 0.000, the value is less than 0.05. As for the t-calculation, a value of 4,826 > a table of 1,661 is obtained, so the Service Quality variable affects the purchase decision variable. So that the service quality variable has a significant effect partially on the purchase decision variable. The Price Variable has a significance value of 0.000, the value is less than 0.05. As for t calculations, a value of -2,113 < a table of 1,661 is obtained, so H_0 is rejected, meaning that there is a significant influence of the Price variable affecting the Purchase Decision variable.

Discussion

Based on the results of the regression coefficient test on the Service Quality variable (X1) of 0.252 and positive, it means that if the Service Quality variable increases by 1 point significantly, and other independent variables have a fixed value. The test results showed that the service quality variable (X1) had an effect on the purchase decision variable (Y), the Service Quality variable had a partially significant effect (T-Test) on the purchase decision variable. This shows that the higher the quality of service (X1), the greater the influence on the purchase decision variable (Y).

The quality of service has a significance value of 0.000, the value is less than 0.05. As for the t calculation, a value of 4,826 > ttable (1,661) was obtained, so the Service Quality variable had an effect on the Purchase Decision variable. So that the service quality variable has a significant effect partially on the purchase decision variable.

Based on the results of the regression coefficient on the Price variable (X2) is -0.103 and negative, meaning that if the price variable increases, it will experience a significant decrease in purchase decisions by 0.103 the test results show that the price variable (X2) has a significant partial effect on the Purchase Decision variable. The Price variable has a significance value of 0.000, which is less than 0.05. As for the t calculation, a value of -2,113 > ttable (1,661) is obtained, then the Price variable has a negative effect on the Purchase Decision variable. So that the Price variable has a significant negative effect on the Purchase decision variable.

Based on the results of the research conducted on the correlation coefficient test, there is a strong correlation between service quality and price on purchase decisions on panoramic trains (Daop 2 Bandung) with a correlation coefficient value of 0.60-0.799. Based on the results of the determination test in this study, the results show that 58.9% of the variation of the dependent variable of Purchase Decision can be explained by the variation of two independent variables, namely Service Quality and Price. While the remaining 41.3% was influenced by other variables outside this study. Based on the results of the F Test (Simultaneous) test, the significance value is 0.000 < 0.05 and the F value is 69.835 > the Ftable is 3.093, which means that the independent variables in the form of Service Quality and Price affect the dependent variables of Purchase Decisions.

Conclusions and recommendations

Partially, there was a positive and significant effect on the service quality variable on the purchase decision on the t-count panoramic train which was calculated at 4,826 which was greater. Partially, there is a negative and significant effect on price variables on purchasing decisions on panoramic trains. This can be proven by the value of the t-count -2.113 less than the t-table. Simultaneously, there is an influence on the quality of service and price on the purchase decision on the panoramic train. This can be proven by the F-count value of 69.835 which is greater than the F-table Score: 3,093. The determination coefficient is 0.580, this means that the quality of service and price is 58.9% and the remaining 41.1% are influenced by other variables outside the variables in this study.

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