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The influence of price levels, product quality and service quality on the purchasing decisions of customers of the SA Interior store at ITC Cempaka Mas

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ABSTRACT

Interior Design of a room is the main aspect that contributes to the beauty of the room and also the comfort of people in the room. Globalization contributes to the rampant development of sales of products for interior design needs with a supply of quality goods and competitive prices. Many new entrepreneurs act as part of the distribution channel and open retail businesses. One of them is SA Interior. The theories used in this study are price, product quality, service quality and purchasing decisions. Price Level, Product Quality and Quality of Service are free/independent variables (X), Purchasing Decisions are bound/dependent variables (Y) and the object of research is the SA Interior store at ITC Cempaka Mas. The sample used in this study was SA Interior customers who purchased SA Interior products at least 1 time. The data collection technique uses communication techniques by distributing questionnaires (via Google Form) with a total of 100 respondents. This research shows that the price level has a positive and significant influence on the purchasing decisions of SA Interior customers, the quality of the products has a positive and significant influence on the purchasing decisions of SA Interior customers and the quality of service has a positive and significant influence on the purchasing decisions of SA Interior customers. Simultaneous price levels, product quality and service quality have a significant influence on the purchasing decisions of SA Interior customers. The conclusion of this study is that the price level, product quality and service quality have a positive and significant influence on the purchasing decisions of SA Interior customers at ITC Cempaka Mas.



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Introduction

Every industry has had a considerable influence from the present global scenario, which is affected by the Covid-19 epidemic. The Covid-19 pandemic has had a significant impact on the economic sector. The purchasing power of individuals has significantly declined, impacting the business world and enterprises. The reduction in consumers' buying power for commodities has compelled the corporate sector to engage in product innovation to pique the interest of potential buyers. So the Covid-19 pandemic that hit the world at the

end of 2019 caused many economic and health problems for all countries on this earth. This is shown by the decline in GDP levels due to restrictions on people's mobility and the slow pace of the economy. Indonesia's GDP level decreased by 2.07% in 2020. even though it was hit by the Covid-19 pandemic, there was still an increase in spending by the people of DKI Jakarta for non-food goods by 2.7% (BPS, 2021).

Interior design is a system or way of arranging an inner space that is able to meet the requirements of comfort, safety, satisfaction of physical and spiritual needs for its users without neglecting aesthetic factors (Wardhani et al., 2019). There are many aspects that greatly affect the impression and interior design of a room, ranging from models, designs, placement and color combinations of furniture, curtains, carpets, blinds and others. Many retail businesses open outlets in the form of kiosks or shophouses to be able to offer their products and services directly to the final consumer. One of them is SA Interior, a family business that has managed to grow from a small kiosk at ITC Cempaka Mas to having 2 offline stores and a good online presence. This development is supported by an increase in the construction of housing, apartments, office buildings, and hospitals. Based on data obtained from rumah.com, the national supply index shows a growth in property supply of 8.4% in the first quarter of 2021. The supply of properties in question includes houses and apartments. Data also shows that DKI Jakarta is one of the largest contributors to property supply (32.8%) (Wahyu Ardiyanto, 2021). SA Interior sells products for interior design needs that vary in terms of quality and price so that customers get a variety of choices that can be adjusted to the budget. SA Interior implements a Value-Based Pricing strategy where prices are determined based on the buyer's perceived value and not based on seller costs

In an effort to learn the purchasing decision-making process of SA Interior customers, it is necessary to know the factors that influence a customer's purchasing decision. Basically, a customer's purchasing decision is influenced by economic, technological, political, cultural, product, price, location, promotion, physical evidence, people and processes. According to (Tjiptono, 2014) purchasing decisions are a series of processes that start with the consumer knowing the problem, looking for information about a particular product or brand, and evaluating the product or brand and how well each of these alternatives can solve the problem, which then a series of processes leads to purchase decisions. So that purchasing decisions can be interpreted as part of consumer behavior, which aims to determine the process of developing decisions in buying an item or service where individuals are directly involved in obtaining and using the goods or services offered (Kurniasari & Santoso, 2013). According to (Utomo & Khasanah, 2018), purchasing decisions have particular importance for people who desire to influence or change this behavior, especially those whose main interests are marketing, consumer protection education, and public policy.

By and large, the price level has a negative correlation to the customer's purchasing decision. Perceived price is often a determining factor in purchasing, besides not ruling out other factors. Price is an agreement between the buyer and the seller in the bargaining process. According to (Alma, 2014), "price is the value of an item expressed in money. The higher the selling price of a product, the lower the level of purchasing decisions of customers, and vice versa (Anggraeni & Soliha, 2020). This statement is supported by previous research which states that a low price level, especially through discounts for a commodity will drive the level of customer decision to buy Interior design products to be attractive research objects because of their type which is a secondary or non-essential need. The strategy of setting prices according to the value received by customers is a strategy that is quite suitable to be implemented by SA Interior because the type of product does not involve dependency for survival. This strategy provides freedom for buyers to adjust product purchases according to budget and preferences. With SA Interior's target market being the middle and upper class of people, the perspective of "there is a price, there is quality", or the assumption that high pricing indicates that the product is of high quality, helps drive product purchase decisions and increase sales. Therefore the price according to the market is able to form a consumer purchasing decision (Mayangsari & Irawati, 2018).

Product quality is a characteristic of a product or service and its ability to meet customer needs (Boediono et al., 2018). According to (Weenas, 2013) every company that wants to meet customers' needs and desires will try to make quality products, which are displayed through the outer characteristics (design) of the product and the core (core) of the product itself. Some perspectives/aspects to determinate the quality of a product are from shape, features, quality suitability, durability, reliability, performance quality, style, ease for repair and customization/adjustment. The middle and upper class of people (target market SA Interior) who want to buy home interior decoration products certainly want the best in terms of quality which concerns aspects of functionality, color, design and stitching results. "My House My Palace" as a mindset is a reason to favor the product quality factor as the basis for customer decision making. Therefore quality is a benefit of a product or service that can meet consumer needs (Aprilia et al., 2020).

After seeing the quality of the products offered, consumers will naturally try to compare the services' quality. In this case, the company must provide quality services that can influence more value so that it is different from the quality of services of competitors so that service quality becomes one of the factors consumer considerations before buying a product. Satisfying service quality encourages consumers to purchase the product in question (Amrullah et al., 2016). Service quality includes how a product or service can satisfy a customer's happiness. Service quality has various determining factors that are indicators of service quality performance assessment, namely reliability, responsiveness, assurance, empathy and physical evidence (Purwati & Hamzah, 2019). Assessment of the level of service quality can be done by evaluating the performance of people involved in the product sales process flow. For SA Interior businesses, sales experts and install experts have direct contact with customers and are also the subject of performance appraisal to determine if the quality of service has reached the standard. Sales experts must have the skills to be able to identify customer needs and strive to meet these needs by offering SA Interior products. Then the quality of service is essential in the purchasing decision process because services that satisfy consumers will have an impact on the occurrence of repeated purchases which will ultimately increase sales (Rafi & Budiarmo, 2018). By providing adequate service, the decision-making process for purchasing by customers can be accelerated on customer satisfaction.

Research conducted by (Salea et al., 2021) showed that price significantly affected KFC Bahu Fast Food Restaurant in Manado City during the Covid-19 period. Furthermore, research conducted by (Oktavenia & Ardani, 2018) shows that product quality significantly affects purchasing decisions for Nokia products. Research conducted by (Dewi & Wibowo, 2021) shows that service quality significantly affects product purchasing decisions at Annisa Minimarket. Research conducted by (Kodu, 2013) shows that price, product quality and service quality simultaneously or partially have a significant effect on purchasing decisions. So the purpose of this study is to find out and get an overview of the effect of price levels, the impact of product quality, and the influence of service quality on customers' purchasing decisions at the SA Interior shop at ITC Cempaka Mas.

Method

This research uses quantitative research methods, which according to (Sugiyono, 2019), research with quantitative methods is a research method based on the philosophy of positivism; quantitative methods are used in research with a specified population or sample, data are collected using research instruments, carried out Quantitative or statistical data analysis aims to test predetermined conjectures. The object of this study is the SA Interior store at ITC Cempaka Mas. The subjects of the study were customers who had visited and purchased SA Interior store products at least 1 time in the last one year. Quisersons are distributed and filled out by respondents who meet predetermined criteria. The method of collecting data in this way was chosen to obtain primary and authentic data from respondents of buyers of SA Interior store products. This study aims to be causal-explanatory, where the relationship between variables can be explained by the researcher.

The type of time dimension used for the study is cross-sectional. The hypotheses in this study were tested quantitatively. The population of this study is all SA Interior customers who have made purchases of SA Interior products both offline and online. The sampling technique used in this study was Non-Probability Sampling where members of the population did not get the same opportunity to become samples. This study used Purposive Sampling as a sampling technique. The sample size used in this study was determined based on the Yamane formula, the number of samples was 100 respondents. In carrying out data processing and analysis, researchers use SPSS software. The tests carried out are descriptive analysis, validity test, reliability test, simultaneous test (F), partial test (t), coefficient of determination and classical assumption test.

Results and Discussions

Respondent profile

The majority of respondents in this study are women, aged 31-40 years, domiciled in Jabodetabek, work in private / public companies, have made purchases more than 1 time and know SA Interior from a friend's reference.

Descriptive statistical analysis

For variable X1 (Price Level), the indicator with the lowest average value is an indicator of price suitability for competitiveness (average value 4.53). Meanwhile, the indicator of the suitability of price with quality (average value of 4.64) obtained the highest average value. The maximum value is 5 and the minimum value is 3. The

overall average of respondents' answer results obtained from the distribution of questionnaires regarding variable price level indicators was 4.61. For variable X2 (Product Quality), the indicator that obtained the lowest average value is the reliability indicator (average value 4.63). Meanwhile, the form and performance quality indicators (average value of 4.77 each) obtained the highest average score. The maximum value is 5 and the minimum value is 4. The average overall results of respondents' answers obtained from the distribution of questionnaires regarding variable product quality indicators were 4.72. For variable X3 (Quality of Service), the indicators that obtain the lowest average value are indicators of reliability, assurance/assurance and physical/tangible form (average value of 4.63 each). Meanwhile, the reliability indicator (average value of 4.75) obtained the highest average value. The maximum value is 5 and the minimum value is 3. The average overall results of respondents' answers obtained from the distribution of questionnaires regarding variable indicators of service quality were 4.68. For the variable Y1 (Purchase Decision), the indicator that obtains the lowest average value is the channeler's choice indicator (average value 4.61). Meanwhile, indicators of the choice of products and payment methods (average value of 4.70 each) obtained the highest average value. The maximum value is 5 and the minimum value is 2. The overall average of respondents' answers obtained from the distribution of questionnaires regarding variable indicators of purchasing decisions was 4.66

Validity test

According to the table 1, the Pearson Correlation value for all price-level variable questionnaire statements (X1) exceeds the r-table value of 0.1654. With this, all questionnaire statements for variable X1 can be declared valid. According to the table 2, the Pearson Correlation value for all product quality variable questionnaire statements (X2) exceeds the r-table value of 0.1654. With this, all questionnaire statements for variable X2 can be declared valid.

Table 1. Price Level Variable Validity Test (X1)

Variable	Indicator	Pearson Correlation	r-Table	Information
Pricing Tiers	X101	0.744	0.1654	<i>Valid</i>
	X102	0.639	0.1654	<i>Valid</i>
	X103	0.622	0.1654	<i>Valid</i>
	X104	0.755	0.1654	<i>Valid</i>

Table 2. Product Quality Variable Validity Test (X2)

Variable	Indicator	Pearson Correlation	r-Table	Information
Product Quality	X201	0.595	0.1654	<i>Valid</i>
	X202	0.524	0.1654	<i>Valid</i>
	X203	0.689	0.1654	<i>Valid</i>
	X204	0.530	0.1654	<i>Valid</i>
	X205	0.633	0.1654	<i>Valid</i>
	X206	0.650	0.1654	<i>Valid</i>
	X207	0.586	0.1654	<i>Valid</i>

Table 3. Service Quality Variable Validity Test (X3)

Variable	Indicator	Pearson Correlation	r-Table	Information
Quality of Service	X301	0.604	0.1654	<i>Valid</i>
	X302	0.594	0.1654	<i>Valid</i>
	X303	0.582	0.1654	<i>Valid</i>
	X304	0.605	0.1654	<i>Valid</i>
	X305	0.589	0.1654	<i>Valid</i>
	X306	0.588	0.1654	<i>Valid</i>
	X307	0.662	0.1654	<i>Valid</i>
	X308	0.639	0.1654	<i>Valid</i>

According to the table above, the Pearson Correlation value for all service quality variable (X3) questionnaire statements exceeds the r-table value of 0.1654. With this, all questionnaire statements for variable X3 can be declared valid.

Table 4. Purchase Decision Variable Validity Test (Y1)

Variable	Indicator	Pearson Correlation	r-Table	Information		
	Quality of Service		X301	0.604	0.1654	Valid
	X302	0.594	0.1654			Valid
	X303	0.582	0.1654			Valid
	X304	0.605	0.1654			Valid
	X305	0.589	0.1654			Valid
	X306	0.588	0.1654			Valid
	X307	0.662	0.1654			Valid
	X308	0.639	0.1654			Valid

According to the table above, the Pearson Correlation value for all purchasing decision variable questionnaire statements (Y1) exceeds the r-table value of 0.1654. With this, all questionnaire statements for variable Y1 can be declared valid.

Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Criterion	Information
Pricing Tier (X1)	0.635	> 0.6	Reliable
Product Quality (X2)	0.704	> 0.6	Reliable
Quality of Service (X3)	0.756	> 0.6	Reliable
Purchasing Decision (Y1)	0.740	> 0.6	Reliable

Based on the table above, the reliability test results show that the questionnaire is reliable because it has a Cronbach's Alpha value above 0.6

Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		1,10374802
Most Extreme Differences	Absolute		,124
	Positive		,098
	Negative		-,124
Kolmogorov-Smirnov Z			1,242
Asymp. Sig. (2-tailed)			,091
a. Test distribution is Normal.			
b. Calculated from data.			

Based on the table 6, you can see the asymp value. The sig (2-tailed) is 0.091 so it can be conclusive that the data on price levels, product quality, quality of service and purchasing decisions are normally distributed.

Multicholnearity Test

Table 7. Multicholnearity Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	BRIGHT
1	(Constant)	,663	2,104		,315	,754		
	TotalX1	,627	,141	,438	4,456	,000	,336	2,973
	TotalX2	,223	,088	,211	2,528	,013	,464	2,155
	TotalX3	,223	,084	,260	2,652	,009	,338	2,960

a. Dependent Variable: TotalY1

Based on the table 7, the tolerance value for each variable tested is at a number greater than 0.1 and has met 1 of 2 conditions to be declared no multicholnearity. the VIF value for each variable tested is at a number below 10 and is hereby qualified to be declared to be no multicholnearity.

Heteroskedaticity Test

Based on the table above, the significance value for each variable exceeds 0.05. With this it can be concluded that there is no heteroskedasticity in the regression model tested.

Regression Analysis

Table 8. Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	BRIGHT
1 (Constant)	,663	2,104		,315	,754		
TotalX1	,627	,141	,438	4,456	,000	,336	2,973
TotalX2	,223	,088	,211	2,528	,013	,464	2,155
TotalX3	,223	,084	,260	2,652	,009	,338	2,960

a. Dependent Variable: TotalY1

Source: Data processed using SPSS

Based on the table above, it can be known the equation of multiple regression. Here is the known regression equation:

$$Y = 0.663 + 0.627X1 + 0.223X1 + 0.223X3 + e$$

Test F

Table 9. F Test Results

Model	Sum of Squares	df	Mean Square	F	Itself.
1 Regression	266,142	3	88,714	70,614	,000 ^b
Residual	120,608	96	1,256		
Total	386,750	99			

a. Dependent Variable: TotalY1

b. Predictors: (Constant), TotalX3, TotalX2, TotalX1

Based on the Anova table 9, it can be seen that the significance value obtained is 0.000. A significance level below 0.05 (confidence level) indicates that there is a fit regression model and variables of price, product quality and service quality simultaneously have an influence on purchasing decisions. With this, the f test results show Ho's repulsion.

T-Test

Table 10. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	BRIGHT
1 (Constant)	,663	2,104		,315	,754		
TotalX1	,627	,141	,438	4,456	,000	,336	2,973
TotalX2	,223	,088	,211	2,528	,013	,464	2,155
TotalX3	,223	,084	,260	2,652	,009	,338	2,960

a. Dependent Variable: TotalY1

The price level has a positive and significant influence on the purchasing decisions of SA Interior customers at ITC Cempaka Mas with a t test significance value of 0.000 (<0.05). Product quality has a positive and significant influence on the purchasing decisions of SA Interior customers at ITC Cempaka Mas with a t test significance value of 0.0065 (<0.05). Service quality has a positive and significant influence on the purchasing decisions of SA Interior customers at ITC Cempaka Mas with a t test significance value of 0.0045 (<0.05).

Coefficient of Determination (R^2)**Table 11.** Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,830 ^a	,688	,678	1,121

a. Predictors: (Constant), TotalX3, TotalX2, TotalX1

b. Dependent Variable: TotalY1

Source: Data processed using SPSS

In the table above, it is calculated that the magnitude of the determinant coefficient in the *Adjusted R Square* column is 0.678. The value of this coefficient of determination indicates that the level of price, product quality and quality of service together have an influence of 67.8% on the purchasing decisions of SA Interior customers at ITC Cempaka Mas while the rest is influenced by other variables that are not included in this research model.

The effect of price levels on the purchasing decisions of SA Interior customers at ITC Cempaka Mas

The results of research on the effect of price levels on purchasing decisions show the value of sigs. 0.000 which is less than the 0.05 confidence level on the t test. With this, it indicates the presence of a positive influence on the purchase decision. The results of this study are in accordance with the hypothesis that states the price level has a positive and significant influence on purchasing decisions and hereby indicates that the price level set by SA Interior is already in accordance with the customer. Price has a significant influence on the purchasing decisions of SA Interior customers because of the perception of customers who feel SA Interior products are sold at an affordable price and in accordance with the benefits obtained.

This perception is in accordance with the pricing method implemented by SA Interior, where the price set is in accordance with the value received by the customer or also known as Value-Based Pricing. Price can be used as a resource to increase profits and customer satisfaction. Price is an important factor for customers when choosing a product or service (Novrianda, 2018). Therefore the price level has a significant influence on customer purchasing decisions. Price is one of the main factors consumers consider when buying a product or service. These results are in line with previous research by (Salea et al., 2021) which showed that price has a significant influence at the KFC Bahu Fast Food Restaurant in Manado City during the Covid-19 period.

The effect of product quality on the purchasing decisions of SA Interior customers at ITC Cempaka Mas

The results of research on the effect of product quality on purchasing decisions show the value of sigs. 0.0065 which is less than the 0.05 confidence level on the t test. With this, it indicates the presence of a positive influence on the purchase decision. Product quality has a significant influence on the purchasing decisions of SA Interior customers because the products offered by SA Interior are quite diverse and varied, providing many choices for customers to be able to choose the best one according to their needs. In addition, the perception of SA Interior products that function well and can meet customer needs is also one of the factors that influence customer purchasing decisions. Product quality is the customer's perception of the overall superiority or features of a product (Mahendra, 2014).

According to (Pongoh, 2013), quality reflects all dimensions of product offerings that generate benefits for customers. Product quality has a very significant influence on customer purchasing decisions. Customers tend to consider product quality as one of the main factors in their decision-making process. And companies need to maintain the quality of their products to match customer expectations (Sembiring & Suharyono, 2014). Good product quality can provide a competitive advantage, increase customer loyalty, and support long-term business growth. The results of this study are in line with previous research by (Oktavenia & Ardani, 2018) which showed that product quality has a significant influence on Nokia product purchasing decisions.

The effect of service quality on the purchasing decisions of SA Interior customers at ITC Cempaka Mas

The results of research on the effect of service quality on purchasing decisions show the value of sigs. 0.0045 which is less than the 0.05 confidence level on the t test. With this, it indicates the presence of a positive influence on the purchase decision. The quality of service has a significant influence on the purchasing decisions of SA Interior customers because the services provided by SA Interior's employees are good enough to make customers comfortable in the purchase process. The products offered by SA Interior are quite diverse and varied so that it provides many choices for customers to be able to choose the best one according to their needs. In addition, SA Interior employees are considered fast, friendly and polite in service to customers so as to influence customer purchasing decisions.

Service quality also has a significant influence on customer purchasing decisions. Customers consider product quality, experience, and interaction with service providers. Service providers must focus on improving their service quality, including interaction with customers, responsiveness to requests, ease of use, and handling customer complaints. Good service quality can build long-term customer relationships, increase satisfaction, and support business growth (Ramenusa, 2013). So good and excellent service quality will trigger increased customer satisfaction, which can positively impact the income of traders or business actors (Cendriono & Ardiana, 2018). The results of this study are in line with previous research by (Dewi & Wibowo, 2021) which shows that service quality has a significant influence on product purchasing decisions at Annisa Minimarkets.

Conclusions

Based on data analysis and discussion in this study, it can be concluded that the price level variable has a positive and significant effect on consumer purchasing decisions of SA Interior at ITC Cempaka Mas, product quality variable has a positive and significant impact on customer purchasing decisions of SA Interior at ITC Cempaka Mas, quality variable service has a positive and significant effect on the buying decision of SA Interior customers at ITC Cempaka Mas.

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