THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS FOR DAIRY PRODUCTS KRUCIL KRUCIL ARGOPURO PROBOLINGGO

Yayuk Indah Wahyuning Tyas[1], Agung Yatiningrum[2]
[1] [2] Faculty of Economics, Panca Marga University, Probolinggo
yayuk@upm.ac.id[1], agungyatiningrum2@gmail.com[2]

ABSTRACT

This research was conducted at the Krucil KUD Milk House with the research objectives to be achieved: (1) to determine simultaneously the significant effect of price and product quality on purchasing decisions at Krucil Argopuro Probolinggo KUD Milk House. (2) to find out partially the significant effect of price and product quality on purchasing decisions at the Krucil Argopro Probolinggo KUD Milk House. (3) to find out between the price and product quality variables that have a dominant influence on purchasing decisions at the Krucil Argopuro Probolinggo KUD Milk House. The population in this study were all consumers during the last 1 year as many as 7,241 people with samples taken using the Slovin formula as many as 100 people. By using a sampling technique that is random sampling. The type of research used in this research is quantitative research. The variables used include price, product quality, and purchasing decisions. The data analysis method from the research results is the quantitative description method using SPSS in the form of validity and reliability tests, classical assumption tests, multiple regression analysis, coefficient of determination, hypothesis testing. The results of the study are shown by multiple regression equations proving that price and product quality have a significant effect on purchasing decisions. And the results of partial hypothesis testing prove that price and product quality have a significant effect on purchasing decisions. The results of the dominant hypothesis test show that the X2 variable has a higher tcount value than the other independent variables.
Keywords: Price, Product Quality, Purchase Decision

INTRODUCTION

The development of the dairy business in East Java Province is the largest contributor to cow's milk in Indonesia with a contribution of 55% to the National, one of the regions that contributes greatly to the availability of pure cow's milk needs in East Java is the KUD (Village Unit Cooperative) Argopuro Krucil Probolinggo which is a 7th area that has contributed to the availability of pure cow's milk. The potential of the area is very suitable for raising dairy cows so that almost every house around Krucil has a dairy cow where the results

obtained are pure cow's milk which is then deposited to the KUD Argopuro Krucil which will produce milk from local domesticated cows. Krucil will be checked for the quality of the milk whether it is feasible to be marketed or not. The cow's milk that has been stored in the Krucil KUD will later be sent to the Nestle company, which will be processed by the company.

For consumers, price is not just the exchange value of goods or services, but consumers always expect an appropriate reciprocity between the benefits of the product they will receive and the sacrifices they incur. According to Haris (2016:117) "Price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services. The price factor is the most attractive factor for consumers in determining the decision to buy a product. Setting the right price can affect the number of products the company is able to sell. In most cases, demand and price are inversely related, i.e. the higher the price, the lower the demand for the product. So it can be said that the price of products marketed by KUD Argopuro Krucil can also affect consumer decisions. KUD Argopuro set a price of Rp. 7.500,- per liter of dairy cow's milk.

According to Haris (2016: 43) Product Quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes.

According to Firmansyah (2019:205) "Decision making, consumers have goals or behaviors that they want to achieve or satisfy. In marketing products, companies must know how consumer behavior is so that products can be recognized by consumers. Consumer decision making is a very important thing in marketing and how consumers decide to buy the products offered by the company. Dharmmesta (2020:15), "consumer behavior will determine the decision-making process in their purchase. The process is an approach to solving problems in human activities to buy goods or services to fulfill their wants and needs. The relationship between price and purchasing decisions according to Priansa (2017: 90) "Consumers always consider the price according to the quality and benefits of the product. If a product has a good brand image, good quality and great benefits, then consumers will not hesitate to pay high costs to get the product." Meanwhile, according to Susantio (2017: 42) "for marketers, it is very necessary to consider in determining prices for the products and services they will sell. The strategy in determining prices is usually marketers can determine a product based on a reference price (reference price), quality inference based on price (price-quality-inferences), and can also be determined through price clues, so that consumers want to continue buying products that have been purchased. offered."

The relationship between product quality and purchasing decisions according to Afridola (2020:44) "Product quality has a function that includes durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases.

The relationship between price and product quality on purchasing decisions according to Firmansyah (2019:206) "After consumers are stimulated by their needs, consumers will be encouraged to seek more information. People are more sensitive to product information. Information search can be active or passive, internal or external, active information search

can be in the form of visits to several stores to make price comparisons and product quality, while passive information search is only by reading advertisements in magazines or newspapers without having a specific purpose about the description. desired product." The Influence of Price and Product Quality on Dairy Product Purchase Decisions is to find out both simultaneously and partially.

LITERATURE REVIEW
UNDERSTANDING PRICES
THE FOLLOWING IS AN UNDERSTANDING OF PRICES FROM SEVERAL EXPERTS:

According to Tjiptono (2014: 193) "Price can be defined as an amount of money (monetary units) or other aspects (non-monetary) which contain certain utilities/usages needed to obtain a service".

PRICING GOALS

According to Haris (2016: 117) "In a pricing strategy, marketing managers must first determine the goal of setting. In essence, the goal comes from the company itself which always tries to set the price of goods and services as accurately as possible. Many companies approach pricing based on the goals they want to achieve. These objectives are as follows:

a. Increase sales;
b. Maintain and improve market share;
c. Price stability;
d. Reaching the investment return target;
e. Achieve maximum profit;"

DECISION ANALYSIS ABOUT PRICE

Consideration factors in determining service prices according to Tjiptono (2014: 209) service prices need to be translated into a service pricing program by considering the following factors:

1. Price elasticity for market demand and firm demand.
2. Actions and reactions of competitors.
3. Costs and consequences.
4. Product line policy.

PRICE INDICATOR

Price indicators according to Stanton in Lembang quoted by Sianipar (2019) in his research there are four indicators that characterize prices, namely:

1. Price affordability
2. Price match with product quality
3. Competitiveness
4. Price match with benefits

PRODUCT QUALITY
PRODUCT DEFINITION AND CONCEPT

According to Alma (2018: 140) "Product is a set of attributes, both tangible and intangible, including the problem of color, price, the good name of the factory, the good name of the store that sells (retailer), and factory services and retailer services, which are received by buyers in order to satisfy his desire. A product is anything that can be offered in the market to satisfy the needs and wants of consumers. Products consist of goods, services, experiences, events, people, places, complexities, organizations, information and ideas.

According to Firmansyah (2019:13) "A product is usually followed by a series of attributes that accompany the product including several things, namely as follows:
 1. Product quality
2. Product features
3. Product Style and Design
4. Packaging
5. Labels

UNDERSTANDING PRODUCT QUALITY

"Product quality is the main attraction in the company. Product quality has a direct impact on products and services and is most closely related to customer value and satisfaction. Product quality has a function that includes durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Because improving product quality can make consumers feel satisfied with the products or services they buy, and will influence consumers to make repeat purchases. (Afridola 2020:44)

From the description above, it can be interpreted that product quality is a company's way to provide good quality to customers, and meet the needs desired or desired by these customers. Customers will like products that offer the best quality.

PRODUCT QUALITY INDICATOR
According to Firmansyah (2019:16) "Product quality indicators are as follows:
 1. Performance (Performance)
2. Additional privileges (Features)
3. Reliability (reliability)
4. Conformance to specifications
5. Durability
6. Aesthetics

BUYING DECISION
DEFINITION OF PURCHASE DECISION

According to Firmansyah (2019:205) "Decision making, consumers have goals or behaviors that they want to achieve or satisfy. Furthermore, consumers make decisions about the behavior they want to do to be able to solve the problem.

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"For consumers, actually buying is not just one action (for example because of a product), but consists of several actions that are interrelated with each other." (Kotler and Armstrong in Priansa, 2017:89).

PURCHASE DECISION STAGES

According to Firmansyah (2019:206) said "consumers in making purchasing decisions there are several stages, namely:

1. Problem Recognition (Problem Recognition)
2. Information Search
3. Alternative Evaluation
4. Purchase Decision (Purchase Decision)

THE MAIN FACTORS INFLUENCING BUYER BEHAVIOR

Many factors influence buyer behavior. Among these factors, as follows (Haris, 2016:63):

1. Culture
2. Social
3. Personal or Individual
4. Employment and economic conditions

PURCHASE DECISION INDICATOR

The decision indicators used in this study are as according to Kotler and Armstrong in Priansa (2017:89):

1. Product Choice
   a. Product excellence
   b. Product benefits
   c. Product selection
2. Brand Selection
   a. Interest in brand
   b. Habits on the brand
   c. Price match
3. Purchase Channel Selection
   a. Services provided
   b. Ease of getting
   c. Inventory
4. Purchase Time
   a. Conformity to needs
   b. The perceived advantage
   c. Reason for purchase
5. Purchase Amount
   a. Purchase amount decision
   b. Purchase decisions for inventory

THE INFLUENCE OF PRICE AND PRODUCT QUALITY ON PURCHASE DECISIONS
INFLUENCE OF PRICE ON PURCHASE DECISION

According to Kottler in Sarini Kodu's research (2013:1258) "Price is the only element of the marketing mix that provides income or income for the company". From a marketing point of view, price is a monetary unit or other measure that is exchanged in order to obtain ownership rights for the use of goods and services. The consumer's point of view says that price is often used as an indicator of value when the price is related to the perceived benefits of an item or service. Value can be defined as the ratio between perceived benefits and price. At a certain price level when the perceived benefits increase, the value also increases.

THE INFLUENCE OF PRODUCT QUALITY ON PURCHASE DECISIONS

According to Anindhyta's (2016:22) research, the product quality variable has a significant and positive influence on purchasing decisions. The results of this study prove the research hypothesis which states that the higher the product quality of a company, the higher the purchase. This means that if the quality of the product is good, it will attract higher consumer interest to buy.

RESEARCH METHODS
TYPES OF RESEARCH AND RESEARCH VARIABLES
TYPES OF RESEARCH

The type used in thesis research is quantitative research. According to Sujarweni (2018:6) "Quantitative Research is a type of research that produces findings that can be achieved using statistical procedures or other methods of quantification (measurement)".

According to Sukardi in Sujarweni (2015:49) "Associative research is research that aims to determine the relationship between two or more variables". With this research, a theory can be built that can function to explain, predict and control a symptom.

POPULATION AND SAMPLE
POPULATION

The population taken in this study is the number of visitors to Rumah Susun who made purchases from January to August 21. By using an estimate of the average purchase in the previous few months.

SAMPLE

According to Sugiyono (2017: 84) "Nonprobability Sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples". And from this technique using the Incidental Sampling technique, namely "a sampling technique based on chance, ie anyone who coincidentally / incidentally meets a researcher can be used as a sample, if it is seen that the person who happened to be met is suitable as a data source". (Sugiyono 2017:85)

DATA ANALYSIS METHOD

The data analysis method in this study uses a quantitative descriptive approach in the form of multiple regression analysis and determination because this right relates to calculations to answer the problem formulation and hypothesis testing proposed by using statistics and in processing using Statistical Packages for Social Science (SPSS) v.22.0.

VALIDITY AND REALITY TEST
A. VALIDITY TEST

The validity test is used to measure the validity or validity of the questionnaire (Ghozali in Sujarweni, 2015:157). The significance test was carried out by comparing the calculated r value (Corrected item-total correlation value in the Cronbach alpha output) with the r table value for degree of freedom (df) = n − 2 (n is the number of samples).

B. RELIABILITY TEST

The reliability test was carried out on the statement items that were asked were valid. This test is used to measure a questionnaire which is an indicator of a variable or construct (Ghozali in Sujarweni, 2015:158). A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. A variable is said to be reliable if it has a Cronbach Alpha > 0.06 (Ghozali in Sujarweni, 2015:158).

CLASSIC ASSUMPTION TEST
A. NORMALITY TEST

Normality is to do a comparison between the data we have with data with a normal distribution which has the same mean and standard deviation as our data (Sujarweni, 2015: 120).

B. MULTICOLLINEARITY TEST

Multicollinearity test is needed to determine whether there are independent variables that have similarities between independent variables in a model. The similarity between the independent variables will result in a very strong correlation.

C. AUTOCORRELATION TEST

"Test the autocorrelation in a model aims to determine whether there is a correlation between the confounding variable in a certain period with the previous variable". For time series data, autocorrelation often occurs. But for data whose samples cross-section rarely occurs because one confounding variable is different from another (Sujarweni, 2015:159).

D. HETEROSCEDASTICITY TEST

Heteroscedasticity examines the difference in residual variance from one observation period to another observation period. How to predict the presence or absence of heteroscedasticity in a model can be seen with the Scatterplot pattern, a regression that does not occur heteroscedasticity if the data points spread above and below or around the number 0, the data points do not collect only above or below, the spread of data points should not form a wavy pattern that widens then narrows and widens again, the spread of data points is not patterned (Sujarweni, 2015: 160).   47

MULTIPLE REGRESSION ANALYSIS

Regression analysis to determine the effect of service quality, brand and promotion on customer satisfaction. According to Sujarweni, (2015: 160) "In addition, regression analysis is also used to test the truth of the hypothesis proposed in this study". The model is as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Where :

Y = dependent variable (purchase decision)

a = constant value (the magnitude of the value of Y if X1, and X2 is 0)

b1-b2 = Regression coefficient, namely the value of the increase or decrease in the Y variable based on the variables X1, X2

X1-X2 = Independent Variables (Price and Product Quality)

e = Error

DETERMINANT COEFFICIENT (R2)

The determinant coefficient (R2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). if R2 is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. If R2 is getting smaller, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is getting lower (Sujarweni, 2015:164).

HYPOTHESIS TESTING
A. F TEST (SIMULTANEOUS)

The F test is a test of the significance of the equation that is used to find out how much influence the independent variables (X1, X2, X3) together on the dependent variable (Y), namely consumer satisfaction (Sujarweni, 2015:162).

B. T TEST (PARTIAL)

The t-test is an individual partial regression coefficient test that is used to determine whether the independent variable (X) individually affects the dependent variable (Y) (Sujarweni, 2015:161).

RESULTS AND DISCUSSION
A. VALIDITY TEST

Validity test is used to measure whether a questionnaire is valid or not. This validity test is done by comparing rcount with rtable. If rcount> rtable then it is declared valid, if rcount < rtable then it is declared invalid. Where df = 100 – 2 = 98` with 5% sig.

1.) PRICE (X1)

Based on the test results using SPSS 22 can be seen as follows:

Table 1
Price Variable Validity Test Results (X1)

No. Statement	r_{hitung}	$r_{tabel}5\%$	Description
Price (X1)			
X1.1	0,443	0,1966	Valid
X1.2	0,570	0,1966	Valid
X1.3	0,584	0,1966	Valid
X1.4	0,689	0,1966	Valid
X1.5	0,625	0,1966	Valid
X1.6	0,653	0,1966	Valid

Source: Primary data processed, 2021

2.) PRODUCT QUALITY (X2)

Based on the test results using SPSS 22 can be seen as follows:

Table 2
Product Quality Variable Validity Test Results (X2)

No. Statement	r_{hitung}	$r_{tabel}5\%$	Description
Product Quality (X2)			
X2.1	0,500	0,1966	Valid
X2.2	0,600	0,1966	Valid
X2.3	0,639	0,1966	Valid
X2.4	0,587	0,1966	Valid
X2.5	0,621	0,1966	Valid
X2.6	0,592	0,1966	Valid

Source: Primary data processed, 2021

3.) PURCHASE DECISION (Y)

Based on the test results using SPSS 22 can be seen as follows:

Table 3
Result of Validity Testing of Purchase Decision Variable (Y)

No. Statement	r_{hitung}	$r_{tabel}5\%$	Description
Purchase Decision (Y)			
Y1	0,637	0,1966	Valid
Y2	0,559	0,1966	Valid
Y3	0,484	0,1966	Valid
Y4	0,651	0,1966	Valid
Y5	0,588	0,1966	Valid
Y6	0,653	0,1966	Valid

Source: Primary data processed, 2021

B. RELIABILITY TEST

The results of the reliability test for each variable are as follows:

Table 4

Reliability Test Results Data

Variable	*Cronbach's Alpha*	*Critical Value*	Description
Price (X1)	0,632	0,6	Reliabel
Product Quality (X2)	0,614	0,6	Reliabel
Purchase Decision	0,604	0,6	Reliabel

Source: Primary data processed, 2021

CLASSIC ASSUMPTION TEST
A. NORMALITY TEST

According to Sujarweni (2015: 120) "The Normality Test is a test to measure whether our data has a normal distribution so that it can be used in parametric statistics, if the data is not normally distributed, non-parametric statistics can be used". The results of the normality test are as follows:
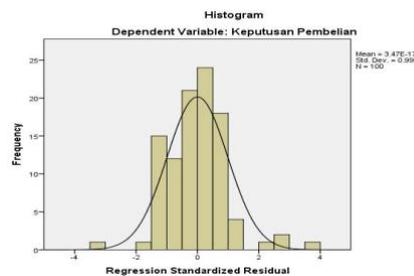

Figure 2: Normality Test Results Using Histogram

Source: Primary Data Processed With SPSS 22, 2021

B. MULTICOLONIERITY

According to Sujarweni (2015:158) "Multicollinearity test is needed to find out whether there are independent variables that have similarities between independent variables in a model". The results of the Multicollinearity test are as follows:

Table 5

Multicollinearity Test Result Data

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.698	1.082		5.267	.000		
	Harga	.269	.070	.314	3.825	.000	.332	3.012
	Kualitas Produk	.517	.070	.609	7.404	.000	.332	3.012

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed With SPSS 22, 2021

C. AUTOCORRELATION

According to Sujarweni (2015:159) "Testing autocorrelation in a model aims to find out whether there is a correlation between the confounding variable in a certain period and the previous variable". The results of the autocorrelation test are as follows:

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Table 6
Autocorrelation Test Results Data

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.884^a	.782	.778	.781	1.924

a. Predictors: (Constant), Kualitas Produk, Harga

b. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed With SPSS 22, 2021

D. HETEROSCEDASTICITY

According to Sujarweni (2015:159) "Heteroscedasticity tests the occurrence of residual differences from one observation period to another observation period". The results of the heteroscedasticity test are as follows:
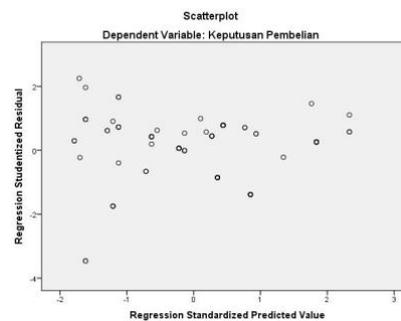

Figure 4: Heteroscedasticity Test Results
Source: Primary Data Processed With SPSS 22, 2021

MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis is useful to determine the effect of two or more independent variables with one dependent variable, the results of the analysis can be seen in the following table:

Table 7
Multiple Regression Analysis Test Results Data

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.698	1.082		5.267	.000
	Harga	.269	.070	.314	3.825	.000
	Kualitas Produk	.517	.070	.609	7.404	.000

a. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed With SPSS 22, 2021

Y = 5.698+0.269X1+0.517X2+1.082

COEFFICIENT OF DETERMINATION

To determine the percentage of the influence of the independent variable on the dependent variable, the R square value is used as follows:

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Table 8
Coefficient of Determination Result Data

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884[a]	.782	.778	.781

a. Predictors: (Constant), Kualitas Produk, Harga

b. Dependent Variable: Keputusan Pembelian

Source: Primary Data Processed With SPSS 22, 2021

HYPOTHESIS TEST

Testing of the established hypothesis is carried out by simultaneous test (F test) and partial test (t test) as follows:

A. SIMULTANEOUS TEST (F TEST)

Simultaneous Test (F test) is a simultaneous regression coefficient test that is used to determine whether the independent variable (X) simultaneously affects the dependent variable (Y). Simultaneous test results are as follows:

Table 9
Simultaneous Hypothesis Testing Data

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.871	2	106.436	174.283	.000[b]
	Residual	59.239	97	.611		
	Total	272.110	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Harga

Source: Primary Data Processed With SPSS 22, 2021

B. PARTIAL TEST (T TEST)

The t test is an individual partial regression coefficient test that is used to determine whether the independent variable (X) individually affects the dependent variable (Y).

Table 10
Partial Hypothesis Testing Data

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.698	1.082		5.267	.000
	Harga	.269	.070	.314	3.825	.000
	Kualitas Produk	.517	.070	.609	7.404	.000

a. Dependent Variable: Keputusan Pembelian

1. Variable X1 (Price) obtained the value of tcount 3.825> ttable 1.984 with the value of Std. Error 0.070 and the value of sig. 0.000, because the value of sig < 0.05. This means that there is a significant effect of price on purchasing decisions at the Krucil Argopuro Probolinggo KUD Milk House. Proven hypothesis
2. Variable X2 (Product Quality) obtained tcount 7,404> ttable1,984 with Std value. Error 0.070 and the value of sig. 0.000, because the value of sig < 0.05. This means that there is a significant effect of product quality on purchasing decisions at the Krucil Argopuro Probolinggo KUD Milk House. Hypothesis proven

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CONCLUSION

BASED ON THE RESULTS OF RESEARCH AND DISCUSSION, THE FOLLOWING CAN BE CONCLUDED:

Simultaneously, there is a significant influence between price and product quality on consumer purchasing decisions at KUD Krucil Argopuro Probolinggo Milk House. Product Quality Variable (X2) is the variable that has the dominant influence on consumer purchasing decisions at KUD Krucil Argopuro Probolinggo Milk House.

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