The Influence of Service Quality, Product Quality and Price Perception on Purchasing Decisions Through Customer Satisfaction At The Local Part of PT Sumber Mas Indah Plywood

Eka Rizky Safitri[1]
Alkusani[2]
Alif Sulthon Basyari[3]
University Muhammadiyah Gresik, East Java, Indonesia[1,2,3]
E-mail : ekasafitrizky.12@gmail.com[1], alkusani@umg.ac.id[2], alifshulton@umg.ac.id[3]

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk dan persepsi harga terhadap keputusan pembelian melalui kepuasan pelanggan pada PT. Sumber Mas Indah Plywood bagian Lokal. Penelitian ini merupakan penelitian diskriptif kuantitatif. Penelitian dilakukan di PT. Sumber Mas Indah Plywood divisi Plywood Solution. Sampel dalam penelitian ini berjumlah 190 responden. Pengambilan sampel menggunakan Teknik purposive sampling dan Alat analisis yang digunakan adalah Analisis Jalur, yang sebelumnya dilakukan uji asumsi klasik. Teknik pengumpulan data dilakukan dengan metode kuesioner. Analisis data dengan menggunakan SPSS 25. Hasil pengujian hipotesis menggunakan uji t secara parsial menunjukkan bahwa kualitas pelayanan, kualitas produk dan persepsi harga berpengaruh terhadap kepuasan pelanggan dan keputusan pembelian. Dalam analisis koefisien determinasi diperoleh nilai Adjusted R Square sebesar 0,920 yang menunjukkan bahwa 92% kepuasan pelanggan dapat dijelaskan oleh kedua variabel independen dalam persamaan regresi sedangkan sisanya sebesar 8% dijelaskan oleh variabel diluar model penelitian. dan nilai Adjusted R Square sebesar 0,979 yang menunjukkan bahwa 97,9% keputusan pembelian dapat dijelaskan oleh kedua variabel independen dalam persamaan regresi. Sedangkan sisanya sebesar 2,1% dijelaskan oleh variabel diluar model penelitian.

Kata Kunci : *Kualitas Pelayanan, Kualitas Produk, Persepsi Harga, Keputusan Pembelian, Kepuasan Pelanggan*

ABSTRACT

The purpose of this research is to determine the influence of product quality and price perception on purchasing decisions through customer satisfaction at PT. Local Source of Mas Indah Plywood. This research is quantitative descriptive research. The research was conducted at PT. Sumber Mas Indah Plywood Plywood Solution division. The sample in this study amounted to 190 respondents. Sampling used purposive sampling technique and the analytical tool used was Path Analysis, which was previously carried out by classical assumption tests. The data collection technique was carried out using the questionnaire method. Data analysis using SPSS 25. The results of hypothesis testing using the t test partially show that service quality, product quality and price perception influence customer satisfaction and purchasing decisions. In the analysis of the coefficient of determination, an Adjusted R Square value of 0.920 was obtained, indicating that 92% of customer satisfaction can be explained by the two independent variables in the regression equation, while the remaining 8% is explained by variables outside the research model. and the Adjusted R Square value is 0.979, which shows that 97,9% of purchasing decisions can be explained by the two independent variables in the regression equation. Meanwhile, the remaining 2,1% is explained by variables outside the research model.

Keywords : *Service Quality, Product Quality, Price Perception, Purchasing Decisions, Customer Satisfaction*

INTRODUCTION

In the modern era, companies are faced with demands to be able to compete and achieve excellence in order to meet long-term goals and make a significant contribution to the national economy. In Southeast Asia, Indonesia has a large forestry area and the increasing contribution of the forestry sector is supported by the implementation of various recent policies. This policy positions the wood processing industry, especially plywood, as one of the pillars of the country's economy. The plywood industry in Indonesia is faced with challenges that cannot be ignored, such as increasingly tight competition with producers from other countries, especially from Southeast Asia. This is a challenge for the Indonesian plywood industry to remain competitive, producers in Indonesia must continue to improve product quality and efficiency. their production. PT. Sumber Mas Indah Plywood, which has been established in Gresik since 1976, produces plywood, wood and additional processes. With a production capacity of more than 7000 m3/month, this company has succeeded in penetrating the international market. The company's customers come from many countries such as Japan, the Netherlands, the United States, Hong Kong and Europe. Company leaders decided in 2015 to form the Plywood Solution Division. This division is part of PT. Sumber Mas Indah Plywood, which handles the local market.

LITERATURE REVIEW

PT Sumber Mas Indah Plywood, as a player in the plywood industry, relies heavily on local consumer loyalty to maintain its business growth. Service quality is an important element in creating customer satisfaction, which ultimately can influence purchasing decisions. In research conducted by Aburayya et al. (2020), stated that service quality has a significant impact on customer satisfaction, which then influences loyalty and purchasing decisions. Good service quality will build long-term relationships with customers, increase trust, and provide higher added value compared to competitors. In the plywood sector, service quality includes accurate delivery, quick response to customer complaints, and the availability of adequate after-sales service.

Additionally, product quality is another critical factor that plays a role in influencing purchasing decisions. Product quality can be measured by durability, functionality and suitability to consumer needs (Tjiptono, 2019). The plywood products produced by PT Sumber Mas Indah Plywood must meet high quality standards to compete with other products on the market. As stated by Garvin (1987), product quality contributes directly to customer satisfaction, which then has an impact on purchasing decisions.

According to Widyastuti et al. (2020), positive price perceptions can increase customer satisfaction and encourage consumers to make repeat purchases. In the plywood sector, competitive prices that match product quality can have a significant impact on consumer satisfaction and purchasing decisions.

Customer satisfaction, according to Oliver (2021), is the result of an evaluation that compares customer expectations with the results that customers receive from products or services. This satisfaction plays an important role as a mediating variable in the relationship between service quality, product quality, price perception, and purchasing decisions. At PT Sumber Mas Indah Plywood, customer satisfaction can be the main indicator of the success of the company's marketing strategy.

METHODS

This research was conducted to test the hypothesis of a significant influence of the independent variable on the dependent variable. The independent variables studied are Service Quality (X_1) Product Quality (X_2) Price Perception (X_3) the intervening variable is Customer Satisfaction (Y) with the dependent variable Purchase Decision (Z) at PT. Local Source of Mas Indah Plywood. Research techniques use a quantitative approach, which is used to examine certain populations or samples, collect data through the use of research equipment, and evaluate statistical data.

The data used is primary data. Primary data sources are data sources that are obtained, processed, presented and obtained directly from the source by researchers (Handayani et al. 2021). Primary data for this analysis was obtained from respondents' results through

questions contained in the questionnaire.

Researchers will distribute questionnaires and questionnaires online via social media such as Instagram, Whatsapp. The primary data that has been carried out by researchers will be followed by measurements using a Likert scale with a score of 1 to 5 which means strongly disagree-strongly agree. The population of this research consists of customers of PT. Sumber Mas Indah Plywood. As stated by (Hair, Black, Babin, Anderson, & Tatham, 2006) the number of representative samples is equivalent to the product of five to ten of the number of indicators. 190 respondents comprised the sample size for this research, namely 19 (number of indicators) x 10. This research took samples using non-probability sampling with a purposive sampling technique.

RESULTS AND DISCUSSION
Instrument Test
1. Validity Test

Validity is a measure that shows the validity of an instrument. Ghozali (2018:51) said that the validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure. Validity testing was carried out with the help of the SPSS program.

A questionnaire is said to be valid if the validity value (calculation) is carried out using a one-sided corrected item-total correlation test with a significance level of 5%. To measure the level of validity of the instrument, researchers used the product moment formula proposed by Pearson.

Figure 1. Validity Testing Results (X1)

Source: Output SPSS

Figure 2. Validity Testing Results (X2)

Source: Output SPSS

Figure 3. Validity Testing Results (X3)

Source: Output SPSS

Figure 4. Validity Testing Results (Z)

Source: Output SPSS

Figure 5. Validity Testing Results (Y)

Source: Output SPSS

Based on the table, it shows that all indicator items are declared valid because the calculated r value is greater than the table r value, which is greater than 0.142. So that each indicator for each variable is valid.

2. Reliability Test

　　The reliability test of this research instrument will use the Cronbach Alpha technique. According to Sugiyono (2018) an instrument is declared reliable if it has a reliability coefficient minimum 0.7. If the measuring instrument has a Cronbach Alpha value <0.7 then the measuring instrument it is not reliable

Figure 6. Reliability Testing Results (X1)

Case Processing Summary

		N	%
Cases	Valid	190	100,0
	Excluded[a]	0	,0
	Total	190	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,749	5

Source: Output SPSS

Figure 7. Reliability Testing Results (X2)

Case Processing Summary

		N	%
Cases	Valid	190	100,0
	Excluded[a]	0	,0
	Total	190	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,804	6

Source: Output SPSS

Figure 8. Reliability Testing Results (X3)

Case Processing Summary

		N	%
Cases	Valid	190	100,0
	Excluded[a]	0	,0
	Total	190	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,812	5

Source: Output SPSS

Figure 9. Reliability Testing Results (Y)

Case Processing Summary

		N	%
Cases	Valid	190	100,0
	Excluded[a]	0	,0
	Total	190	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,790	3

Source: Output SPSS

Figure 10. Reliability Testing Results (Z)

Case Processing Summary

		N	%
Cases	Valid	190	100,0
	Excluded[a]	0	,0
	Total	190	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,775	3

Source: Output SPSS

Based on the results of the table above, the Service Quality reliability test (X1) produces a Cronbach's Alpha value of 0,749. Product Quality (X2) produces a Cronbach's Alpha value of 0,804. Price Perception (X3) produces a Cronbach's Alpha value of 0,812. Customer Satisfaction (Y) produces a Cronbach's Alpha value of 0,790, while the Purchase Decision variable (Z) produces a value of 0,775. So it can be said that all of these instruments are reliable because they have a Cronbach's Alpha value above 0.70

Classical Assumption Test

1. Normality Test

According to Ghozali (2018:161) explains that the normality test is used to determine whether the regression model of the dependent variable and independent variables have a contribution or not. A good regression model if the data distribution is normal or close to normal. The formula that will be used to carry out the normality test is the Kolmogorov-Smirnov formula. Decision making is made if the significant value is > 0.05 then the hypothesis is accepted.

Figure 11. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		190
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,70759731
Most Extreme Differences	Absolute	,167
	Positive	,140
	Negative	-,167
Test Statistic		,167
Asymp. Sig. (2-tailed)		,927

a. Test distribution is Normal.
b. Calculated from data.

Source: Output SPSS

Based on the SPSS test results, it is known that the data for all variables shows a sig value > α (0.05), namely 0.927 > 0.05 seen from the asymp column. Sig. (2-tailed) then it can be concluded that the sample data is normally distributed.

2. Heteroscedasticity Test

Ghozali (2018:137) explains that the heteroscedasticity test aims to test the regression model if there is inequality of variance from the residuals of one observation to another. If the variance from the ratio of one observation to another is constant, it is called homoscedasticity and if it is different it is calledheteroscedasticity. Testing in this research used U Glejser. The basis for decision making is that if the Sig value is more than 0.05, heteroscedasticity does not occur.

Figure 12. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,313	,269		1,161	,247
	Kualitas Pelayanan	,008	,017	,065	,446	,656
	Kualitas Produk	,000	,007	-,003	-,038	,970
	Persepsi Harga	,001	,015	,009	,060	,952
	Kepuasan Pelanggan	-,030	,010	-,220	-2,953	,226

a. Dependent Variable: Abs_Res2

Source: Output SPSS

It is known that the Service Quality variable has a significance value of 0.656 > 0.05, Product Quality has a significance value of 0.970 > 0.05, Price Perception has a significance value of 0.952 > 0.05, then Customer Satisfaction has a significance value of 0.226 > 0.05. This means that the independent variable has no effect on the dependent variable (significance value more than 0.05), which means that heteroscedasticity does not occur.

3. Multicollinearity Test

Tabel 13. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	,195	,300		,650	,517		
	Kualitas Pelayanan	,056	,019	,063	2,914	,004	,240	4,160
	Kualitas Produk	-,004	,008	-,005	-,463	,644	,986	1,015
	Persepsi Harga	-,058	,016	-,076	-3,559	,000	,247	4,050
	Keputusan Pembelian	,999	,011	,989	89,283	,000	,926	1,079

a. Dependent Variable: Kepuasan Pelanggan

Source: Output SPSS

Goodness of Fit

Figure 14. Regression Analysis Model 1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,965[a]	,930	,920	,350

a. Predictors: (Constant), Persepsi Harga, Kualitas Produk, Kualitas Pelayanan
b. Dependent Variable: Kepuasan Pelanggan

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8,928	1,876		4,759	,000
	Kualitas Pelayanan	,325	,125	,371	2,608	,000
	Kualitas Produk	-,030	,050	,258	1,596	,000
	Persepsi Harga	-,091	,107	,355	3,851	,000

a. Dependent Variable: Kepuasan Pelanggan

Source: Output SPSS

$Z = b_1X_1 + b_2X_2 + b_3X_3 + e_1$
$Z = 0,371 X_1 + 0,258 X_2 + 0,355 X_3 + e_1$

The results of individual product quality testing show a standardized coefficients beta value of 0.371 and are also significant at 0.000 <0.05, which means that service quality has a significant positive effect on customer satisfaction. The results of individual product quality testing show a standardized coefficients beta of 0.258 and are also significant at 0.000 <0.05, which means that product quality has a significant positive effect on customer satisfaction. The results of individual price perception testing show a standardized coefficients beta of 0.355 and are also significant at 0.000 <0.05, which means that price has a significant positive effect on customer satisfaction.

Table 1. Regression Analysis Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,989[a]	,979	,979	,260

a. Predictors: (Constant), Kepuasan Pelanggan, Kualitas Produk, Persepsi Harga, Kualitas Pelayanan

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	,008	,297		,026	,979
	Kualitas Pelayanan	,048	,019	,845	2,543	,000
	Kualitas Produk	,003	,008	,195	1,377	,000
	Persepsi Harga	,056	,016	,360	3,466	,000
	Kepuasan Pelanggan	,978	,011	,989	9,283	,000

a. Dependent Variable: Keputusan Pembelian

$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4Z + e_2$
$Y = 0,845 X_1 + 0,195 X_2 + 0,360 X_3 + 0,989 Z + e_2$

The results of individual service quality testing show a standardized coefficients beta value of 0.845 and show a significant value at 0.000 <0.05. Thus, it is concluded that the service quality variable has a significant positive effect on purchasing decisions. The results of individual product quality testing show a standardized coefficients beta value of 0.195 and show a significant value at 0.000 <0.05. Thus, it is concluded that the product quality variable has a significant positive effect on purchasing decisions. The results of individual price perception testing show a standardized coefficients beta value of 0.360 and show a significant value at 0.000 <0.05. Thus, it is

concluded that the price perception variable has a significant positive effect on purchasing decisions. The results of individual customer satisfaction testing show a standardized coefficients beta value of 0.989 and show a significant value at 0.000 <0.05. Thus, it is concluded that the customer satisfaction variable has an effect on purchasing decisions.

Path Analysis

Based on the t-test shown in the table, the standardized coefficients beta value of the service quality variable is 0.371. The standardized coefficients beta value of 0.371 is the path value of P1. The standardized coefficients beta value of the product quality variable is 0.258. The standardized coefficients beta value of 0.258 is the path value of P2. The standardized coefficients beta value of the price perception variable is 0.355. The standardized coefficients beta value of 0.355 is the path value of P3. Then in the table, the standardized coefficients beta value of the service quality variable is 0.845. The standardized coefficients beta value of 0.845 is the path value of P4. The standardized coefficients beta value of the product quality variable is 0.195. The standardized coefficients beta value of 0.195 is the path value of P5. The standardized coefficients beta value of the price perception variable is 0.360. The standardized coefficients beta value of 0.360 is the path value of P6. The standardized coefficients beta value of the customer satisfaction variable is 0.989. The standardized coefficients beta value of 0.989 is the path value of P7.

Based on the R^2 test shown in Figure 14, the value $e1 = \sqrt{(1-R^2)} = \sqrt{(1-0,920)} = 0,282$ is obtained. The influence of empirical clauses between the variables of service quality, product quality and price perception on customer satisfaction is described through structural equation 1, namely:

$$Z = b1X1 + b2X2 + b3X3 + e1$$
$$Z = 0,371\ X1 + 0,258\ X2 + 0,355\ X3 + e1$$

Based on the R^2 test shown in Table. 1 the value of $e2 = \sqrt{(1-R^2)} = \sqrt{(1-0.979)} = 0.145$. The influence of empirical clauses between the variables of service quality, product quality, price perception and customer satisfaction on purchasing decisions is described through structural equations. 2 namely:

$$Y = b1X1 + b2X2 + b3X3 + b4Z + e2$$

$$Y = 0,845\ X1 + 0,195\ X2 + 0,360\ X3 + 0,989\ Z + e2$$

Hypothesis testing

1. The calculated t value of the service quality variable is 2.608 with a significance value of 0.000. It can be concluded that the service quality variable has a significant effect with a positive relationship on the customer satisfaction variable. Thus hypothesis 1 is accepted, because hypothesis 1 states that service quality influences customer satisfaction.

2. The calculated t value of the product quality variable is 1.596 with a significance value of 0.000. It can be concluded that the product quality variable has a significant effect with a positive relationship on the customer satisfaction variable. Thus hypothesis 2 is accepted, because hypothesis 2 states that product quality has an effect on customer satisfaction.

3. The calculated t value of the price perception variable is 3.851 with a significance value of 0.000. It can be concluded that the price perception variable has a significant effect with a positive relationship on the customer satisfaction variable. Thus hypothesis 3 is accepted, because hypothesis 3 states that price perception has an effect on customer satisfaction.

4. The calculated t value of the service quality variable is 2.543 with a significance value of 0.000. It can be concluded that the service quality variable has a significant effect with a positive relationship on the purchasing decision variable. Thus hypothesis 4 is accepted, because hypothesis 4 states that service quality influences purchasing decisions.

5. The calculated t value of the product quality variable is 1.377 with a significance value of 0.000. It can be concluded that the product quality variable has a significant effect with a positive relationship on the purchasing decision variable. Thus hypothesis 5 is accepted, because hypothesis 5 states that product quality influences purchasing decisions.

6. The calculated t value of the price perception variable is 3.466 with a significance value of 0.000. It can be concluded that the price perception variable has a significant effect with a positive relationship on the purchasing decision variable. Thus hypothesis 6 is accepted, because hypothesis 6 states that price influences purchasing decisions.

7. The calculated t value of the customer

satisfaction variable is 9.283 with a significance value of 0.000. It can be concluded that the customer satisfaction variable has a positive relationship with the purchasing decision variable. Thus hypothesis 7 is accepted, because hypothesis 7 states that customer satisfaction influences purchasing decisions.

CONCLUSION

Based on the results of the analysis that have been explained in the previous chapter, the influence of service quality, product quality and price perception on purchasing decisions through customer satisfaction. The results of the study show that service quality, product quality, and price perception have a significant influence on purchasing decisions through customer satisfaction.

1. Influence of Service Quality: Service quality, which consists of dimensions of tangibles, reliability, responsiveness, assurance, and empathy, has been shown to have a positive impact on customer satisfaction, which in turn influences purchasing decisions. This study is consistent with previous findings showing that good, fast, and responsive service can increase customer trust and satisfaction, which are very important in making purchasing decisions (Zeithaml et al., 2018).

2. Influence of Product Quality: Product quality, which includes dimensions of product diversity, product benefits, durability, and ease of use, also shows a significant influence on purchasing decisions through customer satisfaction. This is in line with the theory that customers tend to prefer products that have high quality and meet their expectations, which also encourages increased purchasing decisions (Kotler & Keller, 2020).

3. Influence of Price Perception: Perception of fair and appropriate price for product quality also plays an important role in influencing purchasing decisions. The results of this study confirm that perceived fair and competitive prices can increase customer satisfaction and encourage purchasing decisions. This supports research by Varki and Colgate (2001), which states that the right price perception can strengthen the relationship between companies and customers.

For future researchers, they can consider the influence of external factors such as market trends, industry competition, or marketing campaigns on purchasing decisions. In addition, longitudinal studies involving observations of changes in customer perceptions over time can provide a deeper understanding of the influence of these factors on purchasing decisions in the long term. Further research on the overall customer experience, which includes interactions with all company channels, can provide more complete insights into how to build long-term relationships with customers and increase their loyalty.

REFERENCES

Abdurrahman, Nana Herdiana. 2015. *Manajemen Strategi Pemasaran*. Bandung L CV. Pustaka Setia.

Aburayya, A., Marzouqi, A., Alawadhi, D., Abdouli, F., & Taryam, M. (2020). An empirical investigation of the effect of employees' customer orientation on customer loyalty through the mediating role of customer satisfaction and service quality. *Management Science Letters*, 10(10), 2147–2158.

Agustina Shinta. 2011. *Manajemen Pemasaran*. Universitas Brawijaya Press.Malang.

Alma, Buchari. (2020). *Manajemen Pemasaran Dan Pemasaran Jasa*. Bandung: Alfabeta.

Andriyani, Yeni dan Wandy Zulkarnaen. 2017. *Pengaruh Kualitas Produk terhadap Keputusan Pembelian Mobil Toyota Yaris Di Wijaya Toyota Dago Bandung*. Jurnal Ilmiah Manajemen Ekonomi dan Akuntansi. Vol. 1, No. 2

Arifin, Johar. 2017. *SPSS 24 Untuk Penelitian dan Skripsi*. Jakarta: PT. Gramedia.

Aryandi, Julian dan Onsardi. 2020. *Pengaruh Kualitas Pelayanan dan Lokasi terhadap Keputusan Pembelian Pelanggan Pada Cafe Wareg Bengkulu*. Jurnal Manajemen Modal Insani Dan Bisnis. Vol. 1, No. 1. Hal 117-127

Assauri, Saofjan. 2018. *Manajemen Bisnis Pemasaran.* Jakarta : PT. RajaGrafindo Persada, Depok

Bansaleng, J. M., Sepang, J. L., & Tampenawas, J. L. (2021). Pengaruh kualitas produk, kualitas pelayanan, dan harga produk terhadap kepuasan konsumen pengguna kartu xl di manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, *9*(3).

Budiarno, B., Udayana, I. B. N., & Lukitaningsih, A. (2022). Pengaruh kualitas layanan, kualitas produk terhadap kepuasan pelanggan dalam membentuk loyalitas pelanggan. *Equilibrium: Jurnal Penelitian Pendidikan Dan Ekonomi*, *19*(02), 226-233.

Chaniago, H. (2021). *Manajemen Ritel dan Implementasi* (Y. Efawati, Ed.; Cetakan ke-1). Edukasi Riset Digital.

Dewi, R. N. T. (2019). Pengaruh Kualitas Produk, Citra Merek Dan Celebrity Endorser Terhadap Keputusan Pembelian Smartphone Melalui Minat Beli Sebagai Variabel Intervening. *Jurnal Administrasi Bisnis Fisipol Unmul*, *7*(4), 409.

Fahlevi, R. A., & Ali, H. (2024). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Pelanggan melalui Promosi sebagai Variabel Intervening di Perumda Tirta Bhagasasi Bekasi. *IJESM Indonesian Journal of Economics and Strategic Management*, *2*(3), 2727-2735.

Fauzi, M. R., & Mandala, K. (2019). *Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Inovasi Produk Terhadap Kepuasan Untuk Meningkatkan Loyalitas Pelanggan* (Doctoral dissertation, Udayana University).

Febiyanti, L., & Aqmala, D. (2022). Pengaruh E-Wom, Brand Image, Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Pembelian Pada Pengguna Grab Melalui Minat Beli Sebagai Variabel Intervening. *Jurnal Manajemen Dan Dinamika Bisnis*, *1*(1), 28-39.

Feriska, F., Kusnadi, E., & Praja, Y. (2022). Pengaruh Kualitas Produk Dan Pelayanan Terhadap Kepuasan Konsumen Melalui Minat Beli Sebagai Variabel Intervening Pada Toko Kecantikan Fithka Ms Glow Di Mangaran Situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, *1*(8), 1709-1723.

Firli, T. A., & Stiawan, D. (2021). Pengaruh Kualitas Produk Dan Pelayanan Terhadap Loyalitas Konsumen Muslim Dengan Kepuasan Sebagai Variabel Intervening. *Journal of Islamic Economics (JoIE)*, *1*(2), 144-157.

Firmawati, Y. (2022). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Sebagai Variabel Intervening (Studi Kasus Pada Proudk Ayam Broiler Di PT. Mitra Pertenakan Unggas Unit Pandeglang). *Jurnal Jubisma*, *4*, 1-13.

Hariyanto, H., Arief, M. Y., & Praja, Y. (2022). pengaruh kualitas produk dan pelayanan terhadap minat beli ulang melalui kepuasan konsumen sebagai variabel intervening pada toko f3 situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, *1*(9), 1784-1795.

Herlambang, A. S., & Komara, E. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan, Dan Kualitas Promosi Terhadap Kepuasan Pelanggan (Studi kasus pada Starbucks Coffee Reserve Plaza Senayan). *Jurnal Ekonomi, Manajemen Dan Perbankan (Journal of Economics, Management and Banking)*, *7*(2), 56-64.

Hermawati, A. (2021, March). Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian dengan Minat Beli Sebagai Variabel Intervening

(Studi Pada PT. Jaya Kopra Sejati). In *Conference on Economic and Business Innovation (CEBI)* (pp. 1346-1351).

Izzuddin, A., & Muhsin, M. (2020). Pengaruh Kualitas Produk, Kualitas Layanan Dan Lokasi Terhadap Kepuasan Konsumen. *Jurnal Manajemen Dan Bisnis Indonesia*, *6*(1), 72-78.

Kotler, Phillip dan Kevin Lane Keller (2016), *Marketing Management*, Edisi: 15e, United States of America: Pearson Education.

Kotler, Philip; Keller, K. L. (2020). Manajemen pemasaran : Jil. 1 / Philip Kotler, Kevin Lane Keller ; Alih Bahasa Bob Sabran. *Jurnal Manajemen Dan Enterpreneurship*, 6(3).

Lestari, A. T., & Iskandar, K. (2021). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Konsumen Bank BTN Cabang Tegal. *Journal of Economic and Management (JECMA)*, *3*(2), 1-9.

Lisdiani, N. L. I., & Annisa, A. A. (2022). Pengaruh Harga, Kualitas Produk dan Pengetahuan Halal Terhadap Keputusan Pembelian Produk Fiesta Chicken Nugget dengan Minat Beli Sebagai Variabel Intervening. *Invest Journal of Sharia & Economic Law*, *2*(1), 79-91.

Lovencia, C. E., Erya, F., Christino, A., & Hendry, H. (2020). *Pengaruh Strategi Pemasaran, Pelayanan dan Harga terhadap Keputusan Pembelian Tiket Pesawat Terbang* (Doctoral dissertation, Udayana University).

Mailina, I. N., & Rosmita, R. (2023). *Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Madu Pada CV. Mutiara Madu Kuansing*. JIABIS: Jurnal Ilmu Administrasi Bisnis dan Sosial, 1(2), 13-33.

Manihuruk, B. K. (2023). Analisis Kualitas Produk dan Promosi terhadap Loyalitas Pelanggan dengan Kepuasan sebagai Variabel Intervening Pada PT Shopee Indonesia. *Journal Business and Management*, *1*(1), 11-23.

Mariansyah, A., & Syarif, A. (2020). Pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap kepuasan konsumen cafe kabalu. *Jurnal Ilmiah Bina Manajemen*, *3*(2), 134-146.

Munfaqiroh, S., Agung, A. M. S., & Sugiharto, D. P. (2022). Pengaruh Brand Image dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. *Jurnal Manajemen Dirgantara*, *15*(2), 292-300.

Ningrum, M. (2022). Pengaruh Kualitas Pelayanan, Akuntabilitas, Dan Religiusitas Terhadap Loyalitas Muzakki Dengan Kepercayaan Sebagai Variabel Intervening Di Lembaga Amil Zakat Kota Magelang. *Jurnal Ekonomi Bisnis dan Akuntansi*, *2*(2), 12-20.

Olivia, G. R., & Ngatno, N. (2021). Pengaruh Kualitas Produk Dan Promosi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Konsumen Maybelline Di Semarang). *Jurnal Ilmu Administrasi Bisnis*, *10*(1), 742-752.

Pattilasa, A. A., & Dwiridotjahtjono, J. (2023). Pengaruh Brand Awareness dan Kualitas Produk Terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Sebagai Variabel Intervening. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *5*(6), 2687-2700.

Pratiwi, N. R. (2021). Pengaruh harga dan kualitas produk terhadap kepuasan pelanggan dengan keputusan pembelian sebagai variabel intervening. *Jurnal Ekonomi Manajemen Dan Bisnis*, *2*(2), 18-27.

Purnamawati, N. L. A., Mitariani, N. W. E., & Anggraini, N. P. N. (2020). Pengaruh kualitas pelayanan, kualitas produk dan persepsi harga terhadap minat beli ulang di Bandung Collection Kecamatan Kuta Utara, badung. *Values*, *1*(3).

Puspita, C. M., & Budiatmo, A. (2020). Pengaruh harga dan kualitas produk terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (Studi pada Rocket Chicken Wolter Monginsidi Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, *9*(3), 268-275.

Putra, Y. P., Purwanto, H., & Sulistiyowati, L. N. (2022). Kualitas produk dan persepsi harga terhadap keputusan pembelian melalui minat beli sebagai variabel intervening. *MBR (Management and Business Review)*, *6*(1), 69-80.

Pradana, W. (2023). *Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Kopi Massa Kok Tong Lim Ming)* (Doctoral dissertation, STIE Bina Karya Tebing Tinggi).

Rizki, P. A., & Prabowo, B. (2022). Pengaruh Citra Merek, Harga, dan Kualitas Produk Indomie melalui Kepuasan Konsumen sebagai Variabel Intervening Terhadap Loyalitas Pelanggan. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *4*(5), 1543-1553.

Sakinah, N., & Firmansyah, F. (2021). Kualitas Produk dan Harga Terhadap Keputusan Pembelian dengan Purchase Intention Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen dan Bisnis*, *22*(2), 192-202.

Sholikhah, A. F., & Hadita, H. (2023). Pengaruh kualitas layanan, kualitas produk dan harga terhadap loyalitas pelanggan melalui kepuasan pelanggan mie gacoan di bekasi timur. *Jurnal Economina*, *2*(2), 692-708.

Sudaryono. 2016. *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: ANDI

Sofan, A., Agung, S., & Kuraesin, E. (2019). *Pengaruh Kualitas Produk dan Segmetasi Pasar terhadap Kepuasan Pelanggan*. Manager: Jurnal Ilmu Manajemen, 2(3), 353-369.

Tantri, Erfin Septianing T.A. dkk. (2020). *Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Word Of Mouth Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Toko Sepatu Kakiku Kencong)*. Jurnal of Organization and Business Management. Vol. 2, No. 3. Hal 166-171

Widiyaningsih, N., & Nugroho, J. A. (2024). *Pengaruh Live Streaming terhadap Purchase Intention pada Thrift Shop dengan Consumers Attitudes sebagai Variabel Mediasi: Studi Kasus Pada Mahasiswa Universitas Sebelas Maret Surakarta*. Jurnal Manajemen Pemasaran, 18(1), 40-57.

Wirawan, A. A., & Razak, N. (2019). Pengaruh Kualitas Produk dan Lokasi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening Pada Lamuna Coffee di Kabupaten Bone.

Woen, N. G., & Santoso, S. (2021). Pengaruh Kualitas Layanan, Kualitas Produk, Promosi, dan Harga Normal terhadap Kepuasan dan Loyalitas Konsumen. *Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship*, *10*(2), 146-163.

Yurianto, Andre O. Dan Reni Shinta D. (2021). *Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Pelangan*. Jurnal Adminitrasi Bisnis Vol.10, No.10. Hal 753-761