

The Influence of Service Quality and Price on Purchasing Decisions Among Indomaret Customers in Gundaling Berastagi, Kab. Karo

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Article Info

Article history:

Received August 22, 2025

Revised October 9, 2025

Accepted December 15, 2025

Keywords:

Analysis, Brand Image, Consumer Behavior, Decision Making, Effect, F-Test, Gundaling, Hypothesis, Indomaret, Justification, Karo Regency, Location, Marketing Strategy, Needs, Other Factors, Price, Promotion, Quality of Service, Regression, Service Quality, Technique, Utility, Variables, Willingness to Purchase, X-Variables (Service Quality & Price), Y-Variable (Purchasing Decision), Z-Value

ABSTRACT

This study aims to determine the effect of service quality and price on consumer purchasing decisions at Indomaret Gundaling Berastagi, Karo Regency. The background of this study is based on the tight competition in the modern retail industry, where service quality and price are important factors in attracting and retaining consumers. This study uses a quantitative approach with an associative method. The sample in this study amounted to 100 respondents taken using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression tests, t-tests, F-tests, and coefficient of determination tests (Adjusted R²). The results showed that partially, the variables of service quality and price had a positive and significant effect on purchasing decisions. Simultaneously, both variables also had a significant effect on purchasing decisions, with a significance value of Ftable (3.94). However, the Adjusted R Square value of 0.365 indicates that only 36.5% of purchasing decisions can be explained by service quality and price, while the remaining 63.5% is influenced by other factors outside the research model. Thus, service quality and price remain important factors in influencing purchasing decisions, although other factors such as promotion, location, and brand image need to be considered for a more optimal marketing strategy.

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INTRODUCTION

In the current era of globalization, the business world is experiencing complex dynamics with a high level of competition. To survive and grow, companies are required to adapt to changing trends and consumer needs. One of the sectors that has rapidly developed in Indonesia is the minimarket or modern retail, such as Indomaret and Alfamart. Modern retail is a form of retail trade that sells everyday essential needs with a self-service system, organized layout, and is supported by digital cash register technology and inventory systems. These advantages make modern retail the primary choice for the public as it offers convenience, competitive prices, and easy access all in one place (Perdana et al, 2021). In Indonesia, one of the business sectors that has proliferated is the minimarket. Minimarkets are retail industries that cater to the needs of the community in a more modern setting. Almost every area has more than one minimarket, resulting in an increasing number of competitors, which leads to more frequent competition to attract consumers. According to records from the Indonesian Retail Entrepreneurs Association (Aprindo).

According to data from databoks id, the minimarket business in Indonesia is generally still expanding in the first quarter of 2025. This is evident from the increase in outlets from several well-known minimarket brands. Indomaret remains the minimarket with the most outlets, totaling 23,127 units at the end of March 2025, with a growth percentage of 1.96% compared to the end of 2024 (D Katada.co.id, 2025). In 2021, Indomaret had 19,133 outlets, in 2022 there were 19,996 outlets, growing 4.5% from 2021, in 2023 there were about 22,500 outlets, and in 2024 there were 22,869 outlets at the end of November (indomaret.co.id, 2025). This growth indicates the ongoing expansion of modern retail, which directly or indirectly impacts the existence of traditional markets or small shops. Minimarkets can take on the role of traditional shops and markets by offering a wider variety of products, along with modern facilities such as café-style coffee areas and various practical payment options. This competitive advantage greatly influences consumer shopping decisions, where minimarkets that fail to understand the desires, needs, and purchasing decision processes of customers will struggle to convince buyers, resulting in suboptimal performance (Perdana et al, 2021).

However, internally, the minimarket sector faces significant challenges related to productivity, quality, cost, time, service, safety, the environment, and the role of workers. On the other hand, external pressures come relentlessly from customers, suppliers, competitors, non-governmental organizations, the government, and various unexpected changes. In facing the complexity and intensity of these challenges, company leaders are required to think creatively to find breakthrough strategies capable of creating optimal synergy for achieving organizational goals. Therefore, the implementation of strategic policies related to service becomes crucial to anticipate the increasingly tight competitive climate. In facing these challenges, companies are required to understand consumer needs and desires. This becomes a key factor in influencing purchasing decisions. According to Kotler (2001:12), companies must work hard to study and understand the needs and wants of their customers. By understanding customer needs, desires, and demands, it will provide important input for the company to design strategies that can create satisfaction for their customers.

Two variables that are often studied in consumer behavior are service quality and price. Consumers tend to choose modern retail that can provide fast, friendly, and efficient service, as well as offer competitive prices. According to Kotler & Keller (2016), the purchase decision is the result of a psychological process and consumer behavior that reflects their reactions to products, prices, services, and other factors. According to Kotler (2012), the purchase decision is a stage in the buyer's decision-making process where consumers actually buy a certain product or service. In other words, the purchase decision is the actual action of consumers in determining a product or service that they consume or use. There are many factors that are considered in determining a product or service consumed in their decision-making, which relates to the quality of service.

For retail companies, service quality is one of the most important aspects in enhancing competitiveness. According to Waluyo & Crosby Lethimen (2020), service quality is an adjustment to several characteristics where service quality can be considered a point of excellence in meeting the needs of a service user. According to Tjiptono (2001), service quality can be defined as the effort to fulfill consumer needs and desires as well as the consistency of delivery in matching consumer expectations. In addition to service quality, price factors can also influence consumer buying interest. From the consumer's perspective, price is often used as an indicator of value, where the price is associated with the benefits perceived from a good or service. According to Utomo et al. (2022), price can be defined as the amount of money spent by consumers to obtain a desired product or service. Pricing determination is very important because it is necessary to set prices that appeal to consumers so that they are interested in making a purchase.

According to Kotler and Armstrong in Krisdayanto (2018:3), 'Price is how much money is paid for services or how much value is traded by buyers to gain benefits from the purchase or use of goods and services.' Thus, price is where consumers will consider the price according to the benefits of the product and compare the price with competitors. In addition, there are other factors such as image, brand, value, and quality that also become considerations for consumers in making their purchasing decisions.

In this context, Indomaret, as one of the main players in modern retail business in Indonesia, continues to innovate to enhance customer comfort and decision-making. One of the Indomaret stores that is interesting to study is Indomaret Gundaling Berastagi, Karo Regency. Indomaret Gundaling Berastagi, Karo Regency, is a retail business that focuses on service quality, particularly on how consumers can obtain the products they need at appropriate prices and with satisfying service. The increasingly tight competition is marked by the growing number of stores emerging. The services and prices offered are also diverse, which will create a distinctive characteristic and advantage for each minimarket. This requires the party or manager of the minimarket to create strategies to be able to compete and excel against others. Indomaret Gundaling Berastagi in Karo Regency has competitive advantages, such as a complete range of products, affordable prices, a spacious parking area, and additional facilities like a coffee point and seating area for customers. However, the high competition with similar stores in the area demands strategic and sustainable management. The presence of the Coffee Point has become a new attraction for consumers, especially young people in Berastagi and tourists traveling through the area around Indomaret Gundaling Berastagi in Karo Regency.

This can strengthen the position of Indomaret Gundaling as a minimarket or modern retail that can keep pace with changes in modern lifestyle trends, which prioritizes practicality, comfort, and added value in a single visit. This can encourage larger purchase decisions because consumers are comfortable spending more time in the store. Indomaret Gundaling also serves various payment needs such as BPJS membership payments at Indomaret, online ticket payments, electricity payments (tokens), indiehome phone payments, mobile credit purchases, and more through Indomaret.

Based on the results of the survey conducted, it can be concluded that the quality of service and price have a significant influence on consumer purchasing decisions at Indomaret Gundaling. The majority of respondents rated the quality of service provided as very important when deciding to shop. Factors such as staff friendliness, speed of service, and cleanliness of the store are aspects that are highly valued by consumers. This is evident from the 83.33% of respondents who feel that the quality of service plays a major role in their decision to purchase products at Indomaret Gundaling. In addition, the alignment of price with service quality is also an important factor for consumers, with 66.67% of respondents feeling very satisfied with the service quality at Indomaret Gundaling. This indicates that consumers desire very good service quality. Competitive prices have also become the main reason for consumers. Shopping at Indomaret Gundaling, 76.67% mentioned that price is also a primary consideration. Most respondents, 83.33%, stated that the prices and quality of the goods provided are very suitable. (80%) stated that the main reason for choosing Indomaret Gundaling is due to the good quality of service and affordable prices. On the other hand, 73.33% of respondents prefer Indomaret Gundaling compared to other stores because of the good quality of service and efficiency, strategic location, and affordable prices. This indicates that the quality of service and price are dominant factors in forming consumer purchasing decisions to shop at Indomaret Gundaling, Berastagi, Karo Regency.

In this context, the author focuses this research on two main variables, namely service quality and price, as both are the dominant issues faced by Indomaret Gundaling at present. Although this store has several advantages such as a strategic location, product completeness, and additional facilities like a coffee point, the pre-survey results indicate that about 33.3% of consumers are still not satisfied with the service quality and 23.3% do not consider price as a primary factor in their purchasing decisions.

Based on these conditions, the researcher is interested in conducting research on "The Influence of Service Quality and Price on Purchasing Decisions of Indomaret Gundaling Berastagi Kab. Karo consumers" which aims to analyze the influence of service quality and price on consumers' purchasing decisions at Indomaret Gundaling Berastagi Kab. Karo.

METHOD

This research was conducted at Indomaret Berastagi in Karo Regency, located on merdeka street in front of Sibayak Hotel Berastagi in Karo Regency. The selection of this location is based on the consideration that Indomaret Gundaling Berastagi in Karo Regency is one of the modern retail outlets that has its own appeal amid the increasingly close retail business competition in the area. This research uses a quantitative approach with an associative type of research. The quantitative approach is chosen because this study aims to test the influence between the established variables, namely the influence of service quality and price on consumer purchasing decisions. This approach is relevant to use because it is objective and systematic, and uses numerical measurement tools in the form of questionnaires to collect data.

Sample is a small part of the population that is considered representative. Sugiyono (2023) states that a sample is a portion of the size and attributes of the population. The data from the respondents are used to conduct this research. The information obtained from the representative sample of the entire population. In this research, since the number of population members is unknown, the researcher uses the Lemeshow formula to determine the sample size. In this study, the sampling technique uses non-probability sampling. Non-probability sampling is a method where not all members of the population have the same opportunity to participate in the research.

This research uses Non-Probability Sampling technique because the population size is unknown, with Purposive Sampling as the technique for determining the sample. Purposive Sampling is a sample determination technique based on certain considerations according to the desired criteria to determine the number of samples to be studied, namely Indomaret Gundaling Berastagi customers from Karo Regency who happen to meet the author so that they can be used as a sample, if they are considered suitable as data sources. The criteria in this research are:

1. Consumers who have transacted or shopped at Indomaret Gundaling Berastagi Kab. Karo at least twice.
2. Aged at least 17 years.
3. Residing in the Gundaling sub-district, other areas within the Berastagi district, and external consumers, but having at least 2 shopping experiences at Indomaret Gundaling Berastagi Kab. Karo.

The minimum age criterion of 17 years was chosen because at this age individuals generally already have shopping experience, financial independence, and the ability to assess service quality and prices more objectively. In addition, their preferences and perceptions of products are already formed, making the data obtained more accurate and relevant for the research. The analysis technique used in this research is multiple linear regression analysis based on the relationship between the dependent variable (bound) and two or more independent variables (free). (Sugiyono, 2023). The form of the equation for the data analysis method used in this research employs the following multiple linear regression formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Dimana:

Y = Purchase decisions at Indomaret and Alfamart

A = Constant

$\beta_1 \beta_2$ = Regression Coefficient

X1 = Service Quality

X2 = Price

e = Error

As previously explained, the respondents in this study are all consumers who are shopping at Indomaret Gundaling Berastagi, Karo Regency, who have the same opportunity to fill out this research questionnaire. The researcher successfully collected 100 questionnaires directly (face to face) from consumers shopping at Indomaret Gundaling Berastagi, Karo Regency. The identity of the respondents can explain the specifications or characteristics possessed by the respondents, and the identities of the respondents obtained by the researcher are as follows:

Table 1. Characteristics of Respondents

No	Characteristics of Respondents	Frequency	Presentation
1	Age		
	17-23 Year	43	43%
	24-30 Year	46	46%
	30- 40 Year	11	11%
2	Address		
	1 The domicile of Gundaling village.	42	42%
	2. Domicile in another area within the Berastagi sub-district.	40	40%
	3. Residence outside of Berastagi sub-district	18	18%
3	The number of people who have ever shopped at Indomaret Gundaling Gundaling Berastagi Kab.Karo		
	Yes, once	3	3%
	Yes, twice	94	94%
	Never before	3	3%

According to the results of the questionnaire distribution, it is known that the majority of respondents, namely 94 people (94%), have shopped at Indomaret Gundaling twice. Meanwhile, 3 people (3%) stated that they have only shopped once and have not shopped at all. This indicates that Indomaret consumers in this study mostly come from the Gundaling sub-district or the surrounding area. This finding can later be used as a basis for analyzing how service quality and price influence purchasing decisions among Indomaret consumers in Gundaling, Karo Regency.

In the normality test, it is conducted to test whether the data of the independent and dependent variables in the resulting regression equation are normally distributed or not. The normality testing technique in this research uses the Kolmogorov-Smirnov formula, where: 1. If the significance is > 0.05 , it can be said that the data distribution is normal. 2. If the significance value is < 0.05 , it can be said that the data distribution is not normal. The results of the normality test were conducted using SPSS Version 30 in the research as follows:

**Table 2. Results of Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.86740075	
Most Extreme Differences	Absolute	.076	
	Positive	.076	
	Negative	-.054	
Test Statistic		.076	
Asymp. Sig. (2-tailed) ^c		.171	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.168	
	99% Confidence Interval	Lower Bound	.158
		Upper Bound	.177

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

Based on the table above, it can be seen that the significant value on the one-sample Kolmogorov-Smirnov test is 0.171. The significant value is greater than 0.05, so it can be concluded that the standardized residual values are normally distributed and meet the normality test assumptions.

In the multicollinearity test, the aim is to examine whether there is a correlation among independent variables within the regression model. To test for multicollinearity, we look at the VIF (variance inflation factor) value; if the VIF value is < 10, it can be concluded that the data is free from multicollinearity symptoms. And based on the tolerance value being greater than 0.10, this means that multicollinearity does not occur. The results of the multicollinearity test can be seen in the following table:

Table 3. Multicollinearity Test Results

Coefficients ^a	Collinearity Statistics	
	Tolerance	VIF
1SERVICE QUALITY	.517	1.933
PRICE	.517	1.933

a. Dependent Variable: SERVICE QUALITY

The test results show that all the variables used as predictors in the regression model have relatively low VIF values, all below 10, which are 1.933 for the Service Quality variable and also 1.933 for the Price variable. Meanwhile, the tolerance values are greater than 0.10, namely 0.517 for the Service Quality variable and 0.517 for the Price variable. This means that the variables used in this study do not exhibit symptoms of multicollinearity.

Regression analysis is used to determine the direction of the relationship between independent variables and dependent variables. The regression equation can be seen from the coefficients test table based on the SPSS output for the independent variables, namely Service Quality (X1) and Price (X2). The results of the analysis can be seen in the following table:

Table 4. Results of Multiple Linear Regression Analysis

Coefficients ^a	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6.213	1.851		3.356	.001
SERVICE QUALITY	.155	.065	.264	2.367	.020
PRICE	.391	.109	.401	3.602	<.001

a. Dependent Variable: PURCHASE DECISION

Based on the table above, it can be seen that the constant value (a) is 6.213 and the regression coefficients for the Service Quality variable (X1) is 0.155 and for the Price variable (X2) is 0.391. To answer the hypothesis of this research, a t-test was used. The t-test is intended as a statistical analysis model to test whether there is a relationship between Service Quality and Price on consumer purchase decisions at Indomaret Gundaling Berastagi, Karo Regency. The data testing uses the following model:

Table 5. Partial Test Results (t-test)

Coefficients ^a		Unstandardized Coefficients				Standardized Coefficients	
Model		B	Std. Error	Beta	T	Sig.	
1	(Constant)	6.213	1.851		3.356	.001	
	SERVICE QUALITY	.155	.065	.264	2.367	.020	
	PRICE	.391	.109	.401	3.602	<.001	

a. Dependent Variable: PURCHASE DECISION

In the simultaneous influence test or F test in a study, the aim is to determine whether the independent variables consisting of word of mouth (X1) and product rating (X2) are simultaneously or together related to the dependent variable, which is online purchasing interest (Y). The decision-making baseline values for the F test are as follows:

Table 6. Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209.279	2	104.639	29.401	<.001b
	Residual	345.231	97	3.559		
	Total	554.510	99			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PRICE, SERVICE QUALITY

Based on the table above, the output results from the F test show a significant value (Sig), which is a measure of probability indicating how likely the obtained results are due to chance. The Sig value for the simultaneous effect of X1 and X2 on variable Y is less than 0.001 (less than 0.05), meaning the result is statistically significant. Additionally, the calculated F value (29.401) is greater than the table F value (3.94), thus it can be concluded that there is a real effect of X1 and X2 on variable Y, and this effect is not due to chance.

In the determination test, it is used to determine the extent of the influence of independent variables (free) which are Service Quality and Price on the dependent variable which is Purchase Decision. If the value of r is larger, then the dependent variable can be explained more by the independent variables, and vice versa. The calculation of determination that has been obtained is as follows:

Table 7. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614a	.377	.365	1.887

a. Predictors: (Constant), PRICE, SERVICE QUALITY

b. Dependent Variable: PURCHASE DECISION

RESULTS

In this research, a discussion is carried out to answer the problems that have been formulated previously. Furthermore, the discussion either accepts or rejects the preliminary hypothesis made earlier accompanied by explanations. The calculations in this research are performed using IMB SPSS 30 with a regression analysis method. The results of the tests are as follows.

The Influence of Service Quality (X1) on Purchase Decision (Y) among Indomaret Gundaling Berastagi Kab. Karo Consumers

The results of the data processing that has been carried out previously indicate that the first hypothesis is accepted. This can be seen from the significant value of the Service Quality variable, which is sig. of 0.020 < 0.05 and the t-value of 2.367 > the t-table of 1.98397, hence H1 is accepted. Therefore, it can be concluded that the service quality variable has a significant effect on the purchasing decision of Indomaret Gundaling Berastagi Kab. Karo consumers. Thus, it can be interpreted that service quality is a factor that can influence purchasing decisions among consumers Indomaret Gundaling Berastagi Kab. Karo. The better the quality of service provided, the more loyal consumers will become, making it difficult for them to switch to other stores. Service quality can be assessed by the speed of employees, the skills of employees, and the provision of appropriate service to consumers.

According to Kotler & Keller (2016), service quality is the key in shaping customer satisfaction and loyalty decisions. From this statement, it can be concluded that the service quality received by consumers is expressed by the significant difference between consumers' expectations or desires and their level of perception.

This is also in accordance with the theory explained by Dhea Ariska Lubis (2019). Based on the results of the research conducted, it can be concluded that brand image, price, and service quality have a positive and significant effect on consumer purchasing decisions at PT. Sumber Alfaria Trijaya Tbk (Alfamart). The Service Quality (X3) against Purchasing Decision (Y) obtained a t-value of 1.984, and the t-value obtained is such that $t > t$ at 3.190, with a significance value of $0.000 < 0.05$. From these results, it can be concluded that H_0 is rejected. This indicates that there is a significant influence between the Service Quality variable (X3) on the Purchase Decision variable (Y) at PT. Sumber Alfaria Trijaya Tbk (Alfamart).

The Influence of Price (X2) on Purchase Decisions (Y) Among Indomaret Consumers in Gundaling Berastagi, Karo District

The results of the data processing conducted previously indicate that the second hypothesis is accepted. This can be seen from the significant value of the Price variable, which is sig. of $0.001 < 0.05$ and the t-count value of $3.602 > t$ -table 1.98397, thus H_{a2} is accepted. Therefore, it can be concluded that the Price variable has a significant influence on the purchasing decisions of consumers at Indomaret Gundaling Berastagi, Karo District. It can thus be concluded that the Price variable has a positive and significant effect on purchasing decisions. This means that the more aligned the price is with the benefits of the product provided, the more it encourages consumers to make repeat purchases and remain loyal to the Indomaret Gundaling Berastagi, Karo District.

Previous research that also examined the influence of price on consumer purchasing decisions regarding Go-Food features conducted by Sianipar et al. (2023). The calculated t value is 2.992, which is greater than the t table value of 1.671, with a significance level of 0.004, which is less than 0.005; therefore, H_0 is rejected and H_1 is accepted. This indicates that the Go-Food function has a significant effect on price and consumer purchasing decisions.

According to Fandy Tjiptono (2015), price reflects the perceived value of consumers. From this statement, it can be concluded that price is a value (amount of money) that has a specific utility to acquire the right to use a product.

This is also consistent with the theory explained by Dhea Ariska Lubis (2019). Based on the results of the research conducted, it can be concluded that brand image, price, and service quality have a positive and significant influence on consumer purchasing decisions at PT. Sumber Alfaria Trijaya Tbk (Alfamart). With the Price variable (X2) against Purchasing Decision (Y), the t-value obtained is 1.984 with a t-value of 2.973, indicating that $t > t$ with a significance value of $0.000 < 0.05$. From these results, it can be concluded that H_0 is rejected. This indicates a significant influence between the Price variable (X2) and the Purchasing Decision variable (Y) at PT Sumber Alfaria Trijaya Tbk (Alfamart).

The Influence of Service Quality (X1) and Price (X2) on Purchase Decision (Y)

The results of this study show that service quality and price have a significant effect on purchasing decisions, both partially and simultaneously. Although the value of the coefficient of determination is only 0.365, this figure reflects a fairly strong relationship in the context of social research, where many external factors also influence consumer behavior.

Based on the results of simultaneous testing, it is known that the variables of Service Quality and Price together have a positive and significant effect on Purchase Decision. This can be seen from the output results of the F test, which shows a significant value (Sig) for the influence of X1 and X2 simultaneously on variable Y is less than 0.001, which is less than 0.05, and the calculated F value (29.401) is greater than the table F value (3.94). Thus, it can be concluded that there is an influence of X1 and X2 on variable Y.

These findings are in line with previous research by Sianpar et al. (2023) and Padli (2021), which also indicated that service quality and price have a significant impact on consumer behavior. Although the coefficient of determination (R^2) value of 0.365 is relatively low to moderate, this is still reasonable in social research involving human behavior, where many external factors also influence purchasing decisions. This remains valuable as it shows that service quality and price are significant factors that retail businesses should pay attention to.

The results of this study are in line with the theory proposed by Alma (2018:96), which states that purchasing decisions are consumer decisions influenced by financial economics, products, prices, locations, promotions, technology, politics, culture, physical evidence, people, and process. This shapes consumers' attitudes to process all information and draw conclusions about which products will be purchased.

CONCLUSION

Based on the research results regarding the influence of service quality and price on consumer purchasing decisions at Indomaret Gundaling Berastagi, Karo Regency, it can be concluded that both variables have a positive and significant effect both partially and simultaneously. Service quality has been shown to have a significant influence, where the better the employees' friendliness, the tidiness of the store, and the speed of service, the higher the tendency for consumers to make purchases.

Likewise, price also has a significant influence on purchasing decisions, indicating that the more competitive and aligned the offered price is with consumers' purchasing power, the greater the consumers' interest in buying. Simultaneously, service quality and price contribute together to purchasing decisions, although the Adjusted R Square value of 0.365 indicates that the influence of both explains only 36.5% of the variation in purchasing decisions, while the remaining is influenced by other factors outside the research model. Therefore, service quality and price remain important factors to consider in marketing strategies, although additional factors such as promotions, location, and brand image also need to be considered to enhance the effectiveness of marketing strategies more optimally.

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