Analysis of the Influence of Product Prices and Services on Purchasing Decisions (Study at Indomaret Raung Kediri)

Rahmad Try Susetyo[1*], Djunaedi[2], Budi Rahayu[3], Nur Laely[4]

[*1,2,3]Master of Management Study Program, Faculty of Economics and Business, Kadiri University

Article Info	Abstract
  Open Access 	This study aims to determine the effect of price, product and service on purchasing decisions at Indomaret Raung Kediri. This study uses a quantitative research method because the research data is in the form of numbers and is analyzed using statistics and has met scientific principles, namely concrete, objective, measurable, rational, and systematic. The population in this study were all consumers or customers at Indomaret Raung Kediri. The sample in this study was 100 people/respondents. The data collection method used the questionnaire method and library research. While the data analysis method with validity and reliability tests, classical assumption tests, multiple linear regression tests, partial significance tests (statistical t tests), simultaneous significance tests (statistical f tests), and coefficient of determination. From the results of this study it can be concluded that: (1) The price variable has a positive effect on purchasing decisions. This happens because consumers feel that the price at Indomaret Raung Kediri is affordable and in accordance with the benefits and quality received. (2) The product variable has a positive effect on purchasing decisions. This is because the products at Indomaret Raung Kediri are good and of high quality. (3) Service variables do not affect purchasing decisions. This is because customers do not pay much attention to the service provided. (4) Price and product variables together affect purchasing decisions. This is because the pricing is affordable for consumers and the products offered to consumers are good and free from defects.

1. Introduction

The business world in the current era of globalization is in a very uncertain situation and it is very difficult to predict in facing challenges. Internally, organizations face increasingly difficult problems of productivity, quality, cost, time, service, safety, environment and employee behavior. While externally, organizations are under constant pressure from various directions, including from customers, suppliers, competitors, non-governmental organizations, government and various unexpected changes. To face the complexity and intensity of increasingly difficult challenges, company or organization leaders are required to think creatively to find various strategic breakthroughs that can create synergies that provide optimal contributions to achieving organizational goals. For this reason, companies are required to be able to implement strategic policies regarding services in order to anticipate an increasingly competitive climate.

The rapid development of the business world today has caused companies to face tight competition. Not a few new companies have emerged by offering a variety of very varied mobile phone products, and manufacturers are also increasingly creative and innovative in marketing their products. With the increasing number of types available, companies are able to compete in how to create a new innovation that provides satisfaction for the user itself both in terms of its operation, quality, and completeness, so that consumers can

determine their choice. In making this decision, consumers will be influenced by various factors, especially price, product, and service factors.

The products or services competing in one market are increasingly numerous and diverse due to the openness of the market, so that competition occurs between producers to be able to meet consumer needs and provide maximum customer satisfaction, because basically the goal of a business is to create a sense of satisfaction in customers.(Rini Putri Utami et al., 2024). One of the actions to satisfy consumers is to provide the best possible product quality.(Rijadi & Hidayat, 2019). This fact can be seen, that there are several things that can provide customer satisfaction, namely the total customer value consisting of product value, service value, personal value, image value, and total customer costs consisting of monetary costs, time costs, energy costs, and mental costs.(Kotler & Keller, 2019). The main factor that influences customer satisfaction is when customers feel that what they want is fulfilled to the maximum. Meanwhile, according to(Nugroho et al., 2020)defines "Customer satisfaction as an emotional response to the evaluation of the experience of consuming a product or service". Emotional responses can be feelings that are felt more when something that is expected is achieved.(Dewi, 2021). Customers who continuously and repeatedly come to the same place to use products or services can be said to be satisfied with the products or services that have been provided by the company. Attention to consumer interests by looking at needs and desires and satisfaction with services is a key factor for the success of a business in the midst of this increasingly tight competitive climate.(Sumarah Budi Santoso et al., 2023). Companies are required to be able to provide something valuable and can provide a deep impression for consumers is to provide satisfaction through its performance that is in accordance with the quality of the products and services offered.

Various theories of customer behavior and marketing state that human needs are not only influenced by their motivation but also external factors such as (culture, social and economic). Purchasing decisions and product choices are often influenced by psychological drives.(Widyana et al., 2019). It is not uncommon for us to find consumers deciding to choose and consume certain products in order to actualize themselves as well as a means of entering the community they hope for.(Kurnianingsih & Sugiyanto, 2021). Products are not only designed to meet functional needs but also to satisfy social and psychological needs.(Kuswanto & Vikaliana, 2020). Quality is the most important concept in creating a product.(Nursakinah et al., 2022). A quality product is a product that is received by the customer according to the customer's needs and desires.(Darma & Hartati, 2021).

Consumers use price as a consideration in determining whether to purchase products or not.(Mustofa & Wiyadi, 2023), when should the purchase be made and how much is the need for the purchased product according to the consumer's purchasing power. A product must be right in determining and setting its selling price so that it can be accepted by consumers without ignoring the quality of the product.(Annisa et al., 2024). When buyers see the quality of the product is the same as the price offered, their perception is that they feel satisfied after purchasing the product.(Judge & Suprihhadi, 2022). Similarly, when the price of a product is in accordance with a person's expectations, the person's perception of the price offered will tend to be good, which will allow the person to make a purchase of the product.(Pramesti & Chasanah, 2021). Economic reasons will show that low prices or competitive prices are one of the important triggers for improving marketing performance, but psychological reasons can show that prices actually show quality indicators and can be designed as one of the sales instruments as well as a determining competition instrument. In order to meet consumer desires, companies must pay attention to the quality of their products, in order to compete with other companies' similar

products.(Suryani et al., 2024). Product quality (both goods and services) contributes greatly to customer satisfaction, customer retention, word-of-mouth communication, repeat purchases, cross buying, up buying, customer loyalty, market share, and profitability.(Damayant et al., 2022). Companies must pay attention to the quality of the products to be sold, in order to satisfy consumers who buy them. So it is hoped that consumers will return to buy the products offered by the company(Ramadhan & Susila, 2024).

Customer satisfaction is a level at which the needs, desires and expectations of customers can be met, which will result in repeat purchases or continued loyalty.(Mahira et al., 2021). The more the consumer's expectations are fulfilled, the more the consumer will trust the product they buy.(Pramesti & Chasanah, 2021). A business must have strategies in selling its food, so that consumers can be maintained or their numbers can be increased. If consumers are satisfied, they will make repeat purchases.(Pratama & Widarmanti, 2023).

To identify the fulfillment of the level of quality of consumer expectations is not easy, because once consumers can feel the high quality of products or services from both the company and its competitors, they will expect the same experience to be repeated. If a company can identify the quality of products or services according to consumer expectations, in other words, offering good quality products or services can affect the reuse of the company's products or services. Good product or service quality in creating consumer satisfaction provides various benefits, including providing a strong foundation so that consumer loyalty is created which is ultimately referred to as customer loyalty, satisfaction with a company will prevent customers from being influenced by other companies (retention). In addition, having high satisfaction is also a driver for making repeat purchases (repurchase) and inviting others to use the service (referral)(Kotler & Amstrong, 2014). Companies must be able to recognize the factors that influence consumers in making purchasing decisions. Knowledge of this will later be able to help companies to determine the best strategy and be able to excel over their competitors.

2. Research methodology
2.1. Design

This study uses quantitative research methods because the research data is in the form of numbers and is analyzed using statistics and has met scientific principles, namely concrete, objective, measurable, rational, and systematic. According to(Ghozali & Imam, 2011)Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative statistical in nature, with the aim of testing established hypotheses.(Sugiyono, 2013).

2.2. Population and Sample

Population is a generalization area consisting of objects and subjects that have certain quantities and characteristics that are determined by researchers to be studied and then conclusions drawn.(Sugiyono, 2018). The characteristics of this study are all people who are consumers or customers at Indomaret Raung Kediri who are satisfied and decide to make a purchase. The population in this study was 130 consumers or customers at Indomaret Raung Kediri in the last 1 month.

Determination of research samples must be representative, meaning they can reflect all the characteristics found in the population.(Sugiyono, 2012), "A sample is a portion of the number and characteristics possessed by the population". A sample is a subset of the population, this subset is taken

because in many cases it is impossible for us to examine all members of the population, therefore we form a representative of the population which can be called a sample.(Laely & Lidiawan, 2022).

The following is one way to determine the number of samples taken from a population found at Indomaret Raung Kediri Jasa with a total of 130 consumers or customers. Sampling in this study uses the Slovin formula, namely as follows:

$$n = \frac{N}{1 + Ne^2}$$

....1)

n = Sample Size

e2 = Standard Error (5%)

N = Population Size

Based on the calculation above, the number of samples obtained and used in this study is 100 respondents. The sample is a small part of the population. The sampling technique uses the non-probability sampling method, where according to(Sugiyono, 2012) namely a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample. The Non Probability sampling of this study is purposive sampling.

*Purposive sampling*or also called the assessment technique (judgment) is carried out by selecting a sample from a population based on available information and in accordance with ongoing research so that its representation of the population can be accounted for (Sugiyono, 2020: 138). The sampling criteria in this study are as follows:

a. Aged between 16 years and above because it is the market segmentation of Indomaret Raung Kediri.

b. Consumers who have made a decision to purchase at Indomaret Raung Kediri.

c. The distribution of samples includes students, workers, and pupils (minimum age 16 years), so that the sample can generalize the consumer population at Indomaret Raung Kediri.

2.3 Operational Research Variables

The definition of a variable is a guide to how a variable is measured in a study. The variables in this study are determined based on theoretical foundations, namely: price, product, service, and purchasing decisions. Operationally, these variables are defined as follows:

Table1.Operational Definition

Variables	Operational Definition of Variables	Indicator	Measurement Scale
Price (X1)	According to Kotler and Armstrong (2022), price is defined as the amount of money (monetary units) and/or other aspects (non-monetary) that contain certain utilities/usefulness needed to obtain a service. Utility is an attribute or factor that has the potential to satisfy certain needs and desires.	1. Affordability 2. Price conformity with product 3. Price match with benefits 4. Price competitiveness	Likert

Product (X2)	According to Kotler and Armstrong (2022), a product is the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes.	1. Performance 2. Features 3. Reliability 4. Conformance to specification 5. Durability 6. Service ability 7. Aesthetics 8. Perceived quality	Likert
Service (X3)	According to Swasta (2020), service is a service provided to customers in accordance with standardized service standards in providing services.	1. *Tangibles*(tangible) 2. *Reliability*(reliability) 3. *Responsiveness*(quick response) 4. *Assurance*(guarantee) 5. *Empathy*(concern)	Likert
Purchase Decision (Y)	Purchasing decision is the process of making decisions about purchases which includes determining what to buy or not to buy and this decision is obtained from previous activities (Assauri, 2022)	1. Priority purchasing on certain products 2. Evaluating products 3. Recommendto others after making a purchase	Likert

Source: data processing, 2025

2.4 Observations and Interviews

Data collection techniques are methods or ways used by researchers to obtain data that will be analyzed or processed to produce a conclusion (Bawono, 2020).

2.5 Research Tools

The data collection technique in this study was by using the questionnaire method. A questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to be answered (Sugiyono, 2020: 135). In this study, the questionnaire method was distributed to the research sample, namely consumers at Indomaret Raung Kediri. So that the questionnaire can provide an overview of prices, products, services, and purchasing decisions.

This research questionnaire consists of two main parts, namely the respondent's personal identity section and the section containing the research variables. In the first section, the respondent's personal identity is collected through some basic information, namely name, gender (Male/Female), age, education level, income, and occupation. This information is important for classifying the demographic characteristics of respondents and supporting further data analysis.

The second part of the questionnaire was compiled based on previously identified research variables. The first variable is price, which is measured through four indicators, namely price affordability (item 1), price suitability with product (item 2), price suitability with benefits (item 3), and price competitiveness (items 4 and 5).

Next, the product variables are measured using eight indicators. These indicators include performance (items 6 and 7), product features (item 8), reliability (item 9), conformity to specifications (item 10), durability (item 11), service ability (item 12), aesthetics or visual appearance (item 13), and perceived quality (item 14).

For the service variables, five main dimensions of the SERVQUAL model are used, namely tangibles (items 15 and 16), reliability (items 17 and 18), responsiveness (items 19 to 22), assurance (items 23 to 25), and empathy (items 26 and 27).

Finally, the purchasing decision variable is measured through three indicators, namely the priority of purchasing a particular product (item 28), evaluation of the product (item 29), and the tendency to recommend the product to others after making a purchase (item 30).

By compiling the questionnaire grid based on these indicators, it is hoped that the measurement of each variable will be more focused and accurate in accordance with the research objectives.

2.6 Research Procedure

Descriptive statistics are statistics used to analyze data by describing or depicting the collected data as it is without intending to make conclusions that apply to the public or generalization (Sugiyono, 2020: 148). Descriptive statistics are used when researchers only want to describe sample data, and do not want to make conclusions that apply to the population from which the sample was taken. The things presented in descriptive analysis include:

A. Respondent analysis consisting of gender, age, education level, income, and occupation.
B. Analysis of four variables, namely: price, product, service, and purchasing decisions.

Variable description describes the respondents' responses regarding price, product, and service to purchasing decisions. For categorizing variables in this study using the formula:

$$\text{Range} = \frac{\text{Highest value - Lowest value}}{4} \qquad ..1)$$

The research data is then categorized into four groups. The price variable is categorized into very affordable, affordable, unaffordable, and very unaffordable values. The product variable can be categorized into very good, good, bad, and very bad values.

2.7 Framework of Thinking

A thinking framework is a conceptual design that explains the logical flow of relationships between variables, used to guide research in understanding, analyzing, and solving problems systematically.
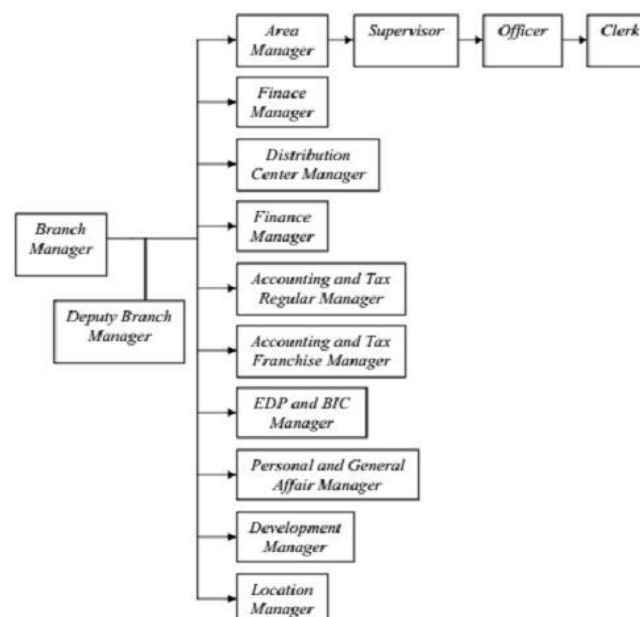
Picture1. Framework of thinking

3. Results and Discussion

PT. Indomarco Prismatama (Indomaret) is a national private company established based on notarial deed No. 207, dated November 21, 1988 by Mr. Benny Kristianto and SIUP No. 789/0902/PB/XII/88 dated December 20, 1988 with NPWP 1.337.994.6-041 from the Ministry of Finance of the Republic of Indonesia, Directorate General of Taxes, Penjaringan, North Jakarta. PT. Indomarco Prismatama is headquartered at Jalan Ancol I No. 9-10 Ancol Barat, North Jakarta, has branch offices and distribution centers (DC) in Jakarta, Cimanggis (Depok), Jatake (Tangerang), Parung (Bogor), Bekasi (Cikarang), Bandung, Surabaya, Semarang, and Lampung. Meanwhile, the branch that will be opened in 2008 is the Medan branch. The number of stores owned at the end of 2007 was approximately 2,000 stores.

Table1. Test Results

Component	Description/Source	Mark
Model Summary	Model	1
	R	0.436
	R Square	0.190
	Adjusted R Square	0.165
	Std. Error	1,029
ANOVA	Regression	Sum of Squares: 23,926
		df: 3
		Mean Square: 7.975
		F: 7,527
		Sig.: 0.000
	Residual	Sum of Squares: 101,714
		df: 96
		Mean Square: 1.060
	Total	Sum of Squares: 125,640
		df: 99
Regression Coefficient	(Constant)	B: 2,300
		Std. Error: 1.476
		t: 1,558
		Sig.: 0.122
	Price	B: 0.191
		Std. Error: 0.080
		Beta: 0.254
		t: 2,373
		Sig.: 0.020
	Product	B: 0.097
		Std.Error: 0.048
		Beta: 0.205
		t: 2,016
		Sig.: 0.047
	Service	B: 0.029
		Std.Error: 0.033
		Beta: 0.095
		t: 0.878
		Sig.: 0.382

Source: data processing, 2025

Based on the results of the linear regression analysis, the R value of 0.436 was obtained, indicating a positive relationship with moderate strength between the independent variables (Price, Product, and Service) and the dependent variable (Table 1). The R Square value of 0.190 indicates that the three independent variables together are able to explain 19% of the variation in the dependent variable, while the rest is explained by other factors outside the model. The Adjusted R Square value of 0.165 indicates the value adjusted for the number of predictors, and the Standard Error of the Estimate of 1.029 describes the level of error in the model prediction. The results of the ANOVA test show that this regression model is statistically significant, with an F value of 7.527 and a significance (Sig.) of 0.000. This means that there is at least one independent variable that has a significant effect on the dependent variable. In the regression coefficient section, it was found that the Price variable has a positive and significant effect on the dependent variable, with a B coefficient value of 0.191, t of 2.373, and a significance value of 0.020. The Product variable also has a significant positive effect, with a B value of 0.097, t of 2.016, and a significance of 0.047. Meanwhile, the Service variable does not have a significant effect on the dependent variable, with a B value of 0.029, t of 0.878, and a significance of 0.382. Thus, in this model, Price and Product are significant predictors, while Service does not provide a significant contribution in explaining the dependent variable.

Overall, this regression model is feasible to use, although there is still room for improvement by including other variables that can improve the model's predictive ability. This study aims to test and analyze the influence of price, product, and service on purchasing decisions at Indomaret Raung Kediri. From the analysis that has been explained above, the following is the discussion in this study.

1. The Influence of Price on Purchasing Decisions at Indomaret Raung Kediri

    The results of the hypothesis test on the effect of price on purchasing decisions have a significance value (0.020) smaller than alpha (0.05), so ho is rejected and ha is accepted. The coefficient result for the price variable is 0.191. Thus, price has a positive effect on purchasing decisions. This is in accordance with the hypothesis which states that price has an effect on consumer purchasing decisions, meaning that the price set by Indomaret Raung Kediri is appropriate and affordable for consumers. Based on the results of the study, a significance value of (0.000 <0.005) was obtained and the regression coefficient had a positive value of 0.627; meaning that price has a positive effect on purchasing decisions at Indomaret Raung Kediri. Price has a positive effect on purchasing decisions because price is a fairly important consideration for consumers in considering buying, where consumers will compare the prices of their chosen products and evaluate whether the price is in accordance with the value of the product and the amount of money that must be spent. Traditionally, price has been one of the determinants of purchasing decisions.

2. The Influence of Products on Purchasing Decisions at Indomaret Raung Kediri.

    The results of the hypothesis test regarding the influence of the product on purchasing decisions have a significance value (0.47) smaller than alpha (0.05), so ho is rejected and ha is accepted. The coefficient result for the product variable is 0.105. Thus, the product has a positive effect on purchasing decisions. This is in accordance with the hypothesis which states that the product influences consumer purchasing decisions. The product has a positive effect on purchasing decisions, meaning that the better the product, the higher the level of consumer purchasing decisions in buying at Indomaret Raung Kediri. A product is the ability of a product to perform its functions. These capabilities include durability, reliability, accuracy produced, ease

of operation and repair, and other valuable attributes of the product as a whole (Kotler and Gery, 2022:347). The product has a positive effect on purchasing decisions because the Indomaret Raung Kediri product is good and of high quality. A good product here can be in the form of engine quality, design, color, fuel efficiency, driving comfort, quiet engine sound, and easy maintenance. In this study, the products provided by Indomaret Raung Kediri are in accordance with consumer expectations and desires, so they can influence consumer purchasing decisions in purchasing at Indomaret Raung Kediri. These results are in line with research conducted by Reza Fajar Setiawan (2022) on "The Influence of Brand Image and Brand Trust on Purchasing Decisions". Based on the results of this study, it shows that brand image, quality, product, price, and promotion have an influence on purchasing decisions. This happens because consumers always assess the performance of a product, this can be seen from the product's ability to create products with all their specifications so that they can attract consumer interest in purchasing the product. Thus, it can be said that the quality provided by a product can influence purchasing decisions on the products offered.

3. The Influence of Service on Purchasing Decisions at Indomaret Raung Kediri

The results of the hypothesis test regarding the effect of service on purchasing decisions have a significance value (0.382) greater than alpha (0.05), so ho is accepted and ha is rejected. Thus, service does not affect purchasing decisions at Indomaret Raung Kediri. This is likely because customers do not pay much attention to the service provided by the company but focus more on the product to be purchased. A person's purchasing decision is not always influenced by the service of a company. In addition, it is possible that the service provided at Indomaret Raung Kediri is almost the same as the service provided at other Indomarets in other places. These results are in line with research conducted by Faisal Fati Manggala (2022) on "The Influence of Brand Image, Product Quality, Price, and Promotion on Purchase Decisions for Telkom Flexi Prepaid Cards. Based on the results of this study, it shows that price does not affect purchasing decisions. This happens because the price given is still not much different from cellphone outlets in general, so it does not have much influence on consumers in determining purchasing decisions for Telkom Flexi prepaid cards.

4. The Influence of Price, Product and Service on Purchasing Decisions at Indomaret Raung Kediri

The results of the hypothesis test of the influence of price, product, and service on purchasing decisions have a calculated F result (7.527) greater than Ftable (2.70), so Ho is rejected and Ha is accepted. Thus, price and product influence purchasing decisions at Indomaret Raung Kediri. The results of purchasing decisions at Indomaret Raung Kediri are influenced by price and product. Price is the amount of money needed to obtain goods or services. When the price set by the company is affordable for consumers and in accordance with the benefits felt, it will influence consumers to buy at Indomaret Raung Kediri. A good product is a product that is free from defects and in accordance with the benefits received. When the product offered to consumers is good and free from defects, it will increase the purchasing decision for an item. The results of this study are in accordance with Kotler's theory. According to Kotler, in the purchasing decision-making process, customers will evaluate before buying, namely by looking for benefits and satisfaction with a product to be purchased. If consumers feel that the product is in accordance with their benefits and needs, it will influence consumers in making purchases. In making purchases, consumers certainly consider the factors that influence purchasing decisions. Factors that influence consumers in purchasing include price and product.

4. Conclusions and Recommendations

This study states that price has a positive effect on purchasing decisions. This is because consumers feel that the price at Indomaret Raung Kediri is affordable and in accordance with the benefits and quality received and the pricing set by the company influences the consumer purchasing decision process to buy at Indomaret Raung Kediri. The product has a positive effect on purchasing decisions. This is because the products at Indomaret Raung Kediri are good and of high quality. Good products are in the form of merchandise, convenience when making purchases, and a comfortable environment. The products at Indomaret Raung Kediri are in accordance with consumer expectations and desires, so they can influence purchasing decisions. Service does not affect purchasing decisions. This is because customers do not pay much attention to the service provided by the company but focus more on the products to be purchased. Price and product together affect purchasing decisions. This is because the pricing is affordable for consumers and the products offered to consumers are good and free from defects, so they can influence purchasing decisions.

With the many competitors in the market, Indomaret Raung Kediri is expected to continue to pay attention to the pricing made by competitors so that it can compete in the market. Based on product analysis, the company is expected to continue to improve its products so that consumers are satisfied with the products they buy. In this study, it was found that there were two variables that influenced purchasing decisions at Indomaret Raung Kediri, namely price and product. Further researchers should look for other variables that also influence purchasing decisions besides price and product, such as promotion, location, brand image, and others, so that the research is expected to be more optimal.

References

Annisa, N., Nirmala, & Wijayanto, W. (2024). The Influence of Price Perception, Halal Label, Brand Image, and Online Product Promotion on DRW Skincare Purchasing Decisions at Banyumas District Stockists. Proceedings of the 2024 Sinaris National Research Scheme, 3(1), 1–9.

Damayant, K., Fajri, M., & Adriana, N. (2022). Quality Control At Mabel PT. Jaya Abadi With. Bulletin of Applied Industrial Engineering Theory, 3(1), 1–6.

Darma, NNGG, & Hartati, PS (2021). The Influence of Brand Image and Promotion on Purchase Decisions of Oppo Brand Smartphones at Handphone Shop Outlets in Gianyar. Widya Amrita, 1(1), 349–361. https://doi.org/10.32795/widyaamrita.v1i1.1185

Dewi, AG (2021). The Influence of Product Quality on Purchasing Decisions and Its Impact on Customer Satisfaction (Case Study on Consumers of Sabana Desa Waru Induk in Grand Parung Housing, Bogor Regency) Anteng. Humanities, Management and Science Proceeding, 1(2), 173–189.

Ghozali, & Imam. (2011). Structural Equation Modeling Alternative Method With Partial Least Square (PLS) (3rd ed.). Diponegoro University Publishing Agency.

Hakim, MA, & Suprihhadi, H. (2022). The Influence of Product Quality, Price and Promotion on Purchasing

Decisions at Jokopi Shop, Dinoyo Branch, Surabaya. Journal of Management Science and Research, 11(9), 1–14.

Ibrahim Fahad Sulaiman, Ahmed Abdul Malik, & Zainab Masud Abdul Raheem. (2024). The Role of Transformational Leadership Style on Islamic Management. Journal of Scientific Research, Education, and Technology (JSRET), 3(1), 340–348. https://doi.org/10.58526/jsret.v3i1.326

Kotler, & Amstrong. (2014). principles of marketing (14th ed.). Erlangga.

Kotler, P., & Keller, K. L. (2019). Marketing Management (KL Keller (ed.); 15th ed.). Pearson Education Limited.

Kurnianingsih, W., & Sugiyanto, S. (2021). The Influence of Product Quality and Sales Promotion on Purchasing Decisions at PT. Nestle Indonesia. Proceedings of Pamulang University, 1(1).

Kurniawan, I., Muslihah, E., & Syarifudin, E. (2022). KYAI'S LEADERSHIP MODEL IN ISLAMIC EDUCATIONAL INSTITUTIONS BONDOK ISLAMIC BOARDING SCHOOL: A LITERATURE STUDY. International Journal Of Graduate Of Islamic Education, 3, 302.

Kuswanto, & Vikaliana, R. (2020). The Influence of Price and Product Reviews on Online Purchasing Decisions. Journal of Management and Equilibrium Business, 6(2), 195–210. https://doi.org/10.47329/jurnal_mbe.v6i2.431

Laely, N., & Lidiawan, AR (2022). RESEARCH METHODOLOGY (A. Suryadin & K. La Nani (eds.)). Wiyata Bestari Samasta Foundation.

Mahira, Hadi, P., & Nastiti, H. (2021). THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON INDIHOME CUSTOMER SATISFACTION. Journal Of Communication Education, 15(1), 1267–1283. https://doi.org/10.58217/joce-ip.v15i1.226

Mustofa, AN, & Wiyadi, W. (2023). The Influence of Brand Image, Product Quality, Price Perception, Lifestyle on Purchasing Decisions. Value: Journal of Management and Accounting, 18(1), 136–147. https://doi.org/10.32534/jv.v18i1.3875

Noorhayati, SM, & Fahyuni, EF (2024). The Role of Leadership in Improving Managerial Accountability at Islamic Higher Education. Nidhomul Haq: Journal of Islamic Education Management, 9(2), 239–253. https://doi.org/10.31538/ndh.v9i2.4584

Nugroho, E., Santoso, HB, & Safi'i, I. (2020). Analysis of the Influence of Product Quality on Customer Satisfaction. JURMATIS: Scientific Journal of Industrial Engineering Students, 2(2), 106. https://doi.org/10.30737/jurmatis.v2i2.953

Nursakinah, Hinggo, HT, & Binangkit, ID (2022). Analysis of the Influence of Price, Product Quality and Service Quality on Consumer Satisfaction of Sinar Agung Pekanbaru Building Store. Economics, Accounting and Business Journal, 2(1), 179–189. https://jom.umri.ac.id/index.php/ecountbis/article/download/360/49

Pramesti, MA, & Chasanah, U. (2021). THE EFFECT OF PRODUCT QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE. Jurnal Bina Bangsa Ekonomika, 14(2), 281–287. https://doi.org/10.46306/jbbe.v14i2.76

Pratama, KR, & Widarmanti, T. (2023). THE EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF LAKU PANDAI AGEN46, BANDUNG REGENCY. Edunomika, 08(01), 1–16.

Ramadhan, RH, & Susila, I. (2024). ANALYSIS OF THE EFFECT OF PRODUCT QUALITY AND PRICE ON

CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION. Jurnal Bina Bangsa Ekonomika, 17(2), 1791–1808.

Rijadi, MF, & Hidayat, I. (2019). The Influence of Promotion, Brand Image, Price, and Product Quality on Vivo Mobile Phone Purchasing Decisions. The Influence of Promotion, Brand Image, Price, and Product Quality on Vivo Mobile Phone Purchasing Decisions, 8(1), 1–21.

Rini Putri Utami, Suparso, & Wahyudi, S. (2024). ANALYSIS OF PRODUCT QUALITY, SERVICE AND BRAND IMAGE ON LOYALTY MEDIATED BY CUSTOMER SATISFACTION AT THE ERHA CLINIC, SOUTH JAKARTA. Journal of Social and Economic Research, 5(2), 1886–1899. https://doi.org/10.54783/jser.v5i2.305

Sugiyono. (2012). Business Research Method. Alfabeta, Bandung.

Sugiyono. (2013). Quantitative, Qualitative, and R&D Research Methods. Alfabeta.

Sugiyono. (2018). Mixed Methods Research Methods. In Alphabet.

Sulthon Sulaiman, Achmad Patoni, Ngainun Naim, & Ahmad Supriyadi. (2024). Kiai Charismatic Leadership in Developing The Mamba'ul Ma'arif Denanyar Islamic Boarding School. International Journal of Science, Technology & Management, 5(1), 50–59. https://doi.org/10.46729/ijstm.v5i1.1056

Sumarah Budi Santoso, Rayhan Gunaningrat, & Esti Dwi Rahmawati. (2023). The Influence of Service Quality, Brand Image and Price Perception on Customer Satisfaction in Go-ride Services. Rimba Journal: Research in Business Management and Accounting, 1(3), 32–40. https://doi.org/10.61132/rimba.v1i3.78

Suryani, R., Susanti, N., & Wagini. (2024). Analysis of Product Quality Control in Warsito Furniture Business, Jayakarta Village, Central Bengkulu. Journal of Economics, Management, Accounting and Finance, 5(1), 85–98.

Ubaidillah, M., Mustofa, A., Gultom, R.Z., Fadlur, A., Bayuny, R., Aliyul, M., & Al Mustofa, H. (2022). Transactional And Transformational Leaderships In Islamic Perspectives. Indonesian Journal of Development Studies (IJDS), 2022(1), 13–19.

Widyana, NA, Eldine, A., & Muniroh, L. (2019). The Attraction of Advertisements on Noor's Purchasing Decisions. Manager: Journal of Management Science, 2(1), 91. https://doi.org/10.32832/manager.v2i1.1868