

The Influence of Service Quality and Product Features on Purchase Decisions (Case Study of the Avanza Car PT. Toyota Agung Soekarno-Hatta Pekanbaru)

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ABSTRACT

This research aims to analyze the influence of service quality and product features on purchasing decisions. This research was conducted at a transportation company, namely PT. Toyota Agung Soekarno Hatta Pekanbaru. This research used 128 respondents who were consumers of PT. Toyota Agung Soekarno Hatta Pekanbaru. In this research, the sampling technique used was Accidental Sampling or anyone found by chance. Numerous tests were conducted for this study, including validity assessments, reliability assessments, tests for heteroscedasticity, multicollinearity, and normalcy, as well as hypothesis testing. Multiple linear regression is the analytical technique that is used. The study's findings demonstrate that product attributes and service quality have a favorable and substantial impact on consumers' choices to buy.

INTRODUCTION

In addition to the business world's ever-accelerating expansion, organizations must also possess the ability to rival their rivals. Both the corporate world's progress and the population's rapid increase are becoming more and more strict. In addition, as technology advances and society's need for transportation equipment grows, businesses must be creative in their thinking to provide goods that people will want.

Businesses have an obligation to comprehend customers, including their needs, preferences, and decision-making processes. Due to the fact that customers today hold the majority of the market power and are crucial in making judgments regarding what to buy, research on purchasing decisions is crucial. In addition, studies on consumer behavior can be utilized to develop effective marketing plans, such as identifying the ideal period for a business to offer discounts in order to draw in customers (Sutisna, 2003).

Numerous elements are observed in consumer behavior that affect consumers' decisions to buy. The quality of the services is the primary factor influencing decisions about purchases. Another crucial element in a business's or company's success is providing excellent service. Factors pertaining to product features are those that affect buying decisions. According to Lay-Yee (2013), a product's features are its properties. to fulfill the degree of consumer requirements and aspirations by means of product ownership, use, and utilization.

The rise of different motorized vehicles, or cars, indicates that Indonesia's automotive sector is currently beginning to flourish. Customers are beginning to consider how important cars are for daily mobility as a result of the high demand for automobiles. One of the car dealerships in Pekanbaru that offers a wide variety of vehicles is PT. Toyota Agung. The number of consumers using cars has skyrocketed. The vehicles offered by PT. Toyota Agung Pekanbaru have been there for a while in Indonesia with all of their benefits, continuing to rule the market while also satisfying customer demands for reliable, affordable, and practical transportation in the face of fierce competition brought on by the emergence of numerous new manufacturers. There is increasing competition among automakers for market share, and to satisfy automobile buyers, they must produce high-quality cars.

One phenomenon that is evident in the customer data provided by PT. Agung Toyota Pekanbaru is the occurrence of fluctuations throughout the course of the previous five years. The data on Toyota Avanza car buyers at PT. Toyota Agung Pekanbaru from 2018 to 2022 is displayed below.

Table 1. Number of Targets and Realization of Toyota Avanza PT Consumers. Toyota Agung Pekanbaru 2018-2022

No.	Year	Target Consumers	Realization	Percentage
1	2018	500	563	112,6%
2	2019	500	590	118%
3	2020	500	488	97,6%
4	2021	500	207	41,4%
5	2022	500	188	37,6%

Source: PT. Toyota Agung Pekanbaru, 2023

From the data above, it can be seen the number of consumers from PT. Agung Toyota Pekanbaru experienced a decline from 2020 with a consumer target of 500 but only 488 were realized until in 2022 there was a significant decline with a target of 500 but only 188 were realized. From this data it can be seen that there is a problem at PT. Agung Toyota Pekanbaru. If the decline in the number of visitors continues, it can threaten business sustainability and it is necessary to solve the problem by knowing the factors that can influence consumers' decisions to visit or buy PT products. Agung Toyota Pekanbaru. The number of consumers above is the number of Toyota Agung Soekarno-Hatta consumers who not only purchase cars but also carry out other transactions such as carrying out regular servicing of Avanza cars that consumers own, and purchasing spare parts.

LITERATURE REVIEW

Marketing

One of the most important things that businesses, whether they are selling products or services, must do to keep their operations viable is market. According to Munadi (2008), marketing is a company strategy. Building marketing foundations is essential if a firm hopes to fulfill its goals, which in this instance include profit. The operational approach is to enhance processes or techniques.

Service Quality

According to Krisnawati (2016), a company's service quality is determined by its capacity to meet customer expectations and if the service provided meets or exceeds expectations, hence fostering a positive customer experience and a perceived high standard of quality. If a business can satisfy customers' expectations or if the services they receive fulfill their expectations, then it may be said that high quality has been attained.

According to Kotler & Keller (2017) there are several dimensions of service quality that can be used as a reference, including the following.

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

Product Features

In marketing theory, features are one component of product attributes. Identical features are unique, distinctive and extraordinary that other products don't have. For a company that has just entered the market, introducing new features to the product is needed and considered valuable as an effective way to compete (Alamsyah & Saino, 2021)

Product features are competitive suggestions that a company has for a product in order to compete with its competitors. According to Kotler & Keller (2012) product features have several dimensions, as follows.

- a. Feature Diversity
- b. Feature Quality
- c. Feature Importance

d. Completeness of Features

Purchase Decision

Purchase decisions, according to Adirama Aldi (2012), are based on an individual's attitude toward acquiring or using a product—whether it be in the form of commodities or services—that they feel will please them and their willingness to assume any associated risks. The buyer's choice to buy is actually the result of several well-organized decisions put together.

Every purchase will go through five steps for the customer. According to Kotler & Armstrong (2012), customers will go through the following five stages while deciding whether or not to purchase a product:

- a. Problem Introduction
- b. Information Search
- c. Evaluation of Alternatives
- d. Buying decision
- e. Post-Purchase Behavior

Conceptual Framework

The conceptual framework can be seen in the image below:

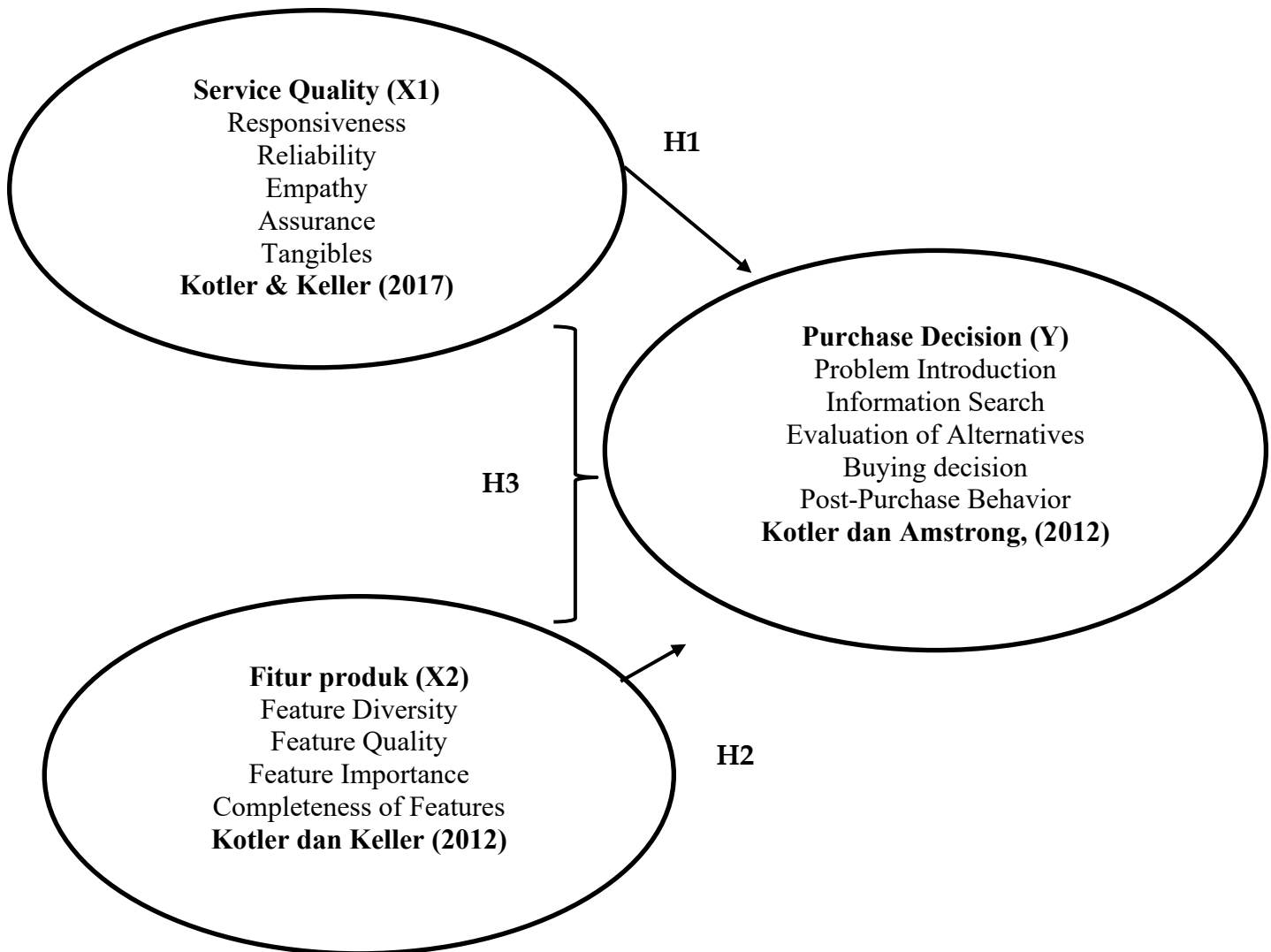


Figure 1. Conceptual Framework

Based on the framework that has been prepared, as well as comparing it with existing theories, the author formulates the overall hypothesis in this research as follows:

H1: It's possible that PT. Toyota Agung Soekarno Hatta's service quality influences customers' decisions to buy.

H2: It's possible that product attributes have an impact on PT. Toyota Agung Soekarno Hatta customers' decisions to buy.

H3: It is believed that hundreds of purchases at PT. Toyota Agung Soekarno Hatta have been influenced by customer satisfaction in terms of product characteristics and service quality.

METHODOLOGY

In this study investigation, a quantitative technique was adopted.. According to Creswell (2017), observed symptoms are converted into numbers which are analyzed using statistical methods. Creswell's (2017) view is that quantitative research is used by researchers to explain how variables influence other variables.

Population

According to Sugiyono (2019), population is a broad category made up of items or individuals with certain attributes that researchers have chosen to study and then make conclusions from. Up to 188 participants who are customers of PT. Toyota Agung Soekarno Hatta make up the research population.

Sample

The sample is a portion of the population's size and makeup (Sugiyono, 2019). The number of samples that will be drawn from a population is known as the sample size. This study's sampling strategy makes use of a non-probability sampling approach, which eliminates the possibility that any component or member of the population will be chosen for inclusion in the sample. We obtained 128 PT consumers through accidental sampling, which is a technique for selecting samples based on chance. Anyone who happens to meet the researcher by chance can be used as a sample if it is determined that the person they meet by chance is suitable as a data source (Sugiyono, 2015). The research sample was a Toyota Agung Soekarno Hatta.

Measurement technique

The measurement technique used in this research was to determine responses from respondents using a Likert Scale. This Likert scale was designed and then given statements and submitted to respondents and the answers were given weighted values (Creswell, 2017). According to Suryani (2016), the form of this scale is five answer choices from strongly disagree to strongly agree, which is a person's attitude or perception of an activity or statement given in the instrument. The measurement technique is in the form of a score, namely

that each answer has a score ranging from number 1 to number 5 with a score given from the answer choices for each statement.

Data analysis technique

Analysis including statistical computations is referred to as quantitative analysis. Using the SPSS 26 application, quantitative analysis with statistical computations was looked for in the study. This quantitative approach was used to determine the relative impact of the dependent variable (buying decisions) and the independent variables (product features and service quality) on PT. Toyota Agung Soekarno Hatta.

RESEARCH RESULT

Descriptive Analysis

In order to gather data for this study, 128 PT customers who made up the research sample were given questionnaires. Agung Soekarno Hatta Toyota Pekanbaru. Research questionnaires were sent, and the information gathered relates to respondents' opinions on product attributes, service quality, and purchase behavior.

Service Quality

The summary of customer feedback to PT. Toyota Agung Soekarno Hatta Pekanbaru reveals the results: the service quality score is 4693, in the agree category, with the reliability dimension receiving the highest score (964), and the physical evidence dimension receiving the lowest score (903).

Product Features

The summary of customer feedback to PT. Toyota Agung Soekarno Hatta Pekanbaru about product features shows that the majority of respondents (3663) agree with the features. The feature diversity dimension receives the highest score (945), while the feature completeness dimension receives the lowest (897).

Purchase Decision

The summary of customer feedback to PT. Toyota Agung Soekarno Hatta Pekanbaru about purchasing decisions shows that the results are in the quite agree category, with a score of 4285; the information search dimension has the highest score, 903, and the purchasing decision dimension has the lowest score, 821.

Data Instrument Test

Validity Test

The validity of a survey is evaluated using the validity test. The corrected item shows the overall correlation of all the statements, which allows for an assessment of each assertion. If the computed r , or the corrected item's overall correlation value, is higher than the r table, the assertion is deemed valid. If r count $>$ r table, then statement items are considered legitimate, and vice versa. It is defined that the statement items are invalid if r count $<$ r table. The item-total statistics column (Corrected item-total correlation), which displays the

computed r value for this test, is the outcome of the analysis performed with SPSS software.

Table 2. Validity Test

Variable	Item	r Count	r Table	Label
Service Quality (X1)	X1.1	0.408	0.174	Valid
	X1.2	0.590	0.174	Valid
	X1.3	0.533	0.174	Valid
	X1.4	0.398	0.174	Valid
	X1.5	0.568	0.174	Valid
	X1.6	0.546	0.174	Valid
	X1.7	0.487	0.174	Valid
	X1.8	0.487	0.174	Valid
	X1.9	0.458	0.174	Valid
	X1.10	0.346	0.174	Valid
Product Features (X2)	X2.1	0.453	0.174	Valid
	X2.2	0.539	0.174	Valid
	X2.3	0.604	0.174	Valid
	X2.4	0.542	0.174	Valid
	X2.5	0.574	0.174	Valid
	X2.6	0.623	0.174	Valid
	X2.7	0.585	0.174	Valid
	X2.8	0.476	0.174	Valid
Purchase Decision (Y)	Y.1	0.669	0.174	Valid
	Y.2	0.613	0.174	Valid
	Y.3	0.617	0.174	Valid
	Y.4	0.578	0.174	Valid
	Y.5	0.556	0.174	Valid
	Y.6	0.545	0.174	Valid
	Y.7	0.439	0.174	Valid
	Y.8	0.478	0.174	Valid
	Y.9	0.358	0.174	Valid
	Y.10	0.332	0.174	valid

Source: Processed Data, 2024

The validity testing findings for each statement item for the variables of service quality, product characteristics, and purchase choices for 28 instruments using the SPSS program are displayed in table 2 above, indicating that the statement items are valid. The fact that the calculated r is bigger than the table r indicates this ($r_{\text{calculated}} > r_{\text{table}}$). in order for all statement instruments to be deemed legitimate and usable.

Reliability Test

In addition to the validity test, all 128 respondents in the sample were subjected to a reliability test. Valid statement items are used for reliability testing. The Cronbach alpha method, where variables may be observed from the alpha and r table values, is the methodology used to verify the instrument's

reliability. A research instrument is considered trustworthy if its Cronbach alpha value is more than 0.60, which indicates that the measuring device is accurate. Similarly, a variable construct is considered reliable if its Cronbach alpha value is greater than 0.60.

Table 3. Reliability Test

No	Variable	Cronbach alpha	Reliability	Label
1	Service Quality	0.626	0.60	Reliabel
2	Product Features	0.667	0.60	Reliabel
3	Purchase Decision	0.683	0.60	Reliabel

Source: *Processed Data, 2024*

Table 3 above illustrates how the reliability testing results for the variables demonstrate that every Cronbach's alpha value is more than 0.60. The Cronbach's alpha value for the service quality variable (X1) is 0.626; for the product feature variable (X2), it is 0.667; and for the purchase decision variable (Y), it is 0.683. This demonstrates that all variables – that is, the dimensions of all variables – have either been determined to be acceptable or dependable by meeting the boundary value requirements, particularly the variables related to service quality (X1), product attributes (X2), and purchase decisions (Y).

Classic Assumption Test of Normality

The goal of the traditional assumption test of normality is to determine whether the distributions of the independent and dependent variables in a regression model are normal or non-normal. The outcomes of a statistical test will decline if a variable's value is not regularly distributed. Data that can be seen in the following table was derived based on computations performed with the SPSS program:

Table 4. Results of the Classic Normality Assumption Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		128
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.43932581
	Most Extreme Differences	
	Absolute	.070
	Positive	.054
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: *SPSS V.26 Processed Data, 2024*

Table 4 above shows that the results of the test for the classical assumption of normalcy are considered to be normal. Finding the significance value helps determine if the data is normal or not. Specifically, a sig level of > 0.05 indicates that the data is normal, whereas a sig level of < 0.05 indicates that the data is abnormal. It is evident from table 5.20 that the significant value is $0.200 > 0.05$, and these findings support the notion that the aforementioned data has a normal distribution.

Classic Multicollinearity Assumption Test

In order to determine if the regression model discovers a connection between the independent variables or independent variables, the traditional assumption test of multicollinearity is used. Multicollinearity has the effect of increasing sample variability. In the event when the tolerance value exceeds 0.10, multicollinearity is not present. Multicollinearity is absent if the VIF value is less than or equal to 10.00.

Table 5. Results of the Classic Multicollinearity Assumption Test Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Kualitas Pelayanan	.992	1.008
Fitur Produk	.992	1.008

a. Dependent Variable:
Keputusan Pembelian

Source: SPSS V.26 Processed Data, 2024

Table 5 indicates that there is no multicollinearity in the tolerance value for service quality and product features ($0.992 > 0.1$) and the VIF value for service quality leadership and product features ($1.008 < 10.00$).

Classic Heteroscedasticity Assumption Test

The heteroscedasticity test looks for variance inequality between the residuals of different observations in the regression model that was employed in the study. Heteroscedasticity is the term used to describe when the variance of the residuals varies between observations. The following information was gathered using the SPSS 26 application and its computations.

Table 6. Results of the Classic Heteroscedasticity Assumption Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF

1	(Constant)	12.667	2.091		6.059	.000		
	Kualitas Pelayanan	.179	.043	.256	4.185	.000	.992	1.008
	Fitur Produk	.497	.043	.709	11.573	.000	.992	1.008

a. Dependent Variable: Keputusan Pembelian

Source: SPSS V.26 Processed Data, 2024

Table 6 above illustrates how the results of the traditional heteroscedasticity assumption test indicate that the service quality variable's sig value is $0.00 > 0.05$, indicating that heteroscedasticity is believed to not exist. Given that the product feature variable's sig value of $0.00 > 0.05$, heteroscedasticity is thought to be unlikely. A well-crafted research model is one in which heteroscedasticity is absent.

Multiple Linear Regression Test

The Influence of Service Quality and Product Features on Purchasing Decisions

The link between the dependent variable, PT customer purchase decisions, and the independent variables, service quality and product attributes, is examined using multiple linear regression analysis. Agung Soekarno Hatta Toyota Pekanbaru. These statistics were gathered based on research conducted with SPSS 26.

Tabel 7. Multiple Linear Regression Test Results on the Influence of Service Quality and Product Features on Purchasing Decisions at PT. Toyota Agung Soekarno Hatta Pekanbaru
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.667	2.091		6.059	.000
	Kualitas Pelayanan	.179	.043	.256	4.185	.000
	Fitur Produk	.497	.043	.709	11.573	.000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS V.26 Processed Data, 2024

The meaning of the numbers from the regression equation above is as follows:

1. Work morale is 12.667 if Service Quality and Product Features are taken to be zero (0). This constant value of 12.667 may be understood in this way.
2. The service quality variable has a positive influence on purchase decisions, as indicated by the regression coefficient value of X1, which is 0.179. This means that for every unit increase in the service quality variable, purchasing decisions will be impacted by 0.179.

- The product feature variable has a positive influence on purchasing decisions, as indicated by the X2 regression coefficient value of 0.497, which means that a unit increase in the product feature variable will have a 0.497 impact on the purchase decision.

Partial Test (t Test)

Every variable is partially tested using the t test. The coefficient table displays the t test findings in the sig (significance) column. It may be claimed that there is a substantial effect between the independent and dependent variables, partially, if the t value is visible in the t table and the probability of the t value or significance is less than 0.05. The t test results are displayed in the table below:

Table 8. Partial Hypothesis Test Results (t Test) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.667	2.091		6.059	.000		
	Kualitas Pelayanan	.179	.043	.256	4.185	.000	.992	1.008
	Fitur Produk	.497	.043	.709	11.573	.000	.992	1.008

a. Dependent Variable: Keputusan Pembelian

Source: SPSS V.26 Processed Data, 2024

It is evident from the statistical table in table 5.24 above that t is computed to investigate if the service quality variable (X1) has a statistically significant impact on the purchase decision variable (Y), which is 4,185. Given that $t_{count} = 4.185 > t_{table} = 1.97897$ and $sig\ 0.000 < 0.005$ with increasing $t_{count} > t_{table}$, it is reasonable to conclude that customer service at PT. Toyota Agung Soekarno Hatta Pekanbaru impacts consumers' decisions to buy. Next, the hypothesis that product features influence purchasing decisions at PT. Toyota Agung Soekarno Hatta Pekanbaru is acceptable is tested to see if there is a significant influence of the product feature variable (X2) on the purchasing decision variable (Y), which is 11,573 where $t_{count} = 11.573 > t_{table} = 1.97897$ and $sig\ 0.000 < 0.005$ with greater $t_{count} > t_{table}$.

Simultaneous Test (f Test)

Table 9. Simultaneous Hypothesis Test Results ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	870.115	2	435.058	71.964	.000 ^b
	Residual	755.689	125	6.046		
	Total	1625.805	127			

- a. Dependent Variable: Keputusan Pembelian
 - b. Predictors: (Constant), Fitur Produk, Kualitas Pelayanan
- Source: SPSS V.26 Processed Data, 2024

It is evident from the above table that the Fcount hypothesis test results indicate that the value of Fcount = 71,964 > Ftable = 3.07 with a significance of 0.000. As a result, it is possible to conclude that Ha is accepted and Ho is rejected, indicating that service quality and product features have a significant impact at the same time. on decisions made at PT. Toyota Agung Soekarno Hatta Pekanbaru on purchases.

Coefficient of determination test (R2)

The strength of the link between the independent variables, product characteristics (X2) and service quality (X1), and the dependent variable, purchase decision (Y), or, to put it another way, the amount of effect X may have on Y, is demonstrated by the coefficient of determination test (R2). The findings of the coefficient of determination test (R2) are as follows.

Table 10. Coefficient of Determination Test Results (R2) Influence of Service Quality and Product Features on Purchasing Decisions at PT. Toyota Agung Soekarno Hatta Pekanbaru

Model Summary ^b				
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.535	.528	2.45876

- a. Predictors: (Constant), Fitur Produk, Kualitas Pelayanan
 - b. Dependent Variable: Keputusan Pembelian
- Source: SPSS V.26 Processed Data, 2024

According to table 10 above, the R2 (R Square) value of 0.535, or 53.5%, is obtained, indicating that variables related to service quality and the work environment at PT Toyota Agung Soekarno Hatta Pekanbaru have an impact on purchasing decisions. This influence is simultaneous between variables X1 and X2 on variable Y by 53.5%, with the remaining 46.5% being influenced by variables not included in this study.

CONCLUSIONS AND RECOMMENDATIONS

The following conclusions may be made based on the findings of a study conducted on PT Toyota Agung Soekarno Hatta Pekanbaru customers about the influence of product characteristics and service quality on purchase decisions:

1. Regarding the service quality variable, the findings obtained indicate that PT Toyota Agung Soekarno Hatta Pekanbaru's overall service quality has agreed, which indicates that the overall service quality of the company has agreed and is in line with expectations.

2. Regarding the variable of product characteristics, the obtained findings indicate that PT. Toyota Agung Soekarno Hatta Pekanbaru's product features are in general agreement.

3. Regarding the purchasing choice variable, the findings show that PT. Toyota Agung Soekarno Hatta Pekanbaru has made a well-informed purchase decision.

4. It is somewhat evident that factors such as product characteristics and service quality have a big impact on buying decisions.

5. It is evident that factors such as product characteristics and service quality have a big impact on judgments made at the same time.

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