

Research Article

The Influence of Price and Service Quality on Purchase Decision at PT Mudzalifah in Pontianak City

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ABSTRACT

This study aims to analyze the influence of price and service quality on purchase decisions at PT Mudzalifah in Pontianak City. The research employed a quantitative associative approach, involving 100 respondents selected through a purposive sampling technique from a population of 2,475 customers. Data were collected using questionnaires and interviews to obtain insights into consumer perceptions of price, service quality, and purchasing decisions. The regression analysis produced the equation $Y = 1.262 + 0.259X_1 + 0.369X_2$, with a correlation coefficient (R) of 0.643, indicating a strong and positive relationship between price and service quality on purchase decisions. Meanwhile, the coefficient of determination (R^2) of 41.3% shows that the two independent variables explain 41.3% of the variation in purchase decisions, while the remaining 58.7% is influenced by other factors beyond this study. The F-test results demonstrate that price and service quality simultaneously have a positive and significant effect on purchase decisions. Likewise, the t-test results indicate that both variables also exert a positive and significant influence on purchase decisions when tested individually. Based on these findings, it can be concluded that fair pricing aligned with service quality, as well as consistent and reliable service performance, can enhance customers' purchasing decisions in choosing PT Mudzalifah's services. Future research is recommended to include additional variables such as brand image, trust, or customer satisfaction, and to expand the research area and sample size to produce more comprehensive, accurate, and representative results.

Keywords: Price; Service Quality; Purchase Decision

1. INTRODUCTION

Hajj is the fifth pillar of Islam and is an obligation that must be performed at least once in a lifetime by every Muslim who is physically and financially capable. In addition to Hajj, Muslims are also encouraged to perform Umrah as a form of sunnah worship that holds high spiritual value. This recommendation is based on a hadith of the Prophet Muhammad (peace be upon him) narrated by Abdullah bin Mas'ud (RA), which states that performing Hajj and Umrah consecutively can remove sins and poverty just as a blacksmith's bellows remove rust from metal (HR. Tirmidzi). Therefore, Umrah is not only understood as an act of worship but also as a spiritual need that carries deep meaning for Muslims.

The increasing religious awareness among Muslim communities has contributed to the growing interest in performing Umrah, including in Indonesia. As the country with the largest Muslim population in the world, Indonesia consistently ranks among the largest contributors of Umrah pilgrims each year. Data from the Ministry of Religious Affairs of the Republic of Indonesia (2024) indicate that the number of Indonesian Umrah pilgrims has increased significantly in recent years, particularly following the lifting of travel restrictions after the COVID-19 pandemic. A similar trend is also observed in Pontianak City, as reflected by the rising number of Umrah registrants each year, indicating the strong enthusiasm of the local community to perform this worship.

The growth in the number of Umrah pilgrims has driven the development of the religious travel service industry, particularly authorized Umrah travel operators (PPIU). In Pontianak City, several officially licensed PPIU operate under the supervision of the Ministry of Religious Affairs, including PPT Al Mahdar Tour and Travel, PPT Albilad Universal, PPT Arminareka Perdana, PT At Tayibah, PT Tanur Muthmainnah Tour, PT Maharani Sejahtera, and PT Nida Utama Sejahtera. One of the active and officially licensed PPIU is PT Mudzalifah, which is located in Pontianak City, West Kalimantan. The company is known for offering various Umrah packages at relatively competitive prices while emphasizing service quality for pilgrims.

Based on internal company data (PT Mudzalifah, 2024), PT Mudzalifah offers several Umrah packages with prices ranging from IDR 30,000,000 to IDR 36,000,000, which include airfare, accommodation, meals, visas, pilgrimage equipment,

and assistance throughout the journey. The differences in package prices reflect variations in facilities and travel duration. From an operational perspective, the number of pilgrims served by PT Mudzalifah increased significantly after the pandemic, from 120 pilgrims in 2021 to 1,222 pilgrims in 2022, and 1,133 pilgrims in 2023. Financially, the company also recorded substantial revenue growth during the same period, although it experienced a slight decline in 2023. These conditions indicate that PT Mudzalifah has strong growth potential, while simultaneously facing challenges in maintaining consistent service quality amid fluctuations in the number of pilgrims.

In the context of service marketing, price is one of the main factors influencing consumer purchase decisions. Kotler and Armstrong (2021) define price as the amount of value that consumers must sacrifice to obtain the benefits of a product or service. This view is consistent with Susanto (2021), who states that price is a monetary unit exchanged to obtain ownership or usage rights of a service. Fadlilah et al. (2023) add that pricing strategies are strongly influenced by industry characteristics and market conditions, while Sari & Marlius (2023) emphasize that consumers often use price perceptions as an indicator of service quality. In Umrah services, price is not merely understood as an economic cost but also as a reflection of value, security, and service reliability.

In addition to price, service quality plays a crucial role in shaping purchase decisions in the service sector. Cesariana et al. (2022) explain that service quality reflects a company's ability to meet or exceed customer expectations. Sualang et al. (2020) view service quality as a dynamic condition that encompasses human resources, processes, and the service environment, while Mahendri & Sholiha (2022) assert that service quality represents a company's obligation to deliver optimal service performance in order to achieve customer satisfaction. In Umrah services, service quality becomes particularly critical because pilgrims have a high level of dependence on the service provider, both in technical and spiritual aspects.

A purchase decision is a process through which consumers determine their choice of a particular product or service. Alfiah et al. (2023) state that a purchase decision is the result of an evaluation process involving various rational considerations. Marlius & Jovanka (2023) explain that this process includes need recognition, information search, evaluation of alternatives, and post-purchase behavior. Meutia et al. (2021) and Nugroho & Soliha (2024) emphasize that purchase decisions are influenced not only by functional factors but also by perceptions, trust, and consumer experience. Ariyanto et al. (2023) further add that product quality and price are dominant factors affecting purchase decisions across various service sectors.

Several previous studies have examined the influence of price and service quality on purchase decisions in the travel service sector and general services (Widiastuti & Hendarti 2022; Baso & Lajaria 2024). Other studies have also investigated similar variables in Umrah services; however, most of them were conducted in major urban areas and were limited to specific contexts (Amellia & Zuniarti 2025). In addition, the literature indicates that service purchase decisions are influenced not only by price and service quality, but also by other factors such as trust, reputation, and social recommendations (Hazrati Havidz, 2025).

Nevertheless, empirical research that specifically examines the influence of price and service quality on purchase decisions for Umrah services at the regional level, particularly in Pontianak City, remains limited. Moreover, the post-COVID-19 pandemic dynamics that have influenced Umrah pilgrims' behavior have not been extensively explored in previous studies. Therefore, this study seeks to address this gap by empirically analyzing the influence of price and service quality on purchase decisions for Umrah services at PT Mudzalifah in Pontianak City. Based on the above discussion, price and service quality can be understood as strategic factors that influence pilgrims' decisions in selecting an authorized Umrah travel operator. However, the religious nature of Umrah services, which involves high risk and a strong element of trust, makes purchase decisions in this sector different from those in general travel services.

2. RESEARCH METHOD

This study employs a quantitative approach using an associative research method. Associative research aims to examine the relationship between two or more variables in order to explain, predict, and control the phenomena under study (Sugiyono, 2024). This approach is applied to analyze the effect of price (X_1) and service quality (X_2) on purchase decisions (Y) for Umrah services at PT Mudzalifah in Pontianak City. The population in this study consists of all pilgrims or consumers who have used the services of PT Mudzalifah during the last three years, totaling 2,475 individuals. The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in a sample of 100 respondents. A sample represents a part of the population used to collect data and draw conclusions regarding the overall population (Sugiyono, 2024). The sampling technique employed was purposive sampling, in which respondents were selected based on specific criteria. The criteria for respondents in this study included pilgrims who had used the services of PT Mudzalifah within the last three years, were at least 17 years old, and were directly involved in the decision-making process when selecting an Umrah package. In addition, respondents were pilgrims who were willing to complete the questionnaire fully based on their experiences while using the services of PT Mudzalifah.

The types of data used in this study consist of primary data and secondary data. Primary data were collected through interviews and questionnaires. Interviews were conducted with the management of PT Mudzalifah and administrative staff

to obtain information related to company operations and pilgrims' complaints. Questionnaires were distributed to pilgrims of PT Mudzalifah in Pontianak City as research respondents. Secondary data in this study were obtained through documentation studies of internal records and documents of PT Mudzalifah relevant to the research. The independent variables in this study are price (X_1) and service quality (X_2), while the dependent variable is purchase decision (Y). Variable measurement was conducted using a five-point Likert scale, namely: strongly disagree (1), disagree (2), somewhat agree (3), agree (4), and strongly agree (5). The Likert scale is used to measure respondents' attitudes, opinions, and perceptions regarding the social phenomena under study (Sugiyono, 2024).

Data analysis was conducted using SPSS version 27. The stages of analysis included validity testing and reliability testing of the research instruments. Validity testing was conducted to assess whether the questionnaire items were valid, with the criterion that the value of $r\text{-count} \geq r\text{-table}$. Reliability testing was performed using Cronbach's Alpha, with the criterion that an alpha value > 0.60 indicates that the research instrument is reliable (Ghozali, 2018). Furthermore, classical assumption tests were conducted, including the normality test using the Kolmogorov–Smirnov method, where data are considered normally distributed if the significance value (Asymp. Sig.) > 0.05 ; the multicollinearity test, with the criteria of Tolerance > 0.10 and VIF < 10 ; and the linearity test using the Test for Linearity, in which the relationship is considered linear if the significance value of Deviation from Linearity > 0.05 (Ghozali, 2018). Hypothesis testing was conducted using multiple linear regression analysis with the following equation: $Y=a+b_1X_1+b_2X_2$. In addition, the correlation coefficient (R) was used to determine the strength of the relationship among variables (Siregar, 2017), the coefficient of determination (R^2) was used to measure the ability of the model to explain the dependent variable (Ghozali, 2018), the simultaneous test (F-test) was conducted to examine the joint effect of the independent variables, and the partial test (t-test) was used to analyze the effect of each independent variable individually on the dependent variable (Ghozali, 2016). The indicators used to measure each variable are presented in **Table 1**.

Table 1. Variable Indicators

Variable	Indicators	Source
Price	Price affordability	Tonce & Rangga (2022)
	Price suitability with product quality	
	Price competitiveness	
	Price suitability with benefits	
Service Quality	Reability	Tjiptono & Chandra (2016)
	Responsivitas	
	Assurance	
	Empathy	
	Tangibles	
Purchase Decision	Need recognition	Ayuningtyas & Zaini (2021)
	Information search	
	Evaluation of alternatives	
	Purchase decision	
	Post-purchase behavior	

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test is conducted to assess the extent to which the questionnaire instrument is capable of measuring the variables under study. The test is conducted by correlating the score of each item with the total score, then comparing the calculated r value with the table r value. With a sample size of 100 ($df = 98$) and a significance level of 0.05, the table r value obtained is 0.196. The validity test results for each variable are presented in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r calculated	r table	Description
Price (X_1)	X1.1	0.400	0.196	Valid
	X1.2	0.333		
	X1.3	0.648		
	X1.4	0.344		
	X1.5	0.523		
	X1.6	0.307		
	X1.7	0.460		
	X1.8	0.613		
	X1.9	0.471		
	X1.10	0.542		
	X1.11	0.467		

	X1.12	0.336		
	X1.13	0.593		
	X1.14	0.511		
	X1.15	0.595		
	X1.16	0.518		
	X1.17	0.490		
	X1.18	0.505		
Service Quality (X2)	X2.1	0.632	0.196	Valid
	X2.2	0.538		
	X2.3	0.662		
	X2.4	0.516		
	X2.5	0.473		
	X2.6	0.603		
	X2.7	0.504		
	X2.8	0.516		
	X2.9	0.596		
	X2.10	0.608		
	X2.11	0.497		
	X2.12	0.586		
	X2.13	0.541		
	X2.14	0.664		
	X2.15	0.514		
	X2.16	0.467		
Purchase Decision (Y)	Y.1	0.475	0.196	Valid
	Y.2	0.535		
	Y.3	0.594		
	Y.4	0.472		
	Y.5	0.658		
	Y.6	0.607		
	Y.7	0.626		
	Y.8	0.498		
	Y.9	0.600		
	Y.10	0.492		
	Y.11	0.619		
	Y.12	0.490		
	Y.13	0.325		
	Y.14	0.653		
	Y.15	0.608		
	Y.16	0.618		
Y.17	0.498			
Y.18	0.214			
Y.19	0.648			
Y.20	0.560			
Y.21	0.463			
Y.22	0.524			

Source: SPSS output, 2025

Based on the validity test results for each variable presented in [Table 2](#), it can be seen that all statement items have a r calculated value greater than the r table value of 0.196. Thus, all statement items in each variable can be considered valid and suitable for use in this study.

3.1.2 Reliability Test

The reliability test is conducted to assess the consistency or reliability of each statement item in the questionnaire as a research instrument. The test uses the Cronbach's Alpha method, where an item is considered reliable if it has an alpha value ≥ 0.60 . The results of the reliability test for each variable are presented in [Table 3](#).

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X1)	0.809	Reliable
Service Quality (X2)	0.853	
Purchase Decision (Y)	0.885	

Source: SPSS output, 2025

Based on the reliability test results conducted on each variable presented in **Table 3**, Cronbach's Alpha values > 0.60 are obtained. Thus, it can be concluded that all items in each variable are reliable and suitable for use in this study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test is conducted to ensure that the research data is normally distributed. The test uses the Kolmogorov-Smirnov method with SPSS, and the results are presented in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.077
Asymp.Sig.(2-tailed)	.148 ^c

Source: SPSS output, 2025

Based on the normality test results presented in **Table 4**, the test result for the Asymp. Sig. (2-tailed) value is 0.148, which is greater than the normality significance threshold of 0.05. Thus, it can be concluded that the data in this study is normally distributed.

3.2.2 Linearity Test

The linearity test is conducted to determine whether there is a linear relationship between the independent and dependent variables. The test uses Test for Linearity method through SPSS, and the results are presented in **Table 5**.

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Purchase Decision * Price	0.574	Linear
Purchase Decision * Service Quality	0.822	

Source: SPSS output, 2025

Based on the linearity test results for each variable presented in **Table 5**, the significance value of Deviation from Linearity > 0.05 is obtained, so it can be concluded that the relationship between the two variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test is used to detect high correlations between independent variables that can influence the accuracy of regression coefficient estimates and reduce model reliability. The test results using SPSS are presented in **Table 6**.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	.622	1.607
Service Quality	.622	1.607

Dependent Variable: Purchase Decision

Source: SPSS output, 2025

Based on the results of the multicollinearity test in **Table 6**, the results can be described as follows:

1. The Tolerance value for the Price variable (X1) is 0.622, which is greater than 0.10. It also has a VIF value of 1.607, which is less than 10.00.
2. The Tolerance value for the Service Quality variable (X2) is 0.622, which is greater than 0.10. It also has a VIF value of 1.607, which is less than 10.00.

Based on the above explanation and referring to the basis for decision making, because both variables show a Tolerance value above 0.10 and a VIF below 10.00. Thus, it can be concluded that there are no symptoms of multicollinearity between the two independent variables in the regression model in this study.

3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the simultaneous and partial influence of several independent variables on the dependent variable and to form a predictive model of the relationship between variables. The results of the calculations using SPSS are presented in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.262	4.529	.000
Price	.259	3.414	.001
Service Quality	.369	3.834	.000

Dependent Variable: Purchase Decision

Source: SPSS output, 2025

Based on the results multiple linear regression analysis in **Table 7**, a multiple linear regression coefficient equation can be created, obtained with the following results:

$$Y = 1.262 + 0.259 X1 + 0.369 X2$$

- The constant (a) is 1.262, which means that if the variables Price (X1) and Service Quality (X2) are zero, then the Purchase Decision (Y) will increase by 1.262.
- The regression coefficient (b1) value for the Price (X1) variable is 0.259 with a positive direction, indicating that every one-unit increase in Price will cause an increase of 0.259 in Purchase Decision.
- The regression coefficient (b2) for the Service Quality (X2) variable is 0.369 with a positive direction, indicating that every one-unit increase in Service Quality will cause an increase of 0.369 in Purchase Decision.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to assess the strength and direction of the relationship between two or more variables. This analysis uses the Product Moment method, with the results are presented in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 ^a	.413	.401	.59427

Predictors: (Constant), Service Quality, Price

Dependent Variable: Purchase Decision

Source: SPSS output, 2025

Based on the correlation coefficient test results presented in **Table 8**, a correlation value (R) of 0.643 is obtained. This value indicates that the relationship between the variables of Price and Service Quality on Purchase Decision is categorized as strong, this is because the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R²

Based on the results of the coefficient of determination (R²) test presented in **Table 8**, an R-Square value of 0.413 is obtained. This indicates that the variables of Price and Service Quality can explain their influence on Purchase Decision by 41.3%, while the remaining 58.7% is influenced by other variables outside the scope of this study.

3.6 Simultaneous Test (F Test)

The simultaneous test (F test) is used to determine whether all independent variables simultaneously have a significant influence on the dependent variable. The results of the simultaneous test using SPSS are presented in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	24.094	12.047	34.113	.000 ^b
Residual	34.256	.353		

Dependent Variable: Purchase Decision

Predictors: (Constant), Service Quality, Price

Source: SPSS output, 2025

Based on the results of the simultaneous test (F test) in **Table 9**, the calculated F value is $34.113 > F$ table 3.09 and the significance value is $0.000 < 0.05$. Thus, it can be concluded that simultaneously there is a positive and significant influence between the variables of Price and Service Quality on the Purchase Decision.

3.7 Partial Test (t Test)

The partial test (t-test) is conducted to determine the influence of each independent variable on the dependent variable individually. The results of the partial test using SPSS are presented in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.262	4.529	.000
Price	.259	3.414	.001
Service Quality	.369	3.834	.000

Dependent Variable: Purchase Decision

Source: SPSS output, 2025

Based on the partial test results (t-test) in **Table 10**, the calculated t-test results will be compared with the t-table. The t-table value is 1.660. The results of the t-test (partial) can be explained as follows:

1. The price variable obtained a t-value of 3.414, which is greater than the t-table value of 1.660, with a significance level of $0.001 < 0.05$. This finding indicates that price has a positive and significant effect on purchase decisions.
2. The service quality variable obtained a t-value of 3.834, which is higher than the t-table value of 1.660, with a significance level of $0.000 < 0.05$. These results demonstrate that service quality also has a positive and significant effect on purchase decisions.

3.8 Discussion

The Influence of Price on Purchase Decisions

The t-test results indicate that price has a positive and significant effect on purchase decisions for Umrah services at PT Mudzalifah. This finding is consistent with previous studies by Imanudin (2021) and Mayudi & Iqbal (2022), which state that fair pricing aligned with the benefits received by consumers can enhance purchase decisions. In the context of Umrah services, price is not merely perceived as a cost, but also as a reflection of value and service reliability. Umrah pilgrims tend to be sensitive to price affordability, cost transparency, and the suitability of price with the facilities provided, considering that Umrah involves substantial expenses and long-term financial planning. Therefore, competitive and transparent pricing becomes a crucial factor encouraging pilgrims to choose PT Mudzalifah amid the competition among authorized Umrah travel agencies in Pontianak City.

The Influence of Service Quality on Purchase Decisions

The t-test results also demonstrate that service quality has a positive and significant effect on purchase decisions. This result is in line with the findings of Sari & Fachri (2020) as well as Malonda et al. (2021), who concluded that service quality plays a significant role in shaping consumer purchase decisions in the service sector. In Umrah services, service quality is reflected in the reliability of manasik guidance, assistance throughout the departure process and the performance of worship, as well as the company's ability to handle pilgrims' complaints. Professional, responsive, and reliable services create a sense of security and trust, which are key considerations for pilgrims when selecting an Umrah travel provider. Thus, the better the service quality delivered by PT Mudzalifah, the stronger the pilgrims' decision to use its services.

4. CONCLUSION

The results of this study indicate that price and service quality have a positive and significant effect on purchase decisions at PT Mudzalifah in Pontianak City. The regression equation obtained is $Y = 1.262 + 0.259X_1 + 0.369X_2$, which suggests that an increase in perceptions of fair pricing and good service quality can encourage customers to choose PT Mudzalifah's services. The correlation coefficient ($R = 0.643$) shows a strong and positive relationship between the two independent variables and the purchase decision, while the coefficient of determination ($R^2 = 0.413$) indicates that 41.3% of customer purchase decisions are influenced by price and service quality, and the remaining 58.7% are affected by other factors outside this study. This research provides practical contributions for the management of PT Mudzalifah and similar service-based companies. Competitive pricing should be established by balancing costs with the quality of services offered to attract and retain customer loyalty. Continuous improvement in service quality, particularly in terms of accuracy, responsiveness, and employee professionalism, will enhance customer satisfaction and strengthen their decision to use the service. Clear and

transparent information about pricing and facilities should be maintained to build customer trust and facilitate decision-making. An accessible feedback system is also important to help the company evaluate its performance and improve services continuously. Future studies are recommended to include additional variables such as brand image, trust, or customer satisfaction to provide a more comprehensive understanding of the factors influencing purchase decisions. Moreover, future research could expand by involving a larger sample size or conducting comparative studies across regions to achieve stronger generalization of the results.

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