

The Impact of Price and Service Quality on Purchase Decision at Mitra Jaya Mandiri

Nisrina Audya Putri¹, Budi Prasetyo^{2*}

Universitas Telkom, Bandung, Indonesia^{1,2}

nisrinaaudya@student.telkomuniversity.ac.id¹, budiprasetyo@telkomuniversity.ac.id^{2*}



Article History

Received on 20 April 2026

1st Revision on 23 April 2026

2nd Revision on 22 May 2026

3rd Revision on 23 May 2026

Accepted on 8 June 2026

Abstract

Purpose: This study aims to examine the effect of price and service quality on purchase decision at Mitra Jaya Mandiri, a textile Small and Medium Industries (SMI) in Majalaya, West Java, Indonesia.

Research Methodology: This study used a quantitative method with a descriptive and causal approach. Data from 83 respondents were collected through purposive sampling and analyzed using multiple linear regression with IBM SPSS (version 29).

Results: All variables fell into the very good category. Price positively and significantly influenced purchase decisions partially, as did service quality. Simultaneously, these two variables also have a significant impact, with an adjusted R² of 0.620, explaining 62% of the variance in purchase decisions.

Conclusions: Price and service quality positively and significantly influenced purchase decisions at Mitra Jaya Mandiri, both individually and collectively. Therefore, companies are advised to improve their price competitiveness and packaging standards to better meet customer expectations and enhance sales performance.

Limitations: This study is confined to customers of one company in 2025, with only two variables examined under a cross-sectional design.

Contributions: This study adds empirical evidence on the influence of price and service quality on purchase decisions in the textile SMI sector in Majalaya. The findings indicate that service quality has a stronger influence than price, offering practical insights for SMI practitioners.

Keywords: *Consumer Behavior, Price, Purchase Decision, Service Quality, Small and Medium Industry*

How to Cite: Putri, N. A., & Prasetyo, B. (2026). The Impact of Price and Service Quality on Purchase Decision at Mitra Jaya Mandiri. *Studi Ilmu Manajemen dan Organisasi (SIMO)*, 7(2), 1-17

1. Introduction

The Theory of Reasoned Action, pioneered by Fishbein and Ajzen in 1975, serves as the primary conceptual foundation for studying purchase decisions. According to this model, a person's behavioral intent, including the decision to buy, is shaped by their individual attitude and the social pressure exerted by subjective norms (Fishbein, 1975). This conceptualization was later expanded into the Theory of Planned Behavior (TPB) by incorporating perceived behavioral control, indicating that an individual's perceived capability significantly influences buying intentions (Ajzen, 1991). Consumer decision-making behavior has been the focus of research in various industries. Prior studies have investigated whether price and service quality affect consumers' decisions to buy. A specific instance is the study by Simatupang (2025), which primary objective was to analyze the extent to which pricing strategies influence consumer purchase decisions within the culinary industry. Several studies have also analyzed the effect of price on purchase decisions in the retail and wholesale trade, electronics, automotive, and e-commerce industries. Extensive research has explored the relationship between service quality and purchase behavior across various industries, including food and beverage, retail, and tourism.

Previous academic inquiries into the effects of price and service quality on purchase outcomes have produced mixed results. Notably, research conducted by [Enre, Hutagalung, Simbolon, and Ong \(2020\)](#) found that pricing exerts a positive influence on the choices made by consumers, while [Mulyadi \(2022\)](#) found a negative relationship. Other studies, including [Melpiana and Sudarajat \(2022\)](#), [Fatimah \(2022\)](#), [Indahsari and Roni \(2022\)](#), and [Suhadi and Sumiyati \(2026\)](#) posit that pricing plays a negligible role in purchase behavior, this view is contested by [Kusdiana, Yusnelly, and Suryadi \(2023\)](#), whose results demonstrate that price is a significant determinant of consumer decisions. Scholarly investigations into the nexus between service quality and purchase decisions have yielded polarized results.

[Polla, Mananeke, and Taroreh \(2018\)](#), [Cahya, Andrian, Ramadhani, and Dwijayanti \(2021\)](#), and [Rahendra and Nuvriasari \(2022\)](#) found no significant link, whereas [Nuraini and Novitaningtyas \(2022\)](#) and [Priyatna, Marsudi, and Rahadjeng \(2023\)](#) established a positive and significant impact. Such discrepancies underscore the persistent inconsistency in the literature. Moreover, research that specifically explores purchase decision behavior in the textile industry sector is still limited, especially involving price and service quality in Small and Medium Industries (SMIs) that manufacture and retail their own textile products directly to consumers. This research gap, combined with the contradictory empirical evidence noted above, motivated the selection of the textile industry as the focal point of this study's analysis.

Majalaya, West Java, is a region known as a textile industry center in Indonesia. In this region, there are various textile businesses, one of which is Mitra Jaya Mandiri, a small business established in June 2011 that produces and sells elastic bands, serger threads, and drawcord products to meet the needs of garment manufacturers and individuals who require textile products as complementary materials in the sewing process. Based on internal company documents, Mitra Jaya Mandiri is currently facing a decline in sales revenue, from IDR 1,949,700,000 in 2020 to IDR 1,688,400,000 in 2024, representing a cumulative decrease of IDR 261,300,000 over five years. This indicates that consumer purchase decisions are not yet optimal. If the purchase decision can be improved, the resulting positive impact could boost sales volume. Conversely, if the purchase decision fails to improve, the company could end up losing its market share and face an imbalance between production and sales costs. Therefore, research on purchase decisions is important to study at Mitra Jaya Mandiri.

As a central element of the marketing mix, price functions not only as the exchange value of a product or service but also communicates perceived quality and value to consumers ([Alemán & Marrugo, 2023](#)). This dual role makes price a significant consideration in consumers' decisions to purchase products. When consumers perceive that the price corresponds to the benefits and quality they receive, a higher purchase probability is often linked to price perception. Indeed, previous research indicates that pricing has a substantial positive impact on buying choices, as consumers frequently utilize price as a heuristic for anticipated product quality ([Susanto, Ruspitasari, & Bukhori, 2023](#)). Alongside price, service quality remains another crucial factor shaping purchase decisions, contributing to both the maintenance of a company's competitive edge and the cultivation of customer loyalty. Companies whose capabilities can provide excellent service that meets customer expectations will see an improvement in customer satisfaction ([Robianty & Prasetyo, 2024](#)). This satisfaction derived from the quality of service will eventually motivate customers to purchase the product ([Azzam, Widodo, Silvianita, & Rubiyanti, 2024](#)).

According to a pre-survey involving 30 participants at Mitra Jaya Mandiri, the lowest score was in price competitiveness, with 66.7% of respondents stating that Mitra Jaya Mandiri's product prices are more economical than those of similar companies, indicating that prices are not yet fully perceived as competitive. In terms of service quality, the tangible dimension received the lowest score of 70% for the statement that products were neatly packaged. These results suggest that both price and service quality warrant further investigations. Drawing from the identified background, this study seeks to evaluate consumer perceptions of price and service quality at Mitra Jaya Mandiri while empirically examining their individual and collective impacts on purchase decisions.

2. Literature Review and Hypotheses Development

2.1 Literature Review

2.1.1 Marketing

According to [P. Kotler, Keller, K. L., & Chernev, A. \(2022\)](#), marketing is a management and social technique used by individuals or groups of people to create, offer, and trade valuable services or products with others in an attempt to satisfy their wants and requirements. Beyond its traditional role in selling activities, marketing now focuses on how value is created and delivered to consumers ([Liu, 2017](#)). Meanwhile, [Depari \(2023\)](#) also clarifies that marketing may be viewed as a process of producing and exchanging value that can be evaluated by the benefits and satisfaction customers receive from a good or service rather than simply through price. In this regard, price and service quality are two core marketing elements that directly shape the value perceived by consumers, making their role in influencing purchase decisions particularly relevant in the context of SMI businesses such as Mitra Jaya Mandiri.

2.1.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action that incorporates perceived behavioral control as an additional predictor of behavior ([Rozenkowska, 2023](#)). Over the past four decades, the TPB has become one of the most widely applied behavioral frameworks because of its strong predictive capability and adaptability across diverse research domains ([Naskar & Lindahl, 2025](#)). It has also been applied to understand consumer shopping behavior across digital and offline retail channels ([Roa, 2025](#)). Within the TPB framework, price and service quality play important roles in shaping attitudes and perceived behavioral control.

Favorable price perceptions tend to generate more positive purchase evaluations, while price also moderates consumers' perceived ability to complete a purchase decision ([Dorce, da Silva, Mauad, de Faria Domingues, & Borges, 2021](#); [Hsu, Chang, & Yansritakul, 2017](#)). Similarly, perceived service quality positively shapes consumers' attitudes and enhances their perceived behavioral control by providing the understanding and confidence needed to engage in a purchase ([Sun, Law, & Schuckert, 2020](#); [Thongkruer, 2023](#)). As a result, when buyers perceive favorable prices and excellent service quality concurrently, stronger attitudes and better perceived behavioral control emerge. Such conditions raise buying intentions and potentially lead to higher purchase decisions in the TPB framework.

2.1.3 Price

In the traditional marketing framework, [P. Kotler, & Armstrong, G. \(2018\)](#) characterize price as the financial consideration paid for the utility or ownership of an offering—the sole element of the 4Ps that produces income. However, contemporary behavioral pricing research by [Chen, Hardesty, Rao, and Bolton \(2021\)](#) suggests that price also operates as a qualitative indicator, influencing purchase decisions by triggering psychological assessments of fairness and quality shaped by cognitive, emotional, social, and cultural factors. Building on this view, [Zielke, De Toni, and Mazzon \(2022\)](#) conceptualized price perception as a multidimensional construct that integrates cognitive appraisals, affective responses, and inferential cues, forming a holistic judgment that plays a substantial role in determining perceived value and customer satisfaction ([Zhao, Yao, Liu, & Yang, 2021](#)).

Furthermore, [Blut, Chaney, Lunardo, Mencarelli, and Grewal \(2024\)](#) emphasize that price can be viewed as a perceived sacrifice within a benefit–cost trade-off that varies across individuals and situational contexts. Despite extensive research on prices across various industries, their role in the textile SMI sector, where consumers must weigh affordability against product quality and competitor offerings, remains underexplored. Therefore, it was included as a key variable in this study. The price variable is measured using four indicators [Tjiptono \(2020\)](#), each operationalized into two statement items, resulting in a total of eight measurement items in the questionnaire: Affordability of the price, Alignment between price and product quality, Suitability of price with the benefits received, Competitiveness of the price.

2.1.4 Service Quality

According to [Yingfei, Mengze, and Ki-Hyung \(2022\)](#), service quality plays a major role in gaining customer loyalty, since good service helps create a positive corporate image and customer experience that fosters such loyalty. As defined by [Bagul \(2023\)](#), service quality represents a subjective evaluation by the consumer of the overall excellence or superiority of a service, formed through a synthesis of personal experiences, prior expectations, and current perceptions. It is also defined as the disparity between customer expectations and perceived performance, with quality contingent on this discrepancy ([Zhang & Zhao, 2024](#)). It is regarded as a multidimensional structure, where diverse service aspects jointly represent overall performance ([Pakurár, Haddad, Nagy, Popp, & Oláh, 2019](#)).

Furthermore, it represents the extent to which service delivery matches or exceeds client expectations ([Zygiaris, Hameed, Ayidh Alsubaie, & Ur Rehman, 2022](#)), thus emerging as a strategic factor in attaining business goals, as it enhances customer satisfaction and shapes behavioral outcomes ([Halim, Salem, Tawfik, & Maree, 2025](#)). In the context of Mitra Jaya Mandiri, where direct face-to-face transactions are central to business operations, service quality is expected to be a particularly influential determinant of purchase decisions. Indicators used as a basis for measuring the service quality variable ([P. Kotler, Keller, K. L., Brady, M., Goodman, M., & Hansen, T., 2016](#)): Reliability, Responsiveness, Assurance, Empathy, Tangibles

2.1.5 Purchase Decision

[Jati, Mursito, and Marwanti \(2022\)](#) state that purchase decision is the initial stage or step when defining the implementation for a decision whereby the consumer will buy the product. It is a multidimensional process in which consumers weigh internal and external variables before finalizing a transaction. [Santuso, Al Musadieq, and Hidayat \(2024\)](#) identified several critical determinants in this evaluation, such as information seeking, price-quality trade-offs, brand perception, and the overall consumer experience, all of which culminate in the final selection. Conceptually, the purchase decision can be understood as the result of a consumer assessment process influenced by aspects such as trust, perceived risk, and purchase intention ([Lăzăroiu, Neguriță, Grecu, Grecu, & Mitran, 2020](#)), further shaped by external factors, including the store environment and perceived value ([Hanaysha, 2018](#)).

Accordingly, a purchase decision may also be viewed as a stage within the broader consumer decision-making process, where individuals integrate both internal evaluations and external stimuli to reach a final choice that maximizes the perceived utility ([Lemon & Verhoef, 2016](#)). In the case of Mitra Jaya Mandiri, whose sales have declined over five consecutive years, understanding the specific factors that drive consumer purchase decisions is critical. Indicators used to measure the purchase decision variable ([P. Kotler, & Armstrong, G., 2018](#)).

2.2 Hypotheses Development

2.2.1 H₁: Price positively and Significantly Impacts Purchase Decision at Mitra Jaya Mandiri

Although [Mulyadi \(2022\)](#) suggests an inverse relationship between price and purchase decisions under the traditional law of demand, the contemporary marketing perspective offers a contrasting view. Price does not merely serve as a medium of exchange but also acts as a signal that shapes customers' perceptions of a product's value and quality. Accordingly, consumers base their purchase evaluations on perceived value and price fairness rather than its nominal amount alone ([Alemán & Marrugo, 2023](#)), suggesting that more favorable price perceptions directly enhance purchase decisions. Empirical findings from [PRADANA and WISNU \(2021\)](#) further support this claim, confirming that price serves as a positive driver of purchase decisions. Therefore, this study proposes that improved price perception at Mitra Jaya Mandiri will lead to a higher likelihood of consumer purchase decisions.

2.2.2 H₂: Service Quality Positively and Significantly Impacts Purchase Decision at Mitra Jaya Mandiri

Purchase decisions and service quality are linked by a positive unidirectional relationship, whereby improvements in service quality led to an increased tendency for customers to purchase products. Responsive, friendly, and reliable services, as dimensions of service quality, enhance customer satisfaction and trust ([Uzir et al., 2021](#)). Satisfaction and trust subsequently reduce perceived risks and reinforce consumers' confidence in proceeding with their purchases. The significant positive impact of

service quality on purchase decision observed in this study is consistent with findings by (Oktarini, Kencana, & Wahidah, 2022). This relationship indicates that higher levels of perceived service quality correspond to a greater likelihood of purchase decisions. Accordingly, this study proposes that the better the service quality perceived at Mitra Jaya Mandiri, the stronger the consumer's tendency to make a purchase.

2.2.3 H₃: Price and Service Quality Positively and Significantly Impact Purchase Decision at Mitra Jaya Mandiri

Price and service quality simultaneously function as complementary drivers of purchase decisions. When consumers perceive prices as reasonable and competitive while also experiencing reliable and satisfactory services, their propensity to purchase is amplified. These findings are consistent with those of Santoso and Lennysha (2024), who found that these two variables significantly and positively influenced purchase decisions. Therefore, this study suggests that the simultaneous presence of favorable price perceptions and high service quality at Mitra Jaya Mandiri will produce a stronger effect on purchase decisions than either variable alone.

2.3 Theoretical Framework

Models from previous research were adapted in this study to form a conceptual framework that explains the relationships among the variables. The framework provides a theoretical depiction of the connections between the three variables, including two predictor variables and one response variable. Figure 1 illustrates the theoretical framework applied in the context of the literature review.

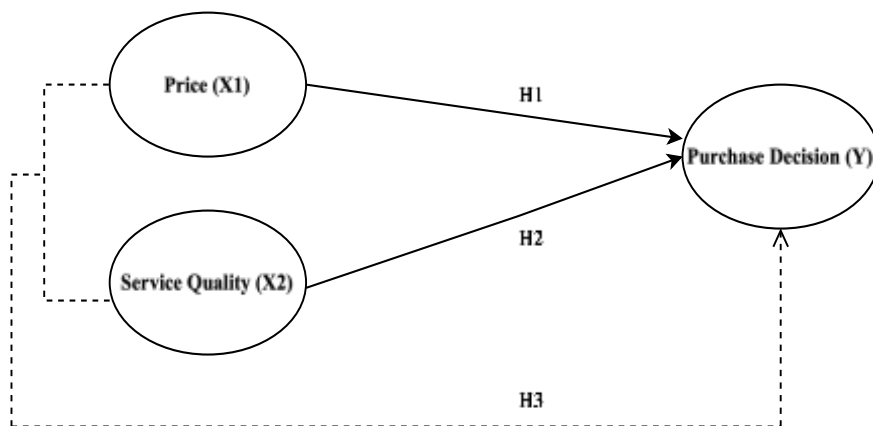


Figure 1. Theoretical framework

3. Methodology

Adopting a quantitative framework, this study employs a survey method that combines descriptive and causal designs. According to Machali (2021), the hallmark of quantitative research is its focus on numerical quantification throughout the research lifecycle, from the initial gathering and analysis to the final synthesis of results and conclusion drawing. The intended population of this survey comprised 105 consumers who had completed at least one purchase transaction at Mitra Jaya Mandiri in 2025 to ensure the relevance of respondents' experiences. To ensure a representative yet manageable sample, the Slovin formula was employed with a 5% margin of error, resulting in a minimum requirement of 83 participants. The study utilized a purposive sampling technique to maintain data relevance, specifically selecting individuals who fulfilled the criteria of having completed a transaction within the preceding 12 months and had purchased similar textile products from other companies.

The latter criterion was implemented because the survey instrument included a price competitiveness indicator that required participants to have comparable shopping experiences. A popular rule of thumb for multiple regression analysis with two independent variables is a minimum of $50 + 8(k) = 50 + 8(2) = 66$ respondents (Tabachnick, 2013). Therefore, the 83 respondents in the sample size satisfied the requirements for a sufficient sample for multiple regression analysis. Primary data were gathered through a questionnaire, which was distributed electronically via Google Forms in a cross-sectional

approach. The measurement instruments were constructed based on the established indicators. Price was measured using four indicators from [Tjiptono \(2020\)](#), selected for their relevance to consumer price perception in product-based transactions. Service quality was assessed using the five SERVQUAL dimensions because of their wide applicability ([P. Kotler, Keller, K. L., Brady, M., Goodman, M., & Hansen, T. , 2016](#)). Finally, purchase decisions were evaluated using the five-stage process from [P. Kotler, & Armstrong, G. \(2018\)](#) to reflect the complete consumer decision-making journey. All data were captured within a single observation period to reflect the conditions prevailing at the time of the study.

Although this cross-sectional design is appropriate for capturing consumer perceptions at a specific point in time, it does not account for potential shifts in purchase behavior over time. Participants rated their level of agreement with each statement on a five-point Likert scale. Statistical computations were performed using IBM SPSS Statistics version 29. The initial stage comprised descriptive statistical analyses to characterize the distribution of the responses for each variable. Scores were interpreted according to a percentage-based continuum framework derived from the Likert-based scale configuration, referring to [Sugiyono \(2021\)](#), in the sense that the scoring range was divided into five interpretive categories, as shown in Table 1.

Table 1. Criteria for descriptive analysis

Percentage (%)	Assessment Criteria
20 - 36	Very Poor
>36 - 52	Poor
>52 - 68	Fair
>68 - 84	Good
>84 - 100	Very Good

Following the descriptive analysis, multiple linear regression was used to test the hypotheses. The process began with diagnostic testing for classical assumptions (normality, multicollinearity, and heteroscedasticity) to ensure the validity of the model. The research then applied partial (t) and simultaneous (F) tests for hypothesis verification, supplemented by an Adjusted R² analysis to quantify the influence of the independent variables on the outcome.

4. Results and Discussions

4.1 Descriptive Analysis

To identify the characteristics of each variable, the researcher conducted a descriptive statistical analysis using the data collected from the questionnaire. The responses provided by the respondents to the 29 statement items are presented below.

Table 2. Descriptive analysis results

Variables	Item Number	%	Category
Price (X ₁)	X _{1.1}	86.7	Very Good
	X _{1.2}	89.2	Very Good
	X _{1.3}	89.6	Very Good
	X _{1.4}	89.4	Very Good
	X _{1.5}	86.7	Very Good
	X _{1.6}	88.9	Very Good
	X _{1.7}	79.0	Good
	X _{1.8}	88.4	Very Good
Average percentage of Price (X ₁)		87.26	Very Good
Service Quality (X ₂)	X _{2.1}	86	Very Good
	X _{2.2}	86.3	Very Good
	X _{2.3}	89.6	Very Good
	X _{2.4}	86.3	Very Good
	X _{2.5}	89.4	Very Good

	X _{2.6}	89.4	Very Good
	X _{2.7}	93.3	Very Good
	X _{2.8}	90.1	Very Good
	X _{2.9}	74.9	Good
Average percentage of Service Quality (X ₂)		87.2	Very Good
Purchase Decision (Y)	Y ₁	87.2	Very Good
	Y ₂	83.1	Good
	Y ₃	86.3	Very Good
	Y ₄	86.0	Very Good
	Y ₅	85.5	Very Good
	Y ₆	86.3	Very Good
	Y ₇	87.7	Very Good
	Y ₈	86.0	Very Good
	Y ₉	87.2	Very Good
	Y ₁₀	85.3	Very Good
	Y ₁₁	88.4	Very Good
	Y ₁₂	87.0	Very Good
Average percentage of Purchase Decision (Y)		86.3	Very Good

As shown in Table 2, the price variable falls into the very good category with a percentage of 87.26%, indicating that consumers consider the prices affordable, consistent with the product's quality and benefits, and competitive compared to similar companies. The highest score was X_{1.3} (89.6%) for the statement regarding "The prices set by Mitra Jaya Mandiri are in line with the quality of the products provided," which means that customers find the company's pricing a fair reflection of the product quality received. This is supported by [Pitino and Susanti \(2024\)](#), who confirmed that price perception, particularly consumers' assessments of whether prices correspond appropriately to product quality and value, plays a major role in affecting decisions about purchases. This highlights the importance of a positive price-quality evaluation as an essential component of consumer purchase behavior. The indicator with the lowest percentage value was X_{1.7} (79%), with the statement "The prices of the products offered by Mitra Jaya Mandiri are competitive with those of other similar companies," suggesting that price competitiveness still has some potential for improvement.

The service quality variable achieved an average score of 87.2%, positioning it within the very good classification. This outcome indicates that consumers at Mitra Jaya Mandiri maintain a high level of trust in the company's reliability and its service standards. Employees are seen as responsive, knowledgeable, trustworthy, and capable of fulfilling orders accurately while paying attention to each customer's needs. The highest score was X_{2.7} (93.3%), referring to the statement "The attitude of Mitra Jaya Mandiri employees fosters a sense of security in transactions" showing that customers feel reassured and confident when conducting transactions with the company's staff. The assurance dimension, which includes transaction security and employee trustworthiness in direct face-to-face interactions, emerged as a priority attribute most closely linked to customer satisfaction outcomes, according to [Sopia and Wibasuri \(2025\)](#), who evaluated service quality in an offline service business using the five SERVQUAL dimensions. Meanwhile, the lowest was X_{2.9} (74.9%) in response to the statement "Mitra Jaya Mandiri products are neatly packaged," indicating that product packaging is considered good but needs further attention.

The purchase decision variable similarly falls into the very good category with an average of 86.3%, reflecting those consumers purchase at Mitra Jaya Mandiri due to reasonable prices, good service quality, satisfactory product quality, and recommendations from people around them, which leads to their satisfaction and willingness to recommend the company to others. The highest score was Y₁₁ (88.4%), which stated, "Overall, I am satisfied with my purchase of textile products at Mitra Jaya Mandiri," reflecting those consumers hold a strong overall sense of fulfillment with their purchasing experience at the store. This result accords with the conceptualization by [Mittal et al. \(2023\)](#), who define customer satisfaction as a post-purchase evaluative judgment reflecting whether the shopping

experience fulfills or exceeds expectations. Conversely, the lowest was Y2 (83.1%), where the statement was "I purchased textile products at Mitra Jaya Mandiri according to my needs," showing that most consumers still feel their purchases align with their personal needs, although with a slightly lower level of agreement than other items.

4.2 Measurement Instrument Assessment

4.2.1 Validity Test

To verify the accuracy of the measurement, validity testing was performed using the Pearson Correlation method. A statement point was deemed valid when the calculated r-count exceeded the table r-value, which was 0.216 for 83 respondents at a 5% significance level.

Table 3. Results of the validity test

Indicators	Calculated r-value	Table r-value	Decision
<i>X_{1.1}</i>	0.571	0.216	Valid
<i>X_{1.2}</i>	0.567	0.216	Valid
<i>X_{1.3}</i>	0.567	0.216	Valid
<i>X_{1.4}</i>	0.528	0.216	Valid
<i>X_{1.5}</i>	0.564	0.216	Valid
<i>X_{1.6}</i>	0.680	0.216	Valid
<i>X_{1.7}</i>	0.506	0.216	Valid
<i>X_{1.8}</i>	0.653	0.216	Valid
<i>X_{2.1}</i>	0.665	0.216	Valid
<i>X_{2.2}</i>	0.588	0.216	Valid
<i>X_{2.3}</i>	0.703	0.216	Valid
<i>X_{2.4}</i>	0.577	0.216	Valid
<i>X_{2.5}</i>	0.538	0.216	Valid
<i>X_{2.6}</i>	0.612	0.216	Valid
<i>X_{2.7}</i>	0.611	0.216	Valid
<i>X_{2.8}</i>	0.573	0.216	Valid
<i>X_{2.9}</i>	0.321	0.216	Valid
<i>Y₁</i>	0.534	0.216	Valid
<i>Y₂</i>	0.682	0.216	Valid
<i>Y₃</i>	0.481	0.216	Valid
<i>Y₄</i>	0.589	0.216	Valid
<i>Y₅</i>	0.505	0.216	Valid
<i>Y₆</i>	0.467	0.216	Valid
<i>Y₇</i>	0.496	0.216	Valid
<i>Y₈</i>	0.633	0.216	Valid
<i>Y₉</i>	0.529	0.216	Valid
<i>Y₁₀</i>	0.567	0.216	Valid
<i>Y₁₁</i>	0.551	0.216	Valid
<i>Y₁₂</i>	0.625	0.216	Valid

As shown in Table 3, all 29 items across the three variables are considered valid, since their correlation coefficients are higher than the r-table threshold.

4.2.2 Reliability Test

Reliability testing was conducted to evaluate the uniformity of the respondents' responses. Cronbach's alpha was applied in this instance to assess reliability, with an instrument considered reliable when its value exceeded 0.7.

Table 4. Results of the reliability test

Variables	Number of Items	Cronbach's Alpha	Critical Point	Description
Price	8	0.712	0.7	Reliable
Service Quality	9	0.731	0.7	Reliable
Purchase Decision	12	0.798	0.7	Reliable

Table 4 shows that the Cronbach's alpha values obtained are greater than 0.7. Therefore, it can be inferred that the instruments for all variables in this study are reliable.

4.3 Classical Assumption Test

4.3.1 Normality Test

Linear regression assumes that each error is normally spread. The Kolmogorov-Smirnov test was used to test the normality of the data.

Table 5. Results of the normality test

		Unstandardized Residual
N		83
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.58209443
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	-.038
Test Statistic		.051
Asymp. Sig. (2-tailed) ^c		.200 ^d

As illustrated in Table 5, the value from the Kolmogorov-Smirnov test of the unstandardized residual variable was 0.200. Since this significant value is above the α level (5%), the result shall be stated that the data are normally distributed.

4.3.2 Multicollinearity Test

Multicollinearity testing helps detect relationships among independent variables in regression modeling. Proper regression modeling does not exhibit strong correlations among independent variables. The criteria for a model to be considered free from multicollinearity include tolerance values exceeding 0.10 and VIF values remaining below the threshold of 10.

Table 6. Results of the multicollinearity test

Variables	Tolerance	VIF	Result
Price	.574	1.741	No Multicollinearity
Service Quality	.574	1.741	No Multicollinearity

As shown in Table 6, both the price and service quality variables yielded a VIF of 1.741 and a tolerance value of 0.574, respectively. Because these VIF values fall well below the threshold of 10 and the tolerance values exceed the 0.10 limit, it is concluded that the regression model is free from multicollinearity issues among the independent variables.

4.3.3 Heteroscedasticity Test

Heteroscedasticity tests are applied to confirm whether the variance of the error term for variable X is constant. The assumption of homoscedasticity is satisfied when points are randomly distributed around the 0 line with a constant spread from left to right.

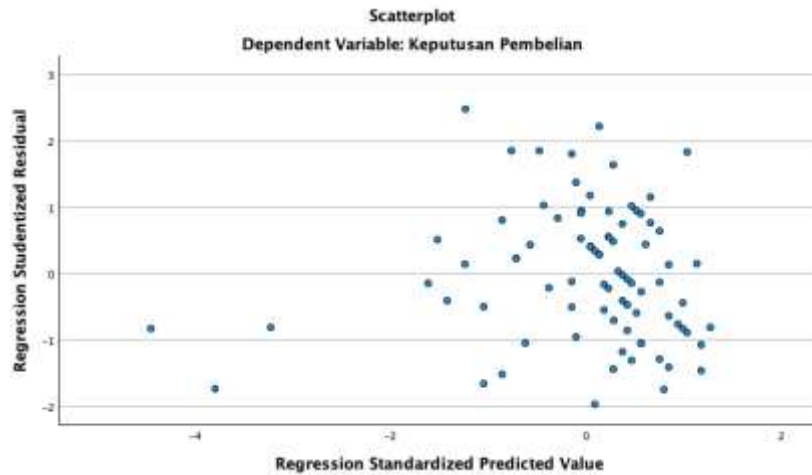


Figure 2. Theoretical framework

Figure 2 presents data points randomly distributed around the 0 line without forming any specific pattern. Because the points show a constant and random spread, the regression model shows no signs of heteroscedasticity.

4.4 Multiple Linear Regression Analysis

Through mathematical modelling, multiple linear regression seeks to determine the connection between multiple independent variables and a single dependent outcome.

Table 7. Multiple linear regression test results

Predictor	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta(β)
(Constant)	9.450	3.704	
Price	.316	.125	.227
Service Quality	.798	.114	.626

Table 7 presents the regression model equations used in this study.

$$\hat{Y} = 9.450 + 0.316X_1 + 0.798X_2 \quad (1)$$

1. The intercept value of 9.450 represents the predicted level of purchase decision when the price and service quality are not factored into the model.
2. With a coefficient of 0.316, the price variable exerts a positive influence, where each unit increase in price leads to a 0.316 increase in the purchase decision.
3. Service quality exhibits a strong positive coefficient of 0.798, suggesting that every one-unit improvement in service standards generates a 0.798 increase in purchase decisions.

4.5 Hypotheses Testing

4.5.1 Partial Test (*t*-test)

The impact of any predictor variable on the dependent variable was evaluated using a partial test at a 5% significance level. The *t*-table value, calculated with $df = (n - k - 1)$ at a 95% confidence level, was 1.990. If $t\text{-count} > t\text{-table}$ and $\text{significance} < 0.05$, the alternative hypothesis is supported.

Table 8. Partial test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Price	.316	.125	.227	2.530	.013
	Service Quality	.798	.114	.626	6.972	.000

a. Dependent Variable: Purchase Decision

Table 8 shows the acceptance of both hypotheses is supported by the results in Table 8. Specifically, the price variable yielded a calculated t-value of 2.530, which significantly exceeded the critical t-table threshold of 1.990. Accompanied by a significance level of 0.013 ($p < 0.05$), these findings formally validated the acceptance of H_1 . Meanwhile, the service quality variable recorded a t-value of 6.972, which also exceeded 1.990, along with a significance of 0.000 (< 0.05), confirming the approval of H_2 .

4.5.2 Simultaneous Test (F-test)

A simultaneous test was performed at a 5% significance level to assess the combined effect of all independent variables on the dependent variable. The F-table value, determined with $df = (n - k - 1)$ at a 95% confidence level, was 3.111. According to the decision rule, the alternative hypothesis is accepted if $F\text{-count} > F\text{-table}$ and the significance value is < 0.05 .

Table 9. F-test results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	928.204	2	464.102	67.912	0.000 ^b
	Residual	546.711	80	6.834		
	Total	1474.916	82			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Service Quality, Price

As shown in Table 9, H_3 is supported by the results. The analysis shows that when evaluated together, price and service quality have a substantial and significant impact on purchase decisions, evidenced by a high F-value of 67.912 and a p-value well below the 0.05 alpha level.

4.5.3 Coefficient of Determination Test

The predictive capacity of the model was evaluated using the adjusted R^2 , which provides a statistical measure of how much of the dependent variable's variability is effectively captured by the research framework.

Table 10. Coefficient of determination test results

Model Summary ^b				
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.793 ^a	.629	.620	2.614

a. Predictors: (Constant), Service Quality, Price
b. Dependent Variable: Purchase Decision

Table 10 indicates the results of the coefficient of determination analysis (adjusted $R^2 = 0.620$) reveal that 62% of the fluctuations in purchase decision at Mitra Jaya Mandiri are dictated by the synergy between price and service quality. The remaining 38% suggests the presence of additional influencing factors that remain unexplored in this investigation.

4.6 Discussion

4.6.1 The Impact of Price on Product Purchase Decision at Mitra Jaya Mandiri

The t-test results demonstrate that price is a significant determinant of purchase decision, as evidenced by a t-value of 2.530 (> 1.990) and a p-value of 0.013. The regression coefficient for price was 0.316. The results indicate the approval of H_1 , demonstrating that price exerts a direct and significant partial impact on the purchase decision. This suggests that as consumers' opinions of the pricing offered by Mitra Jaya Mandiri improve in terms of affordability, quality alignment, benefits, and fairness relative to competitors, their urge to purchase intensifies. These findings align with those of previous studies. [Asti, Hasbiah, and Haeruddin \(2022\)](#) and [Senayah, Metsiwodzi, Biney-Aidoo, Anyanful, and Opuni \(2023\)](#) identified a comparable positive correlation between pricing and buying behavior.

4.6.2 The Impact of Service Quality on Product Purchase Decision at Mitra Jaya Mandiri

Partial hypothesis testing results indicate that the service quality variable has a significance value of 0.000, which is less than 0.05, and is accompanied by a calculated t-value of 6.972, which exceeds the critical t-value of 1.990. In addition, the regression coefficient for service quality (0.798) is approximately 2.5 times greater than that of price (0.316), indicating that service quality exerts a considerably stronger influence on purchase decisions at Mitra Jaya Mandiri. This outcome reflects a tendency among textile consumers to weigh reliable and trustworthy service experiences more heavily than price when deciding to purchase a product. The assurance dimension recorded the highest score ($X_{2.7} = 93.3\%$), confirming that the sense of security conveyed through employee conduct constitutes the most valued service attribute among participants.

In line with [Wattoo, Du, Shahzad, and Kousar \(2025\)](#), service quality shapes customer behavior through trust, satisfaction, and positive experiences, particularly where confidence is essential to purchase decision. These findings necessitate the approval of the alternative hypothesis (H_2), indicating that service quality has a positive and statistically significant partial influence on purchase decisions. This implies that the better the service quality perceived by consumers at Mitra Jaya Mandiri, which includes dimensions such as reliability, responsiveness, assurance, empathy, and physical evidence, the greater their tendency to make purchases from the company. These results are consistent with the empirical evidence provided by [Kurniasih and Elizabeth \(2021\)](#) and [Adwimurti, Selfiani, and Prihanto \(2023\)](#), who established that superior service quality is a primary driver of purchase outcomes.

4.6.3 The Impact of Price and Service Quality on Product Purchase Decision at Mitra Jaya Mandiri

The outcomes of simultaneous hypothesis testing via the F-test reveal that the sig. The value (0.000) is below 0.05, and the F-count (67.912) markedly exceeds the critical F-table threshold (3.111). This leads to the favor of H_3 , confirming that price and service quality collectively drive significant positive outcomes with purchase decisions. This shows that when consumers perceive the product price favorably and concurrently receive high-quality service at Mitra Jaya Mandiri, these two elements mutually reinforce each other, subsequently improving the consumer's decision to buy. Within the context of Mitra Jaya Mandiri, this synergy suggests that favorable price perceptions coupled with superior service quality reinforce the consumer's decision-making process. Furthermore, the adjusted R^2 of 0.620 hints that both variables represent 62% of the variance in purchase decision, while the residual 38% is attributable to external factors. These results corroborate the evidence presented by [Afifi and Widodo \(2021\)](#) and [Yohans, Aurelia, and Sutanto \(2025\)](#).

4.7 Implication

The findings reinforce the Theory of Planned Behavior by confirming that price and service quality function as belief-based antecedents that shape consumer purchase intention in the textile SMI context. The considerably stronger influence of service quality relative to price suggests that the experiential and relational dimensions of service, particularly assurance, constitute the more salient attitudinal determinants of purchase decisions among consumers at Mitra Jaya Mandiri.

Practically, since item $X_{1.7}$ shows the lowest score within the price variable, it is recommended that the company routinely monitors competitor pricing and evaluates its supply chain by identifying suppliers that can offer lower input costs without reducing the current product quality. By reducing production

costs, Mitra Jaya Mandiri hopes to set more competitive selling prices in the market without sacrificing product quality that has already received positive feedback from consumers. As item $X_{2.9}$ received the lowest score in the service quality variable, the company must improve its packaging standards by setting clear Standard Operating Procedures (SOPs) for the packaging process.

Staff participating in the packaging process should receive frequent training to guarantee uniformity and quality during every product delivery to customers, as neat and well-presented packaging contributes to the overall service experience of the customers. Furthermore, Mitra Jaya Mandiri needs to sustain the assurance dimension as the company's primary competitive advantage through structured employee-development programs. From a policy standpoint, the findings suggest that the Department of Industry and Trade of Bandung Regency should broaden its SMI development agenda beyond production capacity and raw material access to encompass service quality enhancement and price competitiveness support, as both variables are empirically demonstrated to drive consumer purchase decisions in the Majalaya textile cluster.

5. Conclusions

5.1. Conclusion

The analysis shows that price, service quality, and purchase decisions all fall into the very good category. At Mitra Jaya Mandiri, both service quality and price are identified as critical determinants that exert a significant influence on purchase decisions, both independently and in combination. Thus, it can be inferred that all the hypotheses proposed in this study are accepted, and the study has effectively achieved its intended objectives. Service quality emerged as the more dominant predictor ($\beta = 0.626$) compared to price ($\beta = 0.227$), with the assurance aspect getting the highest score ($X_{2.7} = 93.3\%$), indicating that consumer trust and confidence in the seller's competence constitute the most decisive factor in purchase decision at this company. Price competitiveness recorded the lowest item score ($X_{1.7} = 79\%$), suggesting that this dimension requires further attention. Collectively, these outcomes show that targeted improvements in both price competitiveness and service quality standards are essential to strengthen purchase decisions and sustain the company's market position.

5.2. Research Limitations

This study has several limitations. First, the results cannot be directly applied to other textile businesses or industries because the study population is restricted to customers who transacted at Mitra Jaya Mandiri during the current year. Second, the current analysis only considers two independent variables; different factors that may have an impact on purchase decisions have not been addressed in this model. Third, the data cannot show dynamic shifts in buyer behavior over time because they were collected cross-sectionally for certain periods. Fourth, as customer responses only represent their personal views at the time of survey completion, using a questionnaire as the sole tool for obtaining data could result in response bias. Fifth, advanced construct validity tests, such as Confirmatory Factor Analysis (CFA), were not used to further validate the measurement instruments.

5.3 Suggestions and Directions for Future Research

Subsequent research may broaden the number of respondents by incorporating customers from a wider range of textile companies in Majalaya and across other regions of Indonesia, thereby strengthening the applicability and generalizability of the results. To gain a more thorough grasp of the elements impacting purchase decisions in the textile business, researchers can also consider including other variables, such as product quality, brand image, or customer satisfaction. In addition, implementing a longitudinal design or a combination of methods would enable deeper insights into customer motivation and behavior shifts over time and use SEM for more robust construct validation.

Acknowledgement

Above all, I offer my profound gratitude to Allah SWT for His boundless blessings, which provided me with the health and mental fortitude required to complete this research. I also wish to convey my deepest appreciation to my parents; their unwavering support, patience, and constant prayers served as the vital foundation of my motivation and success. I am deeply grateful to my supervisor for their thoughtful

guidance and insights during this study. I also wish to thank Mitra Jaya Mandiri for their cooperation and for granting access to the information required for data collection, which greatly contributed to the smooth progress of this study.

Author Contributions

NAP, as the first author, was responsible for the conceptualization, literature review, research design, data collection, data analysis, and initial manuscript writing. BP, the second author, contributed to academic supervision, methodological guidance, and critical review of the manuscript. Both authors collaborated on the interpretation of the findings and approved the final manuscript before submission.

References

- Adwimurti, Y., Selfiani, S., & Prihanto, H. (2023). The effect of service quality and price on the purchase decision of aqua tour umrah packages. *International Journal of Application on Economics and Business*, 1(4), 2337-2353. doi:<https://doi.org/10.24912/ijaeb.v1i4.2337-2353>
- Afifi, F. F., & Widodo, A. (2021). Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian konsumen pada restoran aroma kitchen Kota Padang. *Ekonomis: Journal of Economics and Business*, 5(2), 481-486. doi:<https://doi.org/10.33087/ekonomis.v5i2.350>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi:[https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alemán, H. M., & Marrugo, E. A. B. (2023). Analysis of the psychology of price and its application in marketing. *Journal of Psychology & Clinical Psychiatry*, 14(2), 46. doi:<https://doi.org/10.15406/jpcpy.2023.14.00727>
- Asti, D. W., Hasbiah, S., & Haeruddin, M. I. W. (2022). The influence of price and product quality on product purchasing decisions at PT Intan Pariwara. *Journal of Scientific Research, Education, and Technology (JSRET)*, 1(2), 238-258. doi:<https://doi.org/10.58526/jsret.v1i2.32>
- Azzam, F. R., Widodo, A., Silvianita, A., & Rubiyanti, N. (2024). The service quality and brand trust toward purchase decisions the mediating role of customer satisfaction: A conceptual paper. *International Journal of Integrative Sciences*, 3(5), 391-402. doi:<https://doi.org/10.55927/ijis.v3i5.9208>
- Bagul, M. A., & Mahajan, M. S. (2023). Service quality models and their dimensions: A comprehensive review. *International Journal of Research and Analytical Reviews*, 10(2). doi:<https://doi.org/10.1729/Journal.34639>
- Blut, M., Chaney, D., Lunardo, R., Mencarelli, R., & Grewal, D. (2024). Customer perceived value: a comprehensive meta-analysis. *Journal of service Research*, 27(4), 501-524. doi:<https://doi.org/10.1177/1094670523122229>
- Cahya, A. D., Andrian, R., Ramadhani, R. C., & Dwijayanti, E. (2021). Pengaruh Kualitas Pelayanan, dan Harga Terhadap Keputusan Pembelian (Studi Kasus Roti Bakar 97). *JPEK (Jurnal Pendidikan Ekonomi dan Kewirausahaan)*, 5(1), 175-183. doi:<https://doi.org/10.29408/jpek.v5i1.3444>
- Chen, H., Hardesty, D., Rao, A., & Bolton, L. E. (2021). Introduction to special issue on behavioral pricing. *Journal of the Association for Consumer Research*, 6(1), 4-9. doi:<https://doi.org/10.1086/711610>
- Depari, M. Y. B. (2023). The Theory of Marketing's Value Concept. *International Journal of Asian Business and Management (IJABM)*, 2(3), 367-374. doi:<https://doi.org/10.55927/ijabm.v2i3.5069>
- Dorce, L. C., da Silva, M. C., Mauad, J. R. C., de Faria Domingues, C. H., & Borges, J. A. R. (2021). Extending the theory of planned behavior to understand consumer purchase behavior for organic vegetables in Brazil: The role of perceived health benefits, perceived sustainability benefits and perceived price. *Food Quality and Preference*, 91, 104191. doi:<https://doi.org/10.1016/j.foodqual.2021.104191>
- Enre, A., Hutagalung, D., Simbolon, H. A., & Ong, M. T. (2020). pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian CV Obor Pematangsiantar. *Owner: Riset dan Jurnal Akuntansi*, 4(1). doi:<https://doi.org/10.33395/owner.v4i1.173>

- Fatimah, H. N., & Nurtantiono, A. . (2022). The Influence of Brand Image, Promotion, Price, and Service Quality on Purchase Decisions (Shopee Application Users). *Jurnal sinar manajemen*, 9(1). doi:doi: <https://doi.org/10.56338/jsm.v9i1.2330>
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley (Vol. 72).
- Halim, Y., Salem, K., Tawfik, H., & Maree, A. (2025). Service quality as a driver of customer satisfaction and purchase intentions: a mixed-methods longitudinal study of the Egyptian Post Office (2013–2023). *Future Business Journal*, 11(1), 246. doi:doi: <https://doi.org/10.1186/s43093-025-00634-3>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7-23. doi:doi: <https://doi.org/10.1108/PRR-08-2017-0034>
- Hsu, C.-L., Chang, C.-Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145-152. doi:doi: <https://doi.org/10.1016/j.jretconser.2016.10.006>
- Indahsari, L. N., & Roni, M. (2022). Pengaruh kualitas pelayanan, harga, dan lokasi terhadap keputusan pembelian di kedai kopi BE Kalirejo. *Margin: Jurnal Bisnis Islam dan Perbankan Syariah*, 51-60. doi:doi: <https://doi.org/10.58561/margin.v1i1.18>
- Jati, E. P. W., Mursito, B., & Marwanti, F. S. (2022). Keputusan pembelian merek sepeda polygon ditinjau dari, gaya hidup sehat, kualitas produk dan brand image (Studi Kasus di Surakarta). *Jurnal Ilmiah Edunomika*, 6(1), 526-539. doi:doi: <https://doi.org/10.29040/jie.v6i1.4631>
- Kotler, P., & Armstrong, G. . (2018). *Principles of marketing (17th ed.)*: Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. . (2022). *Marketing management (16th ed.)*: Pearson.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. . (2016). Pearson.
- Kurniasih, D., & Elizabeth, E. (2021). Pengaruh kualitas pelayanan, citra merek dan getok tular terhadap keputusan pembelian jasa. *Reviu Akuntansi, Manajemen, dan Bisnis*, 1(1), 1-8. doi:doi: <https://doi.org/10.35912/rambis.v1i1.400>
- Kusdiana, Y., Yusnelly, A., & Suryadi, N. (2023). Purchase decision: Role of price and service quality. *International Journal of Information System and Innovation Management (IJISIM)*, 1(2), 92-99. doi:doi: <https://doi.org/10.55583/ijisim.v1i2.775>
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' decision-making process on social commerce platforms: Online trust, perceived risk, and purchase intentions. *Frontiers in psychology*, 11, 890. doi:doi: <https://doi.org/10.3389/fpsyg.2020.00890>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96. doi:doi: <https://doi.org/10.1509/jm.15.042>
- Liu, R. (2017). A reappraisal of marketing definition and theory. *Journal of Eastern European and Central Asian Research*, 4(2), 1-7. doi:doi: <https://doi.org/10.15549/jeccar.v4i2.170>
- Machali, I. (2021). Metode penelitian kuantitatif: Panduan praktis merencanakan penelitian (3rd Edition). *Fakultas Ilmu Tarbiyah dan Keguruan*.
- Melpiana, E., & Sudarajat, A. (2022). Pengaruh harga dan kualitas produk terhadap keputusan pembelian pada Ms Glow Beauty. *Management and Accounting Expose*, 5(1). doi:doi: <https://doi.org/10.36441/mae.v5i1.599>
- Mittal, V., Han, K., Frennea, C., Blut, M., Shaik, M., Bosukonda, N., & Sridhar, S. (2023). Customer satisfaction, loyalty behaviors, and firm financial performance: what 40 years of research tells us. *Marketing Letters*, 34(2), 171-187. doi:doi: <https://doi.org/10.1007/s11002-023-09671-w>
- Mulyadi, M. N. (2022). Pengaruh harga terhadap keputusan pembelian Lapis Talas Kujang Bogor untuk keperluan usaha waralaba. *Jurnal Ilmiah Manajemen Kesatuan*, 10(3), 511-518. doi:doi: <https://doi.org/10.37641/jimkes.v10i3.1539>
- Naskar, S. T., & Lindahl, J. M. M. (2025). Forty years of the theory of planned behavior: a bibliometric analysis (1985–2024). *Management Review Quarterly*, 1-60. doi:doi: <https://doi.org/10.1007/s11301-025-00487-8>
- Nuraini, F., & Novitaningtyas, I. (2022). Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian pada Mie Gacoan Cabang Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*, 3(2), 50-57. doi:doi: <https://doi.org/10.47747/jnmpsdm.v3i2.740>

- Oktarini, R., Kencana, P. N., & Wahidah, N. R. (2022). The Influence of service quality and price on purchasing decisions at Mr. Fox Restaurant, South Jakarta Branch. *International Journal of Economy, Education, and Entrepreneurship*, 2(2), 477-484. doi:doi: <https://doi.org/10.53067/ije3.v2i2>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability*, 11(4), 1113. doi:doi: <https://doi.org/10.3390/su11041113>
- Pitino, Y., & Susanti, N. (2024). Pengaruh persepsi harga, citra merek dan promosi terhadap keputusan pembelian produk belikopi di Merr Pandugo Surabaya. *Studi Akuntansi, Keuangan, dan Manajemen*, 3(2), 131-142. doi:doi: <https://doi.org/10.35912/sakman.v3i2.2869>
- Polla, F. C., Mananeke, L., & Taroreh, R. N. (2018). Analysis of the influence of price, promotion, location and services quality on purchase decisions in PT. *Indomaret Manado Unit Jalan Sea*, 6(4). doi:doi: <https://doi.org/10.35794/emba.v6i4.21224>
- PRADANA, M., & WISNU, A. (2021). The impacts of threat emotions and price on Indonesians' smartphone purchasing decisions. *The Journal of Asian Finance, Economics and Business (JAFEB)*, 8(2), 1017-1023. doi:doi: <https://doi.org/10.13106/jafeb.2021.vol8.no2.1017>
- Priyatna, I. K., Marsudi, M., & Rahadjeng, E. R. (2023). The effect of service quality and price on purchasing decision of telkomsel internet services In Indonesia. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 3(01), 60-69. doi:doi: <https://doi.org/10.22219/jamanika.v3i01.25454>
- Rahendra, M. D. B., & Nuvriasari, A. (2022). Pengaruh kualitas pelayanan, persepsi harga, dan promosi terhadap keputusan pembelian konsumen first media di Kota Tegal. *Jurnal Ekonomi Dan Bisnis*, 16(3), 175-185. doi:doi: <https://doi.org/10.53916/jeb.v18i3.20>
- Roa, R. R. P., Salahag, V. L., & Saavedra, W. T. . (2025). Shopping behaviour factors and their relationship on consumer preferences between in-store and online shopping. *American Journal of Economics and Business Innovation*, 4(5), 195-204. doi:doi: <https://doi.org/10.54536/ajebi.v4i3.6213>
- Robianty, N. S., & Prasetyo, B. (2024). Layanan pada PT. Citra Jelajah informatika bandung: key to improving customer satisfaction. *Studi Ilmu Manajemen dan Organisasi*, 5(1), 19-26. doi:doi: <https://doi.org/10.35912/simo.v5i1.2863>
- Rozenkowska, K. (2023). Theory of planned behavior in consumer behavior research: A systematic literature review. *International Journal of Consumer Studies*, 47(6), 2670-2700. doi:doi: <https://doi.org/10.1111/ijcs.12970>
- Santoso, T. I., & Lennysha, L. (2024). The Influence of Service Quality and Product Price on Purchasing Decisions. *International Journal of Indonesian Business Review*, 3(1), 51-61. doi:doi: <https://doi.org/10.54099/ijibr.v3i1.829>
- Santoso, W., Al Musadieg, M., & Hidayat, K. (2024). A systematic literature review: determinants analysis of purchase decision. *KnE Social Sciences*, 9(13), 183–207-183–207. doi:doi: <https://doi.org/10.18502/kss.v9i11.15774>
- Senayah, W., Metsiwodzi, H., Biney-Aidoo, V., Anyanful, T., & Opuni, F. (2023). An Assessment of Brand Loyalty, Perceived Quality and Price as Antecedents of Purchase Decision: Evidence From Ghana's Textile Industry. *African Journal of Applied Research*, 9, 174-193. doi:doi: <https://doi.org/10.26437/ajar.v9i1.528>
- Simatupang, Y. P., & Prasetyo, B. (2025). The effect of halal awareness, product quality, and price on purchasing decisions on Ranusa. *2025 International Conference on Data Science and Its Applications, ICoDSA 2025*. doi:doi: <https://doi.org/10.1109/ICoDSA67155.2025.11157422>
- Sopia, L., & Wibasuri, A. (2025). Optimalisasi layanan foryou wedding organizer: menilai kepuasan konsumen. *Studi Ilmu Manajemen Dan Organisasi*, 6(3), 645-656. doi:doi: <https://doi.org/10.35912/simo.v6i3.3871>
- Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Cetakan ke-3)*: Alfabeta.
- Suhadi, D., & Sumiyati, S. (2026). Influence of Product and Price on Electric Motorcycle Purchases in Pontianak. *Jurnal Akuntansi, Keuangan, dan Manajemen*, 7(2), 379-391. doi:doi: <https://doi.org/10.35912/jakman.v7i2.4807>
- Sun, S., Law, R., & Schuckert, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*, 84, 102331. doi:doi: <https://doi.org/10.1016/j.ijhm.2019.102331>

- Susanto, L., Ruspitasari, W., & Bukhori, M. (2023). The Influence of Price, Service Quality and Promotion on Purchasing Decisions of Honda Scoopy Motorcycles at Wahana Jatake Tangerang. *JETISH: Journal of Education Technology Information Social Sciences and Health*, 2, 845-853. doi:doi: <https://doi.org/10.57235/jetish.v2i2.890>
- Tabachnick, B. G., & Fidell, L. S. . (2013). *Using multivariate statistics (6th ed.)*: Pearson.
- Thongkruer, P., & Wanarat, S. (2023). The Relationship between Air Travel Service Quality and Factors of Theory of Planned Behavior: Evidence from Low-Cost Airlines in Thailand. *Sustainability*, 15(11), 8839. doi:doi: <https://doi.org/10.3390/su15118839>
- Tjiptono, F., & Chandra, G. . (2020). *Pemasaran strategik: Domain, Determinan, Dinamika (Edisi ke-4)*: Andi Offset.
- Uzir, M. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal Of Retailing and Consumer Services*, 63, 102721. doi:doi: <https://doi.org/10.1016/j.jretconser.2021.102721>
- Wattoo, M. U., Du, J., Shahzad, F., & Kousar, S. (2025). Shaping E-commerce Experiences: Unraveling the Impact of Service Quality on Youth Customer Behavior in a Developing Nation. *Sage Open*, 15(1), 21582440241311786. doi:doi: <https://doi.org/10.1177/21582440241311786>
- Yingfei, Y., Mengze, Z., & Ki-Hyung, B. (2022). The Nexus of Service Quality, Customer Experience, and Customer Commitment: The Neglected Mediating Role of Corporate Image. *Frontiers in psychology, Volume 13 - 2022*. doi:doi: <https://doi.org/10.3389/fpsyg.2022.917284>
- Yohans, S., Aurelia, J., & Sutanto, J. E. (2025). The Effect Of Price, Product Quality, And Service Quality On Purchase Decisions At GAG PTC Surabaya. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 9(2). doi:doi: <https://doi.org/10.29040/ijebar.v9i2.16907>
- Zhang, C., & Zhao, C. (2024). Research on the construction of a service quality evaluation system for university student dormitories based on the Delphi method. *Frontiers in Education, Volume 9 - 2024*. doi:doi: <https://doi.org/10.3389/feduc.2024.1469049>
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology, Volume 12 - 2021*. doi:doi: <https://doi.org/10.3389/fpsyg.2021.720151>
- Zielke, S., De Toni, D., & Mazzon, J. A. (2022). Cognitive, emotional and inferential paths from price perception to buying intention in an integrated brand price image model. *SN Business & Economics*, 3(1), 24. doi:doi: <https://doi.org/10.1007/s43546-022-00395-z>
- Zygiaris, S., Hameed, Z., Ayidh Alsubaie, M., & Ur Rehman, S. (2022). Service Quality and Customer Satisfaction in the Post Pandemic World: A Study of Saudi Auto Care Industry. *Frontiers in psychology, Volume 13 - 2022*. doi:doi: <https://doi.org/10.3389/fpsyg.2022.842141>