

**THE INFLUENCE OF PRICE PERCEPTION, PRODUCT QUALITY,
AND SERVICE QUALITY ON PURCHASE DECISION AT
“BANG BEN” HOME STEAK IN SALATIGA**

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Abstract

This study aims to study the influence of price perception, product quality, and service quality on purchasing decisions at “Bang Ben” Home Steak Salatiga. This study uses an associative quantitative research methodology. The subjects of this study were customers of “Bang Ben” Home Steak Salatiga, using a purposive sampling method of 100 respondents. Data were collected using a questionnaire method analyzed with a Likert scale of 1-5. Quantitative analysis was carried out using multiple linear regression analysis, and analyzed using the SPSS version 30 application. The results of this study indicate that price perception, product quality, and service quality partially influence purchasing decisions at “Bang Ben” Home Steak Salatiga. The three independent variables have a simultaneous influence on purchasing decisions.

Keywords: *Price Perception, Service Quality, Product Quality, Purchase Decision, Salatiga City*

1. INTRODUCTION

Industrial Revolution 5.0 is not simply based on advanced technology and digitalization, where one person can have a business without having to build or establish a company or place of business (for example, a culinary business), so that these culinary businesses develop rapidly (Wijayanna, 2024). Decision-making is a multi-faceted process, and factors influence consumer behavior in purchasing decisions. With greater competition among today's businesses, knowing the factors affecting such choices, for example, the perception of price and quality of product and service, is crucial. The present study will conduct a thorough analysis of the effects of these three factors on consumers' steak purchase decisions.

Product quality, too, is a major consideration for purchasing decisions. Quality can reassure consumers in the brand and product. In a study performed by Darmawati et al. (2022) quality plays an important role in influencing the consumer's selection on purchasing, particularly in these days market observe. Another investigation from Widayanto et al. (2023) argued that the variety of products offered and quality of service have a positive and statistically significant impact on purchase decisions, in which high product quality affected directly the interest to purchasing.

Moreover, service quality has also been recognized as a critical factor affecting purchase intention. Research by Prabowo et al. (2021), proves that customer satisfaction can also be influenced by service quality and influence better purchase decisions. Service quality refers not only to the attitude of personnel towards customers but also includes speed and reliability in the provision of service to meet customer needs (Cesariana et al., 2022). This study is also consistent with the results of Dewi and Santoso (2023), who reports that service quality has a positive significant effect on buying decisions.

Considering the significant influence from perceived price, product quality, and service quality, this research is of practical implication to businesses in general, or especially those concerned with offering food service. As a commodity with its own category, steak is

particularly vulnerable to these three factors. A more detailed follow-up to understanding how those three factors impact steak purchasing choices will lead to a deeper knowledge base for their marketing that increases excitement rather than diminishes it.

First, in understanding how consumers perceive prices of food items, restaurants or stores selling steaks may understand better their pricing strategies to lure their customers and could predict market reactions when there are changes on price. In addition, through the enhanced product quality, steak purveyors may be able to increase their customer base from positive word of mouth based on the steaks served. Service quality as a source of competitive advantage Lastly, the consideration of service quality could create a competitive edge as stated by Nurhasan et al. (2022), excellent service can be a distinguishing characteristic among the overwhelming number of options available.

This study should further benefit academics by enhancing the formation of purchasing decision theory, and practitioners through employing successful strategies focused on customer satisfaction and higher sales. 2. In the context, this research findings will contribute to construction a structure for the steak sector which can increase its attractiveness of products and then consumer purchase decision.

The objective of this research is to explore how these factors work as an interacting influence on steak purchase through the lens of consumer price, product quality, and service quality perceptions. This matter is important particularly in the light of changing consumer trends typical for fast-pace competitive environment. As such, we anticipate that the findings from this paper will have meaningful and practical implications for future growth of business operations in the steak sector.

2. LITERATURE REVIEW

2.1. Price Perception

Price perception is the absolute value of a product for a given price. This figure is only suggestive and cannot be used as a specific measure for the required resources to produce the product (Mardiasih, 2020). When consumer check and research for the price of a product, it is mostly under their reflection behaviour. Price perception can be assessed from some following indicators by Kotler and Armstrong in Sholichah and Budiarti (2024), as such:

- a. Affordability
- b. Suitability of price and product quality
- c. Suitability of price to benefits
- d. Price according to affordability or price competitiveness
- e. Set pricing period

2.2. Product Quality

Product quality is a feature of product or service based on its capacity to meet customer's requirements (Sholichah & Budiarti, 2024). Demonstration of the ability of a product to perform its intended function, including both physical properties related to overall durability, reliability and accuracy as well as operational aspects which relates to ease of use in opening, closing, cleaning and typical product repair rates done by consumers (Mendur et al., 2021). This is called "product quality" which can be described as the ability of a product to execute its function such as life duration, reliability, cost-effectiveness, precision, ease of use and maintenance (N. N. Dewi & Wibowo, 2021). There are several indicators to measure product quality by Tjiptono in Sholichah and Budiarti (2024), as follows:

- a. Performance

- b. Durability
- c. Conformance to specifications
- d. Features
- e. Reliability
- f. Aesthetics

2.3. Service Quality

The quality of the service is also among the sellers' concern in meeting customer requirement and expectations (Khaira et al., 2022). Service quality cannot be evaluated according to the company's view but it should be considered in terms of that of the customer's, such that companies have to focus on customer interests when devising their service strategies and programs by considering each service quality factor (Abdilla & Husni, 2018). Quality of service can be measured using Kotler and Keller's dimensions in Setyawan and Widyawati (2018), as follows:

- a. Reliability
- b. Responsiveness
- c. Assurance
- d. Empathy
- e. Tangibles

2.4. Purchasing Decisions

Making decisions is the person's attitude about buying and using a product that person believes is satisfactory (Kumbara, 2021). Khaira et al. (2022), buying behavior decisions are the choices that consumers make under the impact of economic factors, financial factors, political factors, technological factors, and price, along with cultural product and process. The purchasing decision variable indicators are adopted from the theory of Kotler and Armstrong in Mokodompit et al. (Mokodompit et al., 2022), namely:

- a. Determination to buy after knowing product information
- b. Deciding to buy because of a preferred brand
- c. Buying because it fits your wants and needs
- d. Buying because of someone else's recommendation

2.5. Research Hypothesis

In conducting empirical studies, the hypothesis is formulated as follows:

- H1: Price perception has a positive and significant effect on consumer purchasing decisions at Home Steak Bang Ben in Salatiga.
- H2: Product quality has a positive and significant effect on consumer purchasing decisions at Home Steak Bang Ben in Salatiga.
- H3: Service quality has a positive and significant effect on consumer purchasing decisions at Home Steak Bang Ben in Salatiga.
- H4: Price perception, product quality, and service quality have a positive and significant effect on consumer purchasing decisions at Home Steak Bang Ben in Salatiga.

The core hypothesis assumes that the variables used to achieve competitive advantage interact and complement each other.

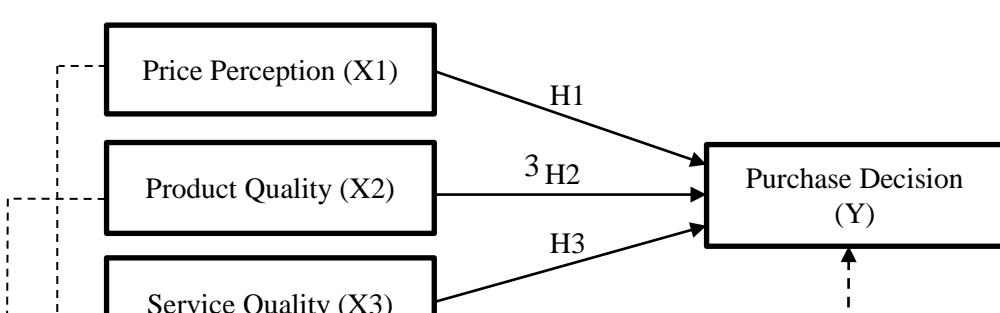


Figure 1. Thinking Framework

3. RESEARCH METHOD

This research was conducted on consumers of "Bang Ben" Home Steak in Salatiga. The population was all consumers of "Bang Ben" Home Steak in Salatiga who had made at least one purchase. The sample in this study consisted of 100 respondents, selected using a non-probability sampling technique with a purposive sampling method. The research instrument used a questionnaire in data collection and was assessed on a Likert scale of 1-5 points. The data analysis technique used multiple linear regression and the data was processed using the SPSS version 30 application.

4. RESULTS AND DISCUSSION

4.1. Respondent Identity

Table 1 below is based on the results of distributing questionnaires to 100 consumers of "Bang" who have made purchases at Ben's Home Steak Salatiga. The characteristics of the research respondents based on gender categories, obtained the number of female respondents as many as 71 respondents (71%) and the number of male respondents as many as 29 people. The research questionnaire was used to obtain various data, one of which is the age of the respondents. Overall, 70 respondents or 70% were aged 22-27 years, then 22 respondents (22%) were aged 17-21 years. Furthermore, 5 respondents (5%) were aged 28-32 years, then respondents aged over 32 years amounted to 3 people (3%).

Table 1. Respondent Identity

Information	Total	Percentage
Gender		
Male	29	29%
female	71	71%
Age		
22-27 years	70	70%
17-21 years	22	22%
28-32 years	5	5%
> 32 years	3	55%
Purchase Frequency		
1 time	24	24%
More than 1 time	76	76%

Source: Processed primary data, 2025

4.2. Validity Analysis

Validity test is used to measure the validity of the questionnaire (Muzaki et al., 2022). Significance test is used to make a decision by comparing the r-calculated and the r-table. For a sample of approximately 100 people, as depicted in Table 2, the r-table is 0.186. This test is performed when there is more than one question item.

Table 2. Validity Test

Variables and Statements			
No.	Price Perception (X1)	R-count	R-table
X1.1	I find the prices offered by Home Steak Bang Ben in Salatiga affordable.	0.855	0.197
X1.2	The prices paid for the menu at Home Steak Bang Ben in Salatiga are commensurate with the delicious taste.	0.847	0.197
X1.3	The prices paid for the menu at Home Steak Bang Ben in Salatiga are commensurate with the portion I received.	0.834	0.197
X1.4	A portion of steak at Home Steak Bang Ben in Salatiga is quite filling, commensurate with the affordable price.	0.838	0.197
X1.5	The menu prices at Home Steak Bang Ben in Salatiga are cheaper than those at other steak restaurants.	0.858	0.197
X1.6	The menu prices offered by Home Steak Bang Ben in Salatiga during promotions are quite affordable.	0.836	0.197
No.	Product Quality (X2)	R-count	R-table
X2.1	The steak menu sold by Home Steak Bang Ben in Salatiga is incredibly delicious.	0.819	0.197
X2.2	The steak menu sold by Home Steak Bang Ben in Salatiga doesn't spoil easily when taken out or taken away.	0.848	0.197
X2.3	The steak menu offered by Home Steak Bang Ben in Salatiga matches the quality (taste and portion).	0.835	0.197
X2.4	The unique flavors of each steak variant on the Home Steak Bang Ben menu in Salatiga made me interested in trying them.	0.828	0.197
X2.5	A portion of steak at Home Steak Bang Ben in Salatiga was enough to fill my stomach.	0.827	0.197
X2.6	The presentation of the steak on the hotplate at Home Steak Bang Ben in Salatiga increased my appetite because the steak didn't get cold easily.	0.814	0.197
No.	Service Quality (X3)	R-count	R-table
X3.1	The service at Home Steak Bang Ben Restaurant in Salatiga is consistently consistent, with service times consistent with restaurant operating hours.	0.835	0.197
X3.2	Home Steak Bang Ben in Salatiga consistently responds quickly to customer issues.	0.832	0.197
X3.3	Home Steak Bang Ben employees in Salatiga are	0.839	0.197

	friendly and polite when serving customers.		
X3.4	Home Steak Bang Ben employees in Salatiga take the initiative to assist customers by recommending best-selling menu items.	0.855	0.197
X3.5	Home Steak Bang Ben in Salatiga consistently maintains the cleanliness of cutlery and dining areas for customer comfort.	0.830	0.197

No.	Purchase Decisions (Y)	R-count	R-table
Y1.1	I decided to buy steak at Home Steak Bang Ben in Salatiga because it was so delicious.	0.886	0.197
Y1.2	I decided to buy steak at Home Steak Bang Ben in Salatiga because the portions were generous and the prices were affordable.	0.879	0.197
Y1.3	I bought steak at Home Steak Bang Ben in Salatiga because it's a brand I like.	0.895	0.197
Y1.4	I bought steak at Home Steak Bang Ben in Salatiga because I wanted to try it.	0.899	0.197
Y1.5	I bought steak at Home Steak Bang Ben in Salatiga because I needed a steak with a portion that would fill me up.	0.882	0.197
Y1.6	I bought steak at Home Steak Bang Ben in Salatiga because my friends and relatives recommended it.	0.898	0.197

Source: Processed primary data, 2025

4.3.Reliability Analysis

Reliability test is a tool to measure the strength of a questionnaire that has indicators of variables or constructs in quantitative research (Forester et al., 2024). In this study, the reliability test was conducted through Cronbach's Alpha by comparing the alpha value with its standard. According to Ghazali (2021), an instrument is said to be reliable if the Cronbach's Alpha value is more than 0.60. Referring to Table 3, the results of the reliability test show that the Cronbach's Alpha value for all variables is greater than 0.6. It can be concluded that all variable measurements in the questionnaire are reliable; in other words, the variable instruments in the questionnaire used in this study are reliable measuring tools.

Table 3. Reliability Test

No.	Variable	Cronbach Alpha	Standard Alpha	Result
1.	Price Perception	0.867	0.6	Reliable
2.	Product Quality	0.857	0.6	Reliable
3.	Service Quality	0.866	0.6	Reliable
4.	Purchase Decision	0.906	0.6	Reliable

Source: Processed primary data, 2025

4.4. Classical Assumption Testing

4.4.1. Data Normality

The normality test is a test to determine whether (Ghozali, 2021) the dependent variable and independent variable, or both, in a regression model are normally distributed. A good regression model has data with a normal or nearly normal distribution. If you see a bell-shaped and symmetrical histogram with the highest point in the center, the data is considered normal. The residuals are normally distributed, as depicted in Figure 2.

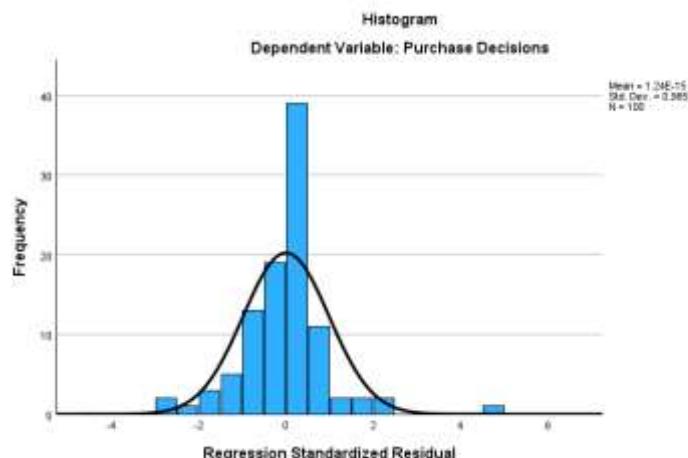


Figure 2. Histogram

4.4.2. Multicollinearity Test

The results of the multicollinearity test indicate that multicollinearity is not a problem if the VIF of the independent variables is less than 10 and the tolerance is greater than 0.10. Reviewing the information presented in Table 4, it is concluded that all independent variables have a tolerance value of 0.10 or higher and a VIF value of 10 or lower. In the context of this study, this implies that none of the independent variables exhibit multicollinearity.

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 Constant	0.270	3.699
Price Perception	0.198	5.042
Product Quality	0.324	3.087
Service Quality	0.270	3.699

a. Dependent Variable: Purchase Decisions

Source: Processed primary data, 2025

4.4.3. Heteroscedasticity Test

Good data is data that does not exhibit heteroscedasticity. If the results form a specific pattern, for example, the dots form a regular pattern, then heteroscedasticity is present. If there is no clear pattern, then heteroscedasticity is not present. Figure 3 shows that the dots in the

scatterplot are evenly distributed without forming a specific pattern, so this research does not indicate heteroscedasticity.

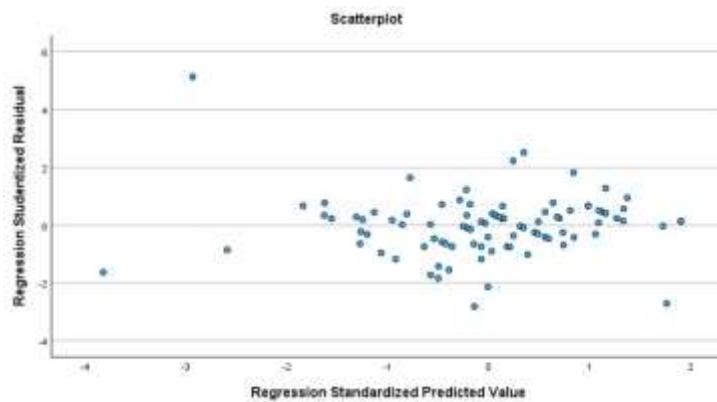


Figure 2. Heteroscedasticity Test

4.5. Multiple Regression Analysis

4.5.1. Partial Test

Based on the data in Table 5 above, it is known that the t-values for the service quality, price, and location variables are greater than the t-table values, and their respective significance values are less than 0.05. This finding indicates that these three independent variables influence purchasing decisions.

Table 5. Partial Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient Beta	t	Sig
	B	Std. Error			
1 (Constant)	-1.467	1.651		-.888	.337
Price Perception	.256	.124	.221	2.054	.043
Product Quality	.370	.148	.314	2.509	.014
Service Quality	.496	.134	.362	3.689	<.001

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2025

4.5.2. F-Test

Based on the F test in the table below, it can be concluded that the variables of service quality, price, and location have a significant simultaneous influence on the consumer satisfaction variable, indicated by the calculated F-value of 74.968 and a significance level below 0.05, so that the fourth hypothesis is accepted. Based on the results shown in Table 6 above, the calculated F-value of 74.968 is greater than the F-table of 2.467.

Table 6. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1231.378	3	410.495	74.968	<.001 ^b
	Residual	525.612	96	5.475		
	Total	1756.990	99			

a.

Dependent Variable: Purchase Decision

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

Source: Processed primary data, 2025

4.5.3. Adjusted R-Squared

This coefficient of determination test tests if the model can provide explanation to what extent the independent variable explains the dependent variable as shown in adjusted R-Square (Ghozali, 2021). According to Table 7, the Adjusted R² value is 0.691. The Adjusted R² value is 0.701 shown in Table 7. Price perception product quality and service Quality are able to explain the variance of impact on purchase decision variables with 69.1%. The remanent 30.9% (100% - 69.1%) is modulated by other factors not analyzed in this study.

Table 7. Adjusted R-Squared

Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.701	.691	2.340

Source: Processed primary data, 2025

4.6. Discussion

The Influence of Price Perception on Purchase Decisions

From the partial test, it is known that the t-count for the influence of the contribution of the price perception variable (t-count) = 2.054 > t-table (2.054 > 1.661) and the significance value < 0.05 (0.043 < 0.05). Thus, the partial influence of the price perception variable on purchasing decisions at "Bang Ben" Home Steak and Hypothesis 1 is accepted. This finding is consistent with the research of Ulhaqi et al. (2025), which found that price perception has a significant influence on purchasing decisions at the House of Wok Restaurant. Other results from Paludi and Juwita (2021), show that price perception has a significant, but partial, influence on purchasing decisions at "Waroeng Steak 76" Palmerah.

The Influence of Product Quality on Purchase Decisions

From the partial t-test results, we can see that the t-count contribution of the product quality variable is 2.509 and is greater than the t-table value (2.509 > 1.661) at the significance level (0.014 < 0.05). Thus, the product quality variable has a partial effect on purchasing decisions at "Bang Ben" Home Steak, and H2 is supported. The findings of this study are consistent with research from Paludi and Juwita (2021), which found that product quality has a positive influence on purchasing decisions at "Waroeng Steak 76" Palmerah. In addition, other

significant findings emerged from research by Ulhaqi et al. (2025), that the product quality variable has a significant relationship with purchasing decisions at the House of Wok Restaurant.

The Influence of Service Quality on Purchase Decisions

From the partial test, it can be seen that the t-count value on the service quality variable coefficient is 3.689, which is greater than the t-table ($t\text{-count} > 1.661$ and significant value 1.661; and $= 0.001 < 0.05$). Thus, the service quality variable provides a partial contribution to purchasing decisions at "Bang Ben" Home Steak, which means the third hypothesis (H3) is verified. This is in line with the conclusion by Saputri and Pratiwi (2024), who concluded that the service quality variable has a positive and significant influence on purchasing decisions for consumers of "Ini Baru Steak" in Boyolali. According to Khaira, et al. (2022), based on the findings of this study, the service quality variable has a partial influence on purchasing decisions as a dependent variable.

The Influence of Price Perception, Product Quality, and Service Quality on Purchase Decisions

Based on simultaneous testing, it can be concluded that the F-count value of the contribution of the service quality, price, and location variables is $74.968 > F\text{-table}$ ($74.968 > 2.467$), and the persistence value is $0.001 < 0.05$. As a result, three variables (price perception, product quality, and service quality) simultaneously have a significant influence on purchasing decisions at "Bang Ben" Home Steak, and the fourth hypothesis is accepted. The results in this study coincide with the research conducted by Saputri and Pratiwi (2024), which provides evidence that the three independent variables (price perception, product quality, and service quality) studied have a simultaneous influence on the dependent variable of purchasing decisions on consumers of "Ini Baru Steak" in Boyolali.

5. CONCLUSION

Based on a study conducted on 100 consumer respondents of "Bang Ben" Home Steak, it can be concluded that the perception of price, product quality, and service quality partially and simultaneously have a positive and significant influence on purchasing decisions. Thus, these three elements shape consumer perceptions and experiences of "Bang Ben" Home Steak services. Consumers become more satisfied when they experience good service, prices that meet expectations, and very satisfying product quality. As a recommendation, "Bang Ben" Home Steak is advised to continue optimizing service quality by increasing employee knowledge of product quality and facility comfort, as well as making price evaluations to remain competitive so that "Bang Ben" Home Steak remains competitive in the eyes of customers. In addition, future research should investigate other factors that can also contribute to increasing customer satisfaction, product quality and customer loyalty, such as promotions, customer experience, and digital technology.

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