

## The Influence of Product Quality and Price on Product Purchase Decisions

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### ABSTRACT



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**Abstract.** This research aims to determine the influence of price and product quality on purchasing decisions at the distributor PT Saridewi Natural Kosmetik. The design of this research is quantitative descriptive analysis. The population in this study were all consumers who had tried Dewi Skin Care products and the research sample consisted of 99 respondents. The sampling technique used is Probability Sampling with Random Sampling type. Data analysis methods use data instrument tests, classical assumption tests, simple linear regression tests & multiple linear regression, correlation tests, determination tests, hypothesis tests. The research results show that Price (X1), Product Quality (X2), simultaneously have a significant effect on Purchasing Decisions (Y) seen from the hypothesis test. Thus, Ho is rejected and Ha is accepted. Therefore, there is a simultaneous influence between price and product quality on purchasing decisions.

## A. INTRODUCTION

The large number of business people entering the market means that there are more and more products and services on the market. Both in the areas of primary, secondary and even tertiary needs. Currently, consumers are very concerned about their appearance to support their work and support their social strata. Consumers feel that in this modern era, appearance is an asset for oneself to be accepted in the social environment. One of them is skincare or facial care which is currently very popular with all groups and all genders.

Skincare is very useful as a complement for people to care for themselves which can be used every day. So that when people want to have healthy skin, people will carefully choose and understand the contents of the skincare products sold by a company.

Currently, many companies are flocking to create and offer skincare products to the public, one of which is the Saridewi Natural Cosmetics company which operates in the personal care or skincare sector. Skincare is included in personal care, which is a series of products that can be used regularly to maintain or protect the skin so that it looks healthy and well-groomed. One of the skincare products in Indonesia that is currently popular is the Skin Dewi skincare product. Skin Dewi is a skincare and cosmetic product that has halal certification and has been clinically tested by expert doctors so that its safety is guaranteed. This local brand was founded in 2014 until now. Skin Dewi products provide various types of skin care products that can be used by all groups and genders.

Skin Dewi products are products sold by PT. Saridewi Natural Cosmetics using organic ingredients. The target market for this product is aimed at the upper middle class, but recently people have complained about the high prices given by PT. Saridewi Natural Cosmetics compared to other competing companies. According to Kotler in Sunyoto (2019: 131) that "price is the amount of money charged for a particular product". Consumers feel that the longer the price given by PT. Saridewi Natural Cosmetics is getting higher and this is felt by consumers directly.

Consumers must be given attractive and affordable prices. If this is ignored, it is not impossible that they will leave this company because of the high prices offered. This will also have a negative impact on the company's income, where the company will experience a decrease in income from losing its customers. The following is a price list provided by PT. Saridewi Natural Cosmetics:

**Table 1 Comparison of Price Lists for Similar Cosmetic Products**

No	price list	PT SariDewi Natural Cosmetics	PT Laneige Indonesia Pacific	Kielh's Indonesia
1	Face Wash	Rp.566,500	Rp.347,300	Rp.480,000
2	Toner	Rp.495,000	Rp.463,400	Rp.420,000
3	Essence	Rp. 594,000	Rp.512,900	Rp.495,000
4	Serum	Rp.1,138,500	Rp.1,109,800	Rp.995,000
5	Moisturizer	Rp. 1,072,500	Rp.650,000	Rp.625,000

Source:Data taken by researchers, 2023

Apart from that, if price is ingrained in consumers' minds, consumers will look for other factors in deciding to purchase, one of which is product quality. According to Assauri (2018:90), "product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended". To meet consumer needs, companies must pay attention to product quality as follows:

**Table 2 Quality of Dewi Skin Care Products in North Jakarta**

No	Indicator	Standard	Real
1	Performance	After using the product for 15 days, it will give maximum results	Dewi Skin Care products will provide maximum results after 1-2 months of use.
2	Durability	Dewi Skin Care products have a long shelf life	Dewi Skin Care product packaging is not easily damaged
3	Suitability	The products provided are in accordance with consumer needs	In accordance with applicable standards
4	Feature	Dewi Skin Care products are equipped with organic and quality ingredients	In accordance with applicable standards
5	Reliability	The product can be used until the expiration date	Dewi Skin Care products easily experience oxidation
6	Aesthetics	Dewi Skin Care products have attractive designs	The design used only has 1 color, so consumers are sometimes not interested
7	Impression	Dewi Skin Care products and services give a good impression to consumers	In accordance with applicable standards

Source: Author's pre-researcher data, 2023

Apart from having high quality products, Dewi Skin Care has several superior products. The following is data on Dewi's best-selling skin care products, namely as follows:

**Table 3 Data on Dewi's Best Selling Skin Care Products in North Jakarta**

No	Product name	Sold
1	Facial Wash	19,753 Pcs
2	Serum	20,000 Pcs
3	Moisturizer	23,000 Pcs

Source: Income data PT Saridewi Natural Cosmetics, 2023

If the consumer believes in the price and quality of the product, then the consumer associates their self-perception and decides to buy the product. According to Kotler and Keller (2019: 194) "purchasing decisions are decision-making processes in which individuals, groups and organizations choose, buy, use and how to satisfy their desires for a product, service, concept or experience". The sales data for Dewi Skin Care products is as follows:

**Table 4 PT Saridewi Natural Cosmetics Sales Data for 2020-2022**

No	Year	Targets / pcs	Achieved / pcs	Percentage	Information
1	2020	125,000	98,766	79.01%	Not achieved
2	2021	140,000	98.151	70.11%	Not achieved
3	2022	175,000	99.203	56.69%	Not achieved

Source: PT Saridewi Natural Kosmetik sales data, 2023

Based on the table above, it can be seen that over the last 3 (three) years PT Saridewi Natural Kosmetik has experienced a decrease in the number of customers from the target customers determined by the company, which is caused by 2 (two) factors that greatly influence consumers in making purchasing decisions at this company. After looking at the sales data above, this also affects the company's income. From the targets that have been set, the company has not achieved the targets.

Based on the background that has been explained, this is the basis for the author to choose the title "The Influence of Product Price and Quality on Purchasing Decisions for Dewi Skin Care Cosmetics at PT Saridewi Natural Kosmetik in North Jakarta"

## B. LITERATURE REVIEW

### Price

According to Tjiptono (2020:218) "states that pricing is one of the most important decisions in marketing. Price is the only element of the marketing mix that brings income or income to the company. According to Kotler in Sunyoto (2019: 131) "price is the amount of money charged for a particular product".

According to Kotler and Armstrong (2018:308) "price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a good or service.

Based on the opinions above, it can be concluded that price is an exchange value that can be equated with money or other goods to obtain goods or services for individuals or groups.

According to Amirullah (2021:33) "Price is the amount of money charged for a product and service, or the amount of value exchanged by consumers for the benefits of owning or using the product and service." The price indicator factors are as follows:

1. Price list
2. Discounts
3. Payment Period
4. Credit Requirements

### Product Quality

According to Hendra and Lusiah (2018:301) "state that product quality can be understood as a product offered by a seller that has more selling value than competitors' products".

Meanwhile, according to Ely (2021:47) "product quality is a totality that has the characteristics of a product or service that can have the ability to meet needs that will be expressed implicitly".

According to Garvin in Yamit (2018: 10) "Quality dimensions can be used as a basis for strategic planning, especially for companies or manufacturers that produce goods." The dimensions that can determine purchasing decisions are:

1. Performance
2. Durability
3. Suitability
4. Feature
5. Reliability
6. Aesthetics
7. Impression

### **Purchasing Decision**

According to Yusuf (2021:54) "purchasing decisions are thoughts in which individuals evaluate various options and make a choice on a product from many choices." According to Tanady and Fuad (2020:75) "consumer purchasing decisions are influenced by how the purchasing decision making process is carried out".

According to Machfoedz (2020:44) states that "purchasing decisions are a process of assessing and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable".

Based on several definitions according to the experts above, the author can conclude that a purchasing decision is the final decision that a consumer has to purchase a good or service with various certain considerations.

In understanding purchasing decisions there are several elements, namely Kotler and Keller in Hasibuan (2019:187), namely:

1. Product Selection
2. Brand Choice
3. Dealer Choice
4. Purchase Time
5. Purchase Amount
6. Payment method

### **C. RESEARCH METHODOLOGY**

The research method used is descriptive associative (quantitative). The population in this study were all consumers who had tried Dewi Skin Care products and the research sample consisted of 99 respondents.

The sampling technique used is Probability Sampling with Random Sampling type. Data analysis methods use data instrument tests, classical assumption tests, simple linear regression tests & multiple linear regression, correlation tests, determination tests, hypothesis tests.

## D. RESULTS AND DISCUSSION

### ValidityTest

**Table 5 Price Validity Test Results**

Variable Price (X1)	Statement Items	Rcount	Table	Information
	X1.1	0.563	0.258	VALID
	X1.2	0.701	0.258	VALID
	X1.3	0.520	0.258	VALID
	X1.4	0.698	0.258	VALID
	X1.5	0.697	0.258	VALID
	X1.6	0.511	0.258	VALID
	X1.7	0.616	0.258	VALID
	X1.8	0.628	0.258	VALID
	X1.9	0.467	0.258	VALID
	X1.10	0.468	0.258	VALID

Source: Data has been processed

Based on the table above, it can be concluded that all research items for each questionnaire from the brand image variable contain 10 statements and it is stated that all statements are valid.

**Table 6 Product Quality Validity Test Results**

Variable Product quality (X2)	Statement	Rcount	Table	Information
	Items			
	X2.1	0.524	0.258	VALID
	X2.2	0.547	0.258	VALID
	X2.3	0.448	0.258	VALID
	X2.4	0.734	0.258	VALID
	X2.5	0.797	0.258	VALID
	X2.6	0.757	0.258	VALID
	X2.7	0.496	0.258	VALID
	X2.8	0.530	0.258	VALID
	X2.9	0.777	0.258	VALID
	X2.10	0.812	0.258	VALID
	X2.11	0.429	0.258	VALID
	X2.12	0.510	0.258	VALID
	X2.13	0.574	0.258	VALID
	X2.14	0.705	0.258	VALID
	X2.15	0.438	0.258	VALID

Source: Data has been processed

Based on the table above, it can be concluded that all research items for each questionnaire from the product quality variable contain 15 statements and it is stated that all statements are valid.

**Table 7 Purchasing Decision Validity Test Results**

Variable	Statement			
	Items	Rcount	Table	Information
Purchase Decision (Y)	Y.1	0.582	0.258	VALID
	Y.2	0.610	0.258	VALID
	Y.3	0.699	0.258	VALID
	Y.4	0.596	0.258	VALID
	Y.5	0.521	0.258	VALID
	Y.6	0.632	0.258	VALID
	Y.7	0.571	0.258	VALID
	Y.8	0.418	0.258	VALID
	Y.9	0.603	0.258	VALID
	Y.10	0.469	0.258	VALID
	Y.11	0.613	0.258	VALID
	Y.12	0.747	0.258	VALID
	Y.13	0.706	0.258	VALID

Source: Data has been processed

Based on the table above, it can be concluded that all research items for each questionnaire from the product quality variable are 13 statements and it is stated that all statements are valid.

### Reliability Test

**Table 8 Reliability Test Results**

Variable	Cronbach Alpha	R alpha table	Information
Price	0.777	0.197	Reliable
Product quality	0.872	0.197	Reliable
Buying decision	0.892	0.197	Reliable

Source: Data has been processed

Based on the table above, it shows that all Cronbach Alpha values are greater than 0.197, so it can be said that the statements in all variables are said to be reliable.

**Classic assumption test**

**Normality test**

**Table 9 Normality test**  
**One-Sample Kolmogorov-Smirnov Test**

		Price	Product quality	Buying Decision
N		60	60	60
Normal Parameters, b	Mean	38.67	60.15	51.20
	Std. Deviation	5,671	8,592	6,501
Most Extreme Differences	Absolute	,110	.113	,110
	Positive	.073	,087	,091
	Negative	-.110	-.113	-.110
Statistical Tests		,110	.113	,110
Asymp. Sig. (2-tailed)		.070c	.053c	.068c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data has been processed

Table 9 concluded that the variables Price (X1), Product Quality (X2), Purchasing Decision (Y) have a Kolmogorov-Smirnov Test value > 0.05, indicating that the data is normally distributed.

**Multicollinearity Test**

According to Ghozali (2017: 105), he believes that "the multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables". It is called the multicollinearity test, namely (a)  $VIF \leq 10$ . So it can be interpreted that there is no multicollinearity in the study (b)  $VIF > 10$ . So it can be interpreted that there is multicollinearity interference in the study.

**Table 10 Multicollinearity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	26,402	6,030		4,379	,000		
Price	,528	,147	,461	3,596	,001	,789	1,267
Product Quality	.073	,097	,096	,751	,455	,789	1,267

a. Dependent Variable: Purchase Decision

Source: Data has been processed



Based on the table, it can be seen that the Price variable has a tolerance value of 0.789, Product Quality has a tolerance value of 0.789. While Price has a VIF value of 1.267, Product Quality has a VIF value of 1.267. This shows that there is no multicollinearity between the independent variables because it is  $> 0.10$  and the VIF (Variance Inflation Factory) value is  $< 10$ .

### Autocorrelation Test

Autocorrelation is one of the assumptions in the linear regression model. This test is to find out whether in the regression equation there is a serial condition or not between confounding variables. To find out whether the regression equation has correlation or not, the Durbin Watson Test (DW) approach will be used according to Priyatno (2018:106).

**Table 11 Autocorrelation Test**

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.512a	.262	.236	5,682	1,992

a. Predictors: (Constant), Product Quality, Price

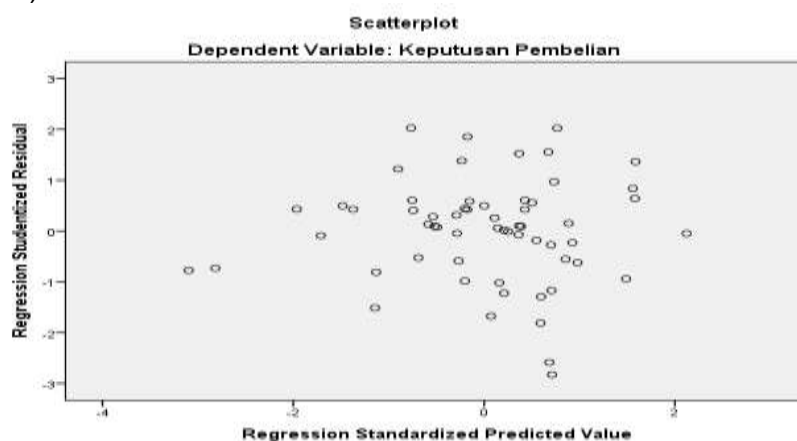
b. Dependent Variable: Purchase Decision

Source: Data has been processed

Based on the table above, the number of samples ( $n$ ) = 60 and the number of independents ( $k$ ) = 2 with a significance level of 5%. The DU value is obtained with  $DU = 1.658$ . So the value  $4 - DU = 2.314$  So the value  $DU < DW < 4$  ( $1.658 < 1.992, < 2.314$ ,  $H_0$  is accepted, meaning there is no autocorrelation).

### Heteroscedasticity Test

The heteroscedasticity test aims to find out whether in the regression model there is inequality of variance from one residual observation to another observation. According to Ghozali. (2018:139)



**Figure 1 Heteroscedasticity Test**

From the image above it can be concluded that, the data points spread above and below the number 0 on the Y axis, this proves that heteroscedasticity does not occur in this model.

### Simple Linear Regression Test and Multiple Linear Regression Test

#### Simple Linear Regression Test

To see the relationship between variable (X) and variable (Y), use simple linear regression. Simple linear regression is based on the functional or causal relationship of one independent variable with a dependent variable. According to Sugiyono (2019:277)

**Table 12 Simple Linear Regression Test**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	658,458	2	329,229	192,183	,000 <sup>b</sup>
	Residual	97,647	57	1,713		
	Total	756.104	59			

a. Dependent Variable: Purchase\_Decision

b. Predictors: (Constant), Product Quality, Price

Source: Data has been processed

Based on the output above, it is known that the calculated F value = 192.183 with a significance level of  $0.000 < 0.05$ , so the regression model can be used to predict the participation variable or in other words there is an influence of the Price (X1), Purchase Decision (X2) variables on the Purchase Decision variable. (Y).

#### Multiple Linear Regression Test

According to Priyatno (2017:169) "Multiple linear analysis is used to determine the influence or linear relationship between two or more independent variables and a dependent variable. For regression where the independent variables consist of two or more, the regression is also called multiple regression."

**Table 13 Multiple Linear Regression Test**

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,415	1,389		19,017	,000
	Price	,535	,034	,848	15,818	,000
	Product quality	,068	,022	,162	3,026	,004

a. Dependent Variable: Purchase\_Decision

Source: Data has been processed

Based on the table, the Multiple Linear Regression Test shows the following regression equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 26.415 + 0.535 X_1 + 0.068 X_2 + e$$

Based on the regression equation above, it can be explained as follows:

- a. The constant value is 26.415, meaning that if the variables Price (X1) and Product Quality (X2) have a value of 0 then the purchasing decision (Y) has a value of 26.415.
- b. The regression coefficient for the Price variable (X1) of 0.535 is positive, meaning that if the regression on the Price variable (X1) is getting better, then purchasing decisions will increase.
- c. The regression coefficient for the Product Quality variable (X2) of 0.068 is positive, meaning that if the regression on the Product Quality variable (X2) is getting better, then purchasing decisions will increase.

### Determination Test

According to Priyatno (2017:142) "the coefficient of determination is used to explain the proportion of the dependent variable that can be explained by variations in the independent variable."

**Table 14 Determination Test**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933a	.871	.866	1,309

a. Predictors: (Constant), Product Quality, Price  
Source: Data has been processed

Based on the table above, it is influenced by the R square coefficient (R<sup>2</sup>) value of 0.871 or 87.1%, so it can be concluded that the influence of the price variable on purchasing decisions is 0.933 (87.1%).

### Partial t test (t test)

**Table 15 t Test (Partial Test)  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,415	1,389		19,017	,000
	Price	,535	,034	,848	15,818	,000
	Product quality	,068	,022	,162	3,026	,004

a. Dependent Variable: Purchase\_Decision  
Source: Data has been processed

Determining the t table can be seen in the t table significance of 0.05 with  $df = n - k - 1$  or  $69 - 2 - 1 = 66$ , then the t table value = 1.996

Based on table 4.11, the t test results can be explained as follows:

1. The Price variable has a t value of 15.818 > t table 1.996 with a significance value of 0.000 < 0.05, so that Ho is rejected and Ha is accepted, meaning that price has a significant effect on purchasing decisions.
2. The Product Quality variable has a tcount value of 3.026 > ttable 1.996 with a significance value of 0.004 > 0.05, so that Ho is rejected and Ha is accepted, meaning that product quality has a significant effect on purchasing decisions.

### Simultaneous Test (f test)

The F test is also known as the simultaneous test or model test (ANOVA test), which is a test to see how all the independent variables influence the dependent variable together. F is known directly using SPSS with the following criteria:

- A significant value of  $F < 0.05$  means that  $H_0$  is rejected and  $H_a$  is accepted, this means that all independent variables simultaneously and significantly influence the independent variable.
- A significant value of  $F > 0.05$  means that  $H_0$  is accepted and  $H_a$  is rejected, meaning that all independent variables simultaneously and significantly do not influence the dependent variable.

**Table 16 F Test (Simultaneous)**

		ANOVAa				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	658,458	2	329,229	192,183	,000b
	Residual	97,647	57	1,713		
	Total	756.104	59			

- Dependent Variable: Purchase\_Decision
  - Predictors: (Constant), Product Quality, Price
- Source: Data has been processed

Determine the F table at a significance level of 0.05 with df 1 (number of variables – 1) or  $3 - 1 = 2$ , and df 2 ( $nk-1$ ) ( $n$  is the number of data and  $k$  is the number of independent variables) or  $69 - 2 - 1 = 66$ , then the results on F table = 3.14.

Based on table 4.24, which shows the results of the F test with a value of 192.183 > 3.14 and a significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected, meaning that product price and quality have a simultaneous and significant effect on purchasing decisions.

## D. CONCLUSIONS

From the results of research conducted regarding the Influence of Price and Product Quality on Purchasing Decisions of PT Saridewi Natural Kosmetik Distributors, the conclusions from this research are as follows:

Hypothesis testing obtained a calculated t value > t table or ( $15.818 > 1.996$ ). This is also reinforced by the value  $\rho$  value < Sig.0.05 or ( $0.000 < 0.005$ ). Thus,  $H_0$  is rejected and  $H_a$  is accepted, this shows that there is a partially significant influence between Price on Purchasing Decisions. Product Quality partially has a significant influence on Purchasing Decisions at PT Saridewi Natural Kosmetik.

Hypothesis testing obtained a calculated t value > t table or ( $3.026 > 1.996$ ). This is also reinforced by the  $\rho$  value < Sig.0.05 or ( $0.004 < 0.005$ ). Thus,  $H_0$  is rejected and  $H_a$  is accepted, this shows that there is a partially significant influence between Price on Purchasing Decisions. Product Quality partially has a significant influence on Purchasing Decisions at PT Saridewi Natural Kosmetik.

Hypothesis testing obtained a value of Fcount > Ftable or ( $192.183 > 3.14$ ), this was also confirmed by a  $\rho$  value < Sig.0.05 or ( $0.000 < 0.05$ ). Thus,  $H_0$  is rejected and  $H_a$  is accepted. Therefore, there is a simultaneous influence between price and product quality on purchasing decisions.

## SUGGESTION

The weakest price statement is number 9, namely "Dewi skin care products can be paid for by credit". Which only reached a value of 0.467, so agencies are advised to pay more attention to whether consumers already know that products can be paid for by credit or using a credit card.

Product Quality The weakest statement is number 11, namely "the reliability of Dewi Skin Care products is very good for rejuvenating the skin". Which only reaches a value of 0.429, so agencies are advised to provide information to consumers via social media or via social mediawith the help of influencers, Dewi's Skin Care products are very good for rejuvenating skin that has signs of pigmentation or aging.

Purchase Decision The weakest statement is number 8, namely "I buy Dewi Skin Care products only when there are promos, discounts or cashback". Where it only got a value of 0.418, therefore, agencies are advised to carry out promotional activities in the form of discounts or cashback every month using a marketing mix strategy, it is hoped that these activities can attract more consumers.

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