

The Effect of Service Quality and Price on Consumer Purchasing Decisions at Alfamart Lebak Picung Branch Rangkasbitung

Mesa Frawesti^{1*}, Veta Lidya Delimah Pasaribu²

Fakultas Ekonomi, Manajemen, Universitas Pamulang

Corresponding Author: Mesa Frawesti frawestimesa@gmail.com

ARTICLE INFO

Keywords: Service Quality,
Price, Purchase Decision

Received : 8, August

Revised : 26, August

Accepted: 27, September

©2025 Frawesti, Pasaribu: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The aim of this research is to examine the impact of service quality and price on consumer purchasing decisions at Alfamart Lebak Picung Rangkasbitung Branch, both individually and jointly. The study applies a descriptive associative quantitative approach. Using the Slovin formula, a sample of 100 respondents was selected. Data were collected through observation and questionnaires, while the analysis involved validity and reliability tests, classical assumption tests, regression analysis, correlation coefficient analysis, coefficient of determination, and hypothesis testing. The findings indicate that service quality and price significantly influence purchasing decisions, as reflected in the regression equation $Y = 3.965 + 0.299X_1 + 0.620X_2$. The correlation coefficient of 0.728 suggests a strong relationship between the independent and dependent variables. The coefficient of determination shows that 52.9% of the variation in purchasing decisions is explained by service quality and price, while the remaining 47.1% is attributed to other factors. Hypothesis testing results confirm that F count exceeds F table ($10.300 > 3.09$).

INTRODUCTION

The evolution of business competition in Indonesia is one of the most interesting phenomena, especially with globalization in the economic sector which increasingly opens up opportunities for entrepreneurs to compete in getting local consumers. For example, currently various types of franchises have been spread throughout Indonesia, each of these franchises competes in order to achieve marketing targets and battle to win over their customers' hearts through various strategies in order for consumer needs can be met. Competition in franchise companies is increasing so that certain strategies are needed to survive in the market share. A franchise company is a system for distributing goods or services to end customers with a franchisee that gives individuals or companies the right to conduct company having a preset name, system, or brand, procedures and ways within a certain duration encompassing a certain region. One of the well-known franchises in Indonesia is PT Sumber Alfaria Trijaya Tbk (Alfamart). The company operates a network of mini-markets to distribute consumer goods at retail.

The minimarkets in this network are directly owned and operated under franchise agreements. An excellent franchise the business will undoubtedly research customer behavior and comprehend how consumers feel after buying the products they provide, whether consumers feel satisfied or dissatisfied after buying their company's products. One of the factors to measure consumer satisfaction is the caliber of services the business offers. Consumer service quality is a strategy implemented by a company to attract consumers to get consumers who are loyal to the business.

Considering the outcomes of the service quality studies from January to December 2024, the data shows change every month, both increasing and decreasing. The following is the data on consumer complaints at Alfamart Lebak Picung Rangkasbitung Branch:

Table 1. Consumer Complaint Data at Alfamart Lebak Picung Rangkasbitung Branch January-December 2024

| No. | Complaints | Jan | Feb | Mar | Apr | May | Jun | Jul | Agt | Sep | Okt | Nov | Dec |
|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 | The available products are still incomplete | 1 | 1 | 3 | 5 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 2 | Condition of the product reject | 2 | 1 | 2 | 6 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3 | Service is still not good | 1 | 1 | 3 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| 4 | Service disruption Online Payment | 1 | 2 | 1 | 5 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 2 |

| | | | | | | | | | | | | | |
|---|--|----------|----------|-----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 5 | Disruption of delivery services (SAPA) | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| 6 | Prices listed on display racks Different | 2 | 1 | 2 | 3 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 7 | Indoor display rack Dirty conditions | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| | Number of Complaints | 8 | 8 | 13 | 27 | 8 | 7 | 9 | 8 | 9 | 8 | 7 | 9 |

Source: Alfamart Lebak Picung Rangkasbitung Branch 2024

Based on table 1 above, there are consumer complaints above the most complaints in April 2024 because coinciding with Eid al-Fitr, there are still consumers who are not satisfied with the service at Alfamart Lebak Picung Rangkasbitung Branch.

Table 2. Alfamart Revenue Data Lebak Picung Rangkasbitung Branch January – July 2024

| Month | Transaction Amount | Income |
|--------------|--------------------|--------------------------|
| January | 5.899 | Rp. 208.194.568 |
| February | 5.921 | Rp. 210.876.221 |
| March | 6.338 | Rp. 320.585.920 |
| April | 12.457 | Rp. 726.985.800 |
| May | 6.124 | Rp. 213.490.371 |
| June | 5.796 | Rp. 207.432.687 |
| July | 5.832 | Rp. 208.427.986 |
| Total | 48.367 | Rp. 2.095.993.553 |

Source: Alfamart Lebak Picung Rangkasbitung Branch 2024

Considering the above table, it is explained that the number of sales of Alfamart Lebak Picung Rangkasbitung Branch for 7 months of 2024 has fluctuated. It can be seen that the realization of sales at Alfamart Lebak Picung Rangkasbitung Branch has increased, where in January Alfamart Lebak Picung Rangkasbitung Branch had a total of 5,899 transactions with revenue of 208,194,568. In February, the number of transactions increased to 5,921 with revenue of 210,876,221. In March, the number of transactions increased to 6,338 with revenue of 320,585,920. In April, the number of transactions again increased significantly to 12,457 with a collection of 726,985,800. In May, the number of transactions decreased to 6,124 with revenue of 213,490,371. In June, the number of transactions again decreased to 5,796 with revenue of 207,432,687. In July, the number of transactions increased to 5,832 with revenue of 208,427,986.

If viewed from the above incident, it can be concluded that this will pose a challenge for Alfamart if the level of customer purchase decisions decreases, which will affect the revenue or inflow of Alfamart Lebak Picung Rangkapitung Branch. Problems in making purchase decisions can generally occur due to problems with the quality of service and the price provided is not completely satisfactory. This can cause customers to switch to transact in other places that provide superior service quality and prices.

In today's business world, it can be concluded that the level of competition is very intense, so various methods and strategies are carried out to attract and retain customers. One of the strategies used by business actors to be able to win the competition is to provide service high quality. As stated by Kasmir (2017:47) "Quality of Service is the action and behavior of business actors or companies that provide optimal service, so that it can create satisfaction for consumers".

LITERATURE REVIEW

Quality of Service

According to Lewis dan Booms dalam Tjiptono Chandra (2016:125) "The degree to which the level of service rendered can satisfy customer expectations is a measure of service quality.". As stated by Tjiptono (2015:268) "Efforts to satisfy customer wants and needs as well as accurate delivery to fulfill customer expectations are the main components of service quality", and Atika 2018:16) "A service's quality is its degree of perfection expected and the management of these achievements to influence customer wants".

Price

As stated by Alma (2018:171), "A price is a monetary unit or other measure that is traded, including other products and services for obtaining the right to own or utilize a product or service in order to cause consumer satisfaction." According to Kotler dalam Sunyoto (2019:131) "A product's price is the sum of money that is charged for it". In reality, the price is the worth of a certain thing stated in one currency or other means of exchange (Indriyo Gitosudarmo at Sunyoto 2019:131). The price is the sum of money that the customer must pay to obtain the given thing. Pricing is adjusted to consumer desires by taking into account cost, profit, competitors, and market changes (Swastha at Riyono and Budiharja, 2016: 100). A product or service's price is the sum of its cost. Price is also the amount that was traded for a profit on a product or service (Kotler at Herlambang, 2014: 47). According to Rusyidi (2018: 40) Price is the first aspect that sellers pay attention to in their efforts to market their products. From the buyer's perspective, price is one of the aspects that helps determine the choice to satisfy their needs.

Purchase Decision

Kotler and Keller's purchase decision, which was translated by Sabran (2016:192) During the assessment phase, customers establish brand preferences from a range of options. They may also decide to buy the brands they like most. It is different according to Alma (2016:96) It states that: "Purchasing decisions are a consumer decision that is influenced by financial economics, technology,

politics, culture, products, prices, locations, promotions, physical evidence, people and processes so as to form an attitude in consumers to process all information and make decisions in the form of responses that appear what product to buy".

Previous Research

Research Dede Solihin, Estiko Wibawanto (2020) entitled " The Impact of Price, Promotion, and Service Quality on Consumer Choices for Satria Indonesia South Tangerang Basketball Club " obtained the results that consumer choices. Price is proven to have a negative and significant effect on customer decisions. Promotions are demonstrated to significantly and favorably influence consumer choices. With a value of $F_{CAL} 70.448 > F_{TAB} 2.67$, service quality, pricing, and promotion all have a positive and considerable impact on consumer decisions at the same time.

Research Hastono, Triyadi (2020) entitled " The Impact of Price and Encouragement of the Purchase Interest of Vivo Brand Mobile Consumers in the Tangerang Region" The results of the study on buying interest were 41.8%, the hypothesis test was obtained $t_{calculated} > t_{table}$ or $(8,208 > 1,986)$. Promotion significantly impacted buying interest by 43.2%, hypothesis test obtained $t_{count} > t_{table}$ or $(8,457 > 1,986)$.

Research Kris Dipayanti (2018) entitled "The Impact Sales Promotion and Personal Selling on Consumer Purchase Decisions at Pt. Giant Extra Pamulang " obtained the results that their Sales promotions and personal selling had a favorable and substantial impact on purchase decisions, according to a multiple linear regression test with a multiple correlation coefficient of 0.907 and $y=48.530+0.865x_1+0.952x_2$.

Frame of Mind

According to Sugiyono (2017:60) "According to Sekaran at Sugiyono (2020:60), explains that "the framework of thought is a conceptual model that illustrates the relationship between theory and many elements that have been identified as significant problems ". The structure of thinking of this study is as shown in figure 1.

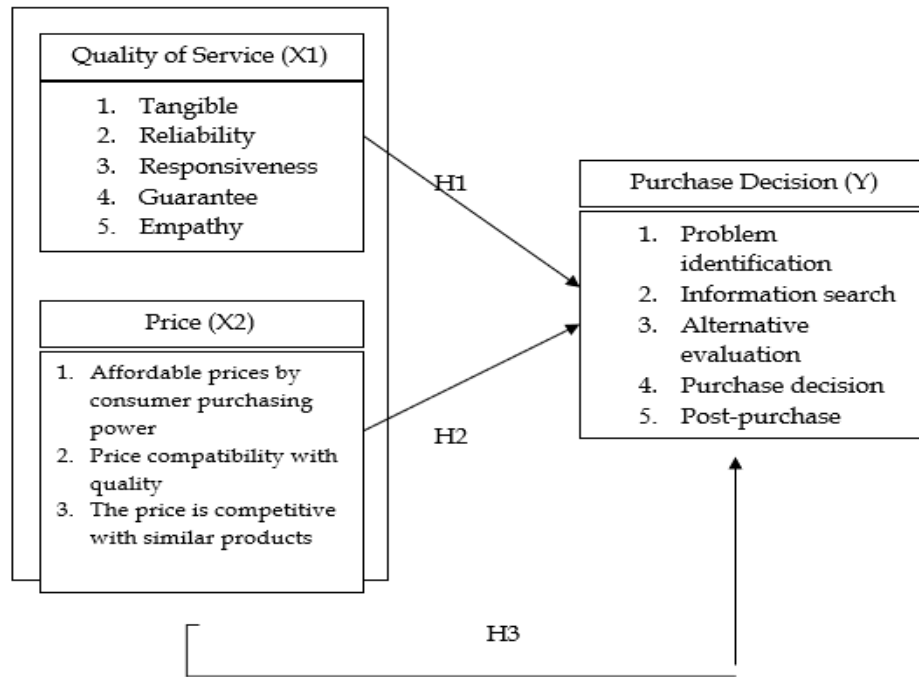


Figure 1. Conceptual Framework

Hypothesis

The hypothesis that will be proven in this study:

H1 = Service quality is presumed to have a significant effect on purchase decisions at Alfamart Lebak Picung Rangkasbitung Branch.

H2 = Price is presumed to have a significant effect on purchase decisions at Alfamart Lebak Picung Rangkasbitung Branch.

H3 = Service quality and price together are presumed to have a significant effect on purchase decisions at Alfamart Lebak Picung Rangkasbitung Branch.

METHODOLOGY

The research method used is Quantitative research, which means that data is collected through data collection tools, statistical data analysis with the intention of putting established theories to the test. The populace of this study is buyers at Alfamart Lebak Picung Rangkasbitung Branch during January through December of 2024, while the sample used is respondents who have made transactions at Alfamart Lebak Picung Rangkasbitung Branch.

RESEARCH RESULT

Normality Test

Table 3. Kolmogrov-Smirnov Normality Test Results One-Sampel Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.93698373 |
| | Absolute | .199 |

| | | |
|--|----------|-------------------|
| Most Extreme Differences | Positive | .199 |
| | Negative | -.194 |
| Test Statistic | | .199 |
| Asymp. Sig. (2-tailed) | | .135 ^c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

The normalcy test's findings on the Smirnov Kolmogorov sample obtained a significant value of $0.135 > 0.05$, meaning that the data is distributed normally.

Heteroscedasticity Test

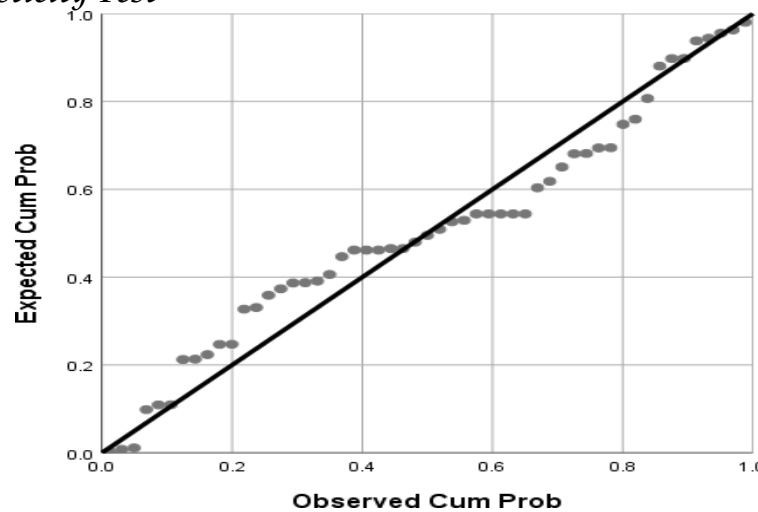


Figure 2. Scatter Plot Chart Heteroscedasticity Test

Considering the heteroscedasticity test graph, the points have a distinct pattern of distribution or do not form certain patterns, this indicates that there isn't heteroscedasticity disturbance inside the regression model so that This regression model can be used.

Multicollinearity Test

Table 4. Multicollineity Test Results with Collinierity Statistic Coefficients^a

| Variabel | Collinearity Statistics | | Results |
|-------------------------|-------------------------|-------|----------------------------------|
| | Tolerance | VIF | |
| Quality of Service (X1) | 0,370 | 2.701 | Multicollinearity Does Not Occur |
| Price (X2) | 0,370 | 2.701 | Multicollinearity Does Not Occur |

a. Dependent Variable: PURCHASE DECISION

The outcomes of the multicollinearity test obtained a VIF value ($2.701 < 10.00$) and a tolerance value greater than 0.10, indicating multicollinearity does not occur.

Autocorrelation Test

The purpose of the autocorrelation test is to determine if or not there is a relationship between data based on the time series.

Table 5. Autocorrelation Test Results
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .922 ^a | .350 | .345 | 2.882 | 1.754 |

- a. Predictors: (Constant), PRICE, QUALITY OF SERVICE
- b. Dependent Variable: PURCHASE DECISION

The results of the autocorrelation test at the durbin-watson value were 1.754 which was in the range of 1.550-2.460 which means that there was no autocorrelation in the model of regression.

Simple Linear Regression

Table 6. Results of Simple Linear Regression Analysis of Service Quality Variable (X1) on Purchase Decision (Y)
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 12.214 | 2.583 | | 4.728 | .000 |
| | Kualitas Pelayanan | .730 | .059 | .840 | 12.281 | .000 |

- a. Dependent Variable: PURCHASE DECISION

Considering the test findings in the preceding table, a simple linear equation for regression can be arranged:

$$Y = 12.214 + 0.730X_1$$

(X₁) of the equation which is concluded as follows:

1. Positive of 12.214 which means that it shows a positive influence on the independent variable (X₁). If the amount of an independent variable increases or affects in one unit, then the dependent variable (Y) will be met or grew.
2. The service quality regression coefficient of 0.730 was concluded that if there was an increase or change in the unit of service quality variables, it would result in a rise in the decision to buy's value would increase by 0.730 units.

Table 7. Results of Simple Linear Regression Analysis of Price Variables (X2) on Results Pembelian (Y)
 Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 5.116 | 2.395 | | 2.136 | .000 |
| PRICE | .890 | .055 | .898 | 16.119 | .000 |

a. Dependent Variable : PURCHASE DECISION

Considering the test findings in the preceding table, a simple linear regression equation can be arranged:

$Y = 5.116 + 0.890 (X2)$ of the formula which is concluded as follows:

1. The value that remains constant is 5.116 which shows that in the event when the independent variable, namely promotion, if regarded as constant, then the dependent value, namely the purchase decision, is still formed as much as 5.116.
2. The price regression coefficient of 0.890 is concluded that If there is a rise or change in the unit of price variable, the value of the purchase the number of decisions will rise by 0.890 units per unit.

Regresi Linear Berganda

Table 8. Multiple Linear Regression Analysis Results
 Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 3.965 | 2.142 | | 1.851 | .069 |
| SERVICE QUALITY | .299 | .070 | .344 | 4.251 | .000 |
| PRICE | .620 | .080 | .625 | 7.737 | .000 |

a. Dependent Variable: PURCHASE DECISION

Considering the test findings in the preceding table, multiple linear regression equations can be arranged:

$Y = 3.965 + 0.299 (X1) + 0.620 (X2)$ from the equation can be drawn the following conclusions:

1. The constant of 3.965 which indicates that if the service quality and promotion have 0 value or does not improve, then the purchase decision will still be worth 3.965
2. The service quality regression coefficient is 0.299, indicating that if other independent variables remain the same and service quality increases by 1. Consequently, the choice to buy will rise by 0.299. The positive value coefficient means that there is a favorable correlation between the decision to

buy and the quality of the service, the greater the quality of the service, the more the purchase decision will increase.

3. The regression coefficient for promotions of 0.620 indicates that if the additional independent variables remain do not change and the promotion increases by 1, then the purchase decision will increase by 0.620. The positive value coefficient means that price and purchasing choice are positively correlated; the lower the price, the more likely the buyer is to make a purchase.

Coefficient of Determination

The measurement of the determination coefficient was conducted to ascertain the extent to which the dependent variables, namely service quality and promotion, influenced the independent variables of the purchase decision.

Table 9. Results of Determination Coefficient Analysis
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .674 ^a | .454 | .443 | 2.684 |

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

The size of the free variable's effect value is indicated by the value of R = 0.674, so the contribution regarding the purchase's cost and service quality decision is 45.4% whereas the rest of 54.6% is impacted by other variables.

T-test (partial)

The t-test is employed to show how much the elements of service quality and promotion impact the variables of acquiring decisions.

Table 10. Results of t-Test Analysis (Partial Testing)
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-----------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1(Constant) | 12.214 | 2.583 | | 4.728 | .000 |
| SERVICE QUALITY | .730 | .059 | .840 | 12.281 | .000 |

a. Dependent Variable: PURCHASE DECISION

Table 11. Results of t-Test Analysis (Partial Testing)

| | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.116 | 2.395 | | 2.136 | .032 |
| | PRICE | .890 | .055 | .898 | 16.199 | .000 |

a. Dependent Variable: PURCHASE DECISION

Based on the results of the t-test above:

1. The t-test findings demonstrate the impact of service quality. With a significant value of $0.001 < 0.05$ and a tcal value of $(12.281) > t_{table} (0.677)$, it was determined that the Quality of Service had a partial impact on the Purchase Decision.
2. The t-test findings demonstrate the impact of pricing. With a significant value of $0.001 < 0.05$ and a tcal value $(16.199) > a_{table} (0.677)$, it may be concluded that the price has a partial influence on the purchase decision.

F test (simultaneous)

Simultaneous tests were used to determine whether independent variables, namely service quality and promotion, were related to changes in the dependent variables of purchasing decisions.

Table 12. Results of F Test Analysis (Simultaneous)

| | | ANOVA ^a | | | | |
|-------|------------|--------------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 36.031 | 2 | 76.010 | 10.300 | .000 ^b |
| | Residual | 16.490 | 50 | 10.563 | | |
| | Total | 52.521 | 50 | | | |

a. Dependent Variable: PURCHASE DECISION

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

The test findings showed that price and service quality had a considerable impact on decisions to buy at the same time, with $F_{cal} (10,300) > F_{table} (3.09)$.

DISCUSSION

The Influence of Service Quality on Purchase Decisions

The results of the partial test shown that the quality of service had an impact on the purchase decision with tcount (12.281) greater than $t_{table} (0.677)$ and a significant level of 0.001 which was lower than 0.05 . The findings of this investigation are consistent with the viewpoint of Mulyadi, Veta Lidya Delimah Pasaribu (2024) that purchase decisions are significantly impacted by service quality.

The Influence of Price on Purchase Decisions

The results of the partial examination Price had an effect on the purchase decision with a t_{count} (16.199) greater than t_{table} (0.677) and a significant level of 0.001 which was lower than 0.05. The findings of this investigation are consistent with the viewpoint of Nazelina et Al (2020) that price significantly affects purchasing decisions.

The Influence of Service Quality and Promotion on Purchase Decisions

The outcomes of the simultaneous test of service quality and promotion had an effect on the purchase decision with t_{count} (10,300) > f_{table} (3.09) and a $0.001 < 0.05$ significant level. The findings of this investigation are in line with Cahyani, Hidayat (2020) that Service Quality and Price have a favorable and noteworthy impact on purchasing choices.

CONCLUSIONS AND RECOMMENDATIONS

It may be inferred from the study discussion's findings that:

1. The choice to buy is significantly influenced by the quality of the services at Alfamart Lebak Picung Rangkasbitung Branch, which can be seen from the t_{count} (12.281) > t_{table} (0.677), with the significance level was $0.001 < 0.05$.
2. The cost significantly impacts the purchase decision at Alfamart Lebak Picung Rangkasbitung Branch with t_{count} (16.199) > t_{table} (0.677), using $0.001 < 0.05$ as the significant value.
3. Price and service quality have a big impact on the decision to buy at Alfamart Lebak Picung Rangkasbitung Branch with t_{count} (10,300) > t_{table} (3.09) with a significant value of $0.001 < 0.05$.

ADVANCED RESEARCH

Future research on purchase decisions at modern retail outlets such as Alfamart should adopt a more advanced design by integrating behavioral, technological, and psychological dimensions to uncover deeper consumer decision-making patterns. Expanding the model to include moderating variables such as digital promotions, store atmosphere, consumer trust, and brand loyalty would enrich the analysis beyond price and service quality. A mixed-methods approach combining surveys, transaction data analytics, and ethnographic observation could provide a more holistic understanding of customer behavior. Additionally, applying structural equation modeling (SEM) or machine learning techniques would allow researchers to identify complex interactions between variables and predict purchase intentions more accurately. Such an advanced agenda would not only strengthen the theoretical contribution to consumer behavior studies but also generate practical insights for retail managers to design adaptive pricing strategies and enhance service experiences in an increasingly competitive retail market.

REFERENCES

- Arifin, J. (2017). SPSS 24 untuk Penelitian dan Skripsi. Jakarta: Kelompok Gramedia. Bandung: Alfabeta.
- Assauri, Sofjan, (2017). "Manajemen Pemasaran Dasar, Strategi, Konsep". PT. RajaGrafindo Persada. Jakarta.
- Dharmmesta, B.S., & Irawan. (2015). Manajemen pemasaran modern. Yogyakarta: Liberty
- Dimiyati, Mohamad, (2018). "Pendekatan Hayati: Strategi Pemasaran Untuk Menghadapi Persaingan Yang Dinamis". Mitra Wacana Media. Jakarta.
- Efendi, Setiyaningrum, Ari dan Udaya, Jusuf, (2015). "Prinsip-Prinsip Pemasaran". Andi. Yogyakarta.
- Febriani, N. S., & Dewi, W. W. A. (2018). Teori dan Praktis: Riset Komunikasi Pemasaran Terpadu. Malang: UB Press.
- Firmansyah, Anang. (2018). Perilaku Konsumen (Sikap dan Pemasaran). Yogyakarta: Deepublish
- Fitriah, M. (2018). Komunikasi Pemasaran melalui Desain Visual. Yogyakarta: CV Budi Utama.
- Ghozali, I. (2017). Aplikasi Analisis Multivariate Dengan Program SPSS. Edisi Kelima. Semarang: Badan Penerbit Undip.
- Hery. (2018). Analisis Laporan Keuangan: Integrated and Comprehensive Edition. Cetakan Ketiga. Jakarta: PT. Gramedia
- Kotler, P., & Armstrong, G (2018). Principles of Marketing (17e ed). New York: Pearson Education
- Kotler, Philip and Kevin Lane Keller. (2016). Marketing Management, 15th Edition, Pearson Education, Inc.
- Kotler, Philip dan Gary Armstrong. (2018). Principles of Marketing. Edisi 15 Global Edition. Pearson.
- Kotler, Philip dan Gary Armstrong (2018). Principles of Marketing, 17 th Edition. Pearson Education. UK
- Sugiyono, (2015). Metode Penelitian dan Pengembangan. Cetakan Alfabeta: Bandung.
- Sugiyono, dan Susanto, A. (2017). Cara Mudah Belajar SPSS & Lisrel. Bandung: Alfabeta.
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Yogyakarta: UAD PRESS
- Arianto, N. (2019). Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Kepuasan Konsumen Pada Alfamart Roda Hias Serpong. Jurnal Ekonomi, 153-160.
- Ariyanto, A. (2019). Analisis Kualitas Produk, Kualitas Pelayanan Dan Harga Yang Mempengaruhi Kepuasan Konsumen Serta Dampaknya Terhadap Loyalitas Pelanggan Pada "Cireng Moncrot" Cv Good Food - Tangerang. Jurnal Ekonomi, 1-15.
- Ariyanto1, A., Nuryani, A., & Sunarsi, D. (2020). Pengaruh Store Atmosphere Dan Promosi Terhadap Keputusan Pembelian Pada Alfamart Bsd Tangerang Selatan. Jurnal Ekonomi Efektif, 29-36.
- Dharmmesta, B. S. (2014). Manajemen Pemasaran. Yogyakarta: Bpfe. Dipayanti,

- K. (2018). Pengaruh Promosi Penjualan Dan Personal Selling Terhadap Keputusan Pembelian Konsumen Pada Pt. Giant Extra Pamulang. *Jurnal Pemasaran Kompetitif*, 30-49.
- Engel, & Ferdian, J. (2013). *Perilaku Konsumen*. Jakarta: Bina Rupa Aksara.
- Ghazali, I. A. (2011). *Aplikasi Analisis Multivariate Dengan Program Spss*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghifari, A. (2015). *Analisis Regresi Untuk Bisnis Dan Ekonomi*. Yogyakarta: Bpfe.
- Hartuti, E. T. (2020). Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Pada Pizza Hut Delivery Gandul Cinere. *Jurnal Ekonomi Efektif*, 333-341.
- Hasibuan, M. S. (2016). *Manajemen Dasar, Pengertian, Dan Masalah*. Edisi Revisi. Jakarta: Bumi Aksara.
- Hastono, H., & Triyadi. (2020). Pengaruh Harga Dan Promosi Terhadap Minat Beli Konsumen Handphone Merk Vivo di Wilayah Tangerang Selatan. *Jurnal Ekonomi Efektif*, 372-379.
- Mulyadi, M., & Pasaribu, V. L. D. (2024). Pengaruh Kualitas Pelayanan dan Harga terhadap Keputusan Pembelian pada PT Lautan Berlian Utama Motor Jakarta Barat. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 4(1), 147-154.