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Enhancing Customers' Purchase Decisions Making of PT. Pelni Through Service Quality and Price

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Abstract: The purpose of this study is to investigate factors that can enhance purchase decision making of PT PELNI. The target population of this study is PT PELNI's customers; A non-probability sampling with purposive sampling technique adopted in this study with 52 numbers of respondents. Questionnaires were distributed to grasp the respondents' perception on the impact of service quality, price, and facilities on purchasing decisions of PT PELNI. The data were analyzed using multiple linear regression with SPSS version 26. The results showed that service quality has a positive and significant effect on purchasing decisions, and so does price. However, facilities do not have positive and significant effect on the purchase decision. Additionally, the findings indicated that those variables investigated simultaneously have significant effect on the purchase decision.

Keyword: Service Quality, Price, Facilities, Purchasing Decisions.

INTRODUCTION

Indonesia is one of the largest archipelagic countries in the world because it has a variety of islands with interconnected waters to form a unified state. Indonesia has a strategic location that is passed by the equator line by being surrounded by the Pacific and Indian Oceans and flanked by the two continents of Asia and Australia. Geographically, Indonesia has an area of 70% sea area and 30% land area. Every day Indonesian waters are always passed by foreign ships, both merchant ships and military ships, because Indonesia is located in the world trade traffic. The Indonesian Sea has a very important meaning for the Indonesian State itself, namely the sea as a unifying nation, the sea as a nation connector, the sea as a resource, the sea as national defense and security, and the sea as diplomacy, with its tools, namely sea transportation. This is an opportunity for entrepreneurs to create a company engaged in sea transportation services. Extreme competition is a result of the vast number of new businesses that have emerged, both small and large. This requires each company to have a marketing strategy to compete.

According to Law Number 19 of 2013 concerning State-Owned Enterprises (BUMN) is a business entity whose capital is largely owned by the state. The purpose of BUMN itself is to

provide convenience in meeting the needs of the Indonesian people in the form of goods or services and can be a government tool in advancing and developing the country's economy. One of the BUMNs engaged in sea transportation is PT Pelayaran Nasional Indonesia (PELNI). PELNI's main business is passenger shipping and inter-island freight shipping. PELNI's role here is as a development agent providing access to public transportation to remote or distant island areas and borders to accelerate development. Therefore PT. PELNI is a company that is influential for the welfare of the country because it distributes basic goods to the smallest regions in Indonesia. Currently there are 26 PT. PELNI ships operating, 44 pioneer ships, 8 sea toll ships, and 1 livestock ship (Jackson R.S. Weenas, 2013).

As a state-owned company PT PELNI still has competitors in its market. This competition occurs because there are many domestic (private) companies and foreign companies that take part in Indonesian shipping to get a profit. In this competition, PT PELNI is still not the master of market share even though it is a state-owned company, but in terms of economic improvement PT PELNI has always increased. The service offered by PT PELNI is an appearance performance, intangible but can be felt, and customers are more able to actively participate in consuming these services. That way the customer has the right to assess the quality of the company's service, because it is the customer who feels that the service has fulfilled his wishes or not. A key component of the relationship between businesses and customer satisfaction is service quality, which is defined as an action or activity that can be provided to customers, enjoyed by them, and meets their wants and expectations. (Tungga et al., 2022). Besides Service quality, price becomes one of the considerations for customers to make purchase decision (Rukmana & Febrianti, 2023).

Price is the value of money paid by consumers to sellers for the purchase of goods or services. Prices also play an important role in everyday life as a benchmark in meeting people's needs. According to (Silviana, 2013) Prices can also be used to assist consumers in obtaining product benefits that meet their expectations and to educate consumers to be objective. This is proven by research from (Bintang Camelia & Dra Sri Suryoko, 2017) While the research researched by (Yazia, 2015) revealed that price has no effect on purchasing decisions purchase. Prices also need to be linked to the prices of competing products on the market. This makes PT PELNI as inter-island transportation offer prices that are quite affordable for Indonesians compared to air transportation prices. Additionally, facilities become one of the concerns by the customers while they are selecting public transportation services.

(Haryanto et al., 1465) coined out that facilities are the means involved in facilitating the company's efforts in offering its products or services. The things that must be considered in providing facilities are the condition of the facilities, interior and exterior design and cleanliness, especially those that are closely related to consumer comfort. A study conducted by (Suhar Janti, 2014) supports this statement by proving that facilities have a significant effect on purchasing decisions and research conducted by (Agus Wahyudi Salasa Gama et al., 2016) also supports by saying that facilities have a positive influence on purchasing decisions. Meanwhile, according to research (Deisy et al., 2018) said that facilities had an effect, but it was not significant. Consumer purchasing decisions depend on the company's marketing strategy. A good marketing strategy will lead to purchasing decisions for the products being sold. Marlius (2017) stated that purchasing decision is the decision to buy, try, use, or own an item because of its appeal.

Based on the above background, the authors are interested in investigating and analysing the effects of service quality, price and facilities on purchase decisions on PT. Below are the research questions of this study.

Research Questions

- 1) Is there a significant effect between price and purchase decision making of PT PELNI Sea Transportation services' consumers?
- 2) Do service quality influence purchase decisions make of PT PELNI Sea Transportation services' consumers?
- 3) Is there a significant effect between facility and purchase decisions making of PT PELNI Sea Transportation services' consumers?
- 4) Are there any significant effects of price, service quality, and facilities tp purchase decision making on PT Pelni Sea transportation services' consumers?

Research Objectives

Below are the objectives of this research,

- 1) To examine and analyse whether there is a significant effect between price and purchase decision making of PT PELNI Sea Transportation services' consumers?
- 2) To examine and analyse whether there is a significant effect between service quality and purchase decision making of PT PELNI Sea Transportation services' consumers.
- 3) To examine and analyse whether there is a significant effect between facillity and purchase decisions making of PT PELNI Sea Transportation services' consumers
- 4) To examine and analyse whether there are any significant effects of price, service quality, and facilities tp purchase decision making on PT Pelni Sea transportation services' consumers

Research Contributions

1. Practical contribution

This study offers a thorough examination of the elements that affect purchasing choices in the transportation services sector, particularly at PT PELNI. The findings of this study offer corporate management guidance on how to raise service quality, implement more efficient pricing strategies, and upgrade facilities to better support consumer purchase decisions. Additionally, these results are expected to serve as a reference for practitioners in the transportation sector as they develop better ways to raise customer satisfaction, assist company expansion, and satisfy consumer demands.

2. Theoretical contribution

This study fills a gap in the literature regarding the effects of service quality, price and facilities on purchasing decisions in the transportation services industry. By examining these factors in the context of PT PELNI, this research contributes to the theoretical understanding of how these factors influence consumer behavior in choosing transportation services. These results can complement and enrich existing concepts in theory and consumer behavior and form the basis for further research in this area. Overall, this research not only provides practical recommendations for companies to optimize their marketing strategies but also contributes to the development of a more comprehensive theory of the factors that influence purchasing decisions in the context of transportation services.

Literature Review

1. Service quality

According to Shandy Widjoyo Putro Quoted by (Zahara Samosir, 2005) Service quality means meeting customer needs and wants and providing accurate service by balancing customer expectations. Additionally, (Kotler, 2005) argues that service quality can be described as a condition in which customers create expectations about services based on previous experiences, word of mouth, and advertising, and compare them with the services they receive. Service quality indicators according to Zeithaml and Berry (2013:23) consumers generally use several

attributes including tangibles, reliability, responsiveness, assurance, and empathy (Indriyanti et al., 2022).

- a. Tangibles, including physical facilities, equipment and personal appearance.
- b. Reliability, including the ability to provide promised services accurately and reliably.
- c. Responsiveness, namely the willingness to help customers and provide fast service.
- d. Assurance, related to knowledge and respect from employees and their ability to inspire trust and self-confidence.
- e. Empathy, this factor emphasizes employee attention and concern for the company to meet customer needs.

Therefore, the first hypothesis can be formulated as follows:

H₁: Service quality has a significant influence on purchasing decisions.

2. Price

(Halim & Iskandar, 2019) He said that the price shows the value of the product, which affects the manufacturer's profit. Consumers also consider the price when buying something, so it is important to pay attention to it. However, Kotler and Armstrong (2012), says that price can be the money paid for a good or service, or the value that consumers receive as a result of owning or using the product. According to Kotler and Armstrong (2016:78), there are four indicators characterizes the price, namely (Hidayaatullah et al., 2023):

- a. Affordability
- b. Price match with product quality
- c. Matching price with benefits
- d. Prices according to capabilities or price competitiveness

Hence, it can be formulated that the second hypothesis development in this study is as follows

H₂: Price has a significant influence on purchasing decisions.

3. Facility

According to Werdayanti (2008) Facilities are a means that helps smooth and facilitate the implementation of a business. According to Samier (2008) facilities are everything that can simplify and speed up the implementation of any business. Facilities are physical resources that must be present before a good or service is made available to customers, according to (Moha & Loindong, 2016). According to Tjiptono (2014:184), there are 4 facilities indicators that must be noticed by a company or service provider, including :

- a. Special Considerations/Planning : Aspects Namely proportions, calmness and others are carefully thought out, combined and perfected for fishing purposes emotional and intellectual responses.
- b. Space Planning : This element includes interior and architecture that's how it is to place furniture and equipment support in a room.
- c. Equipment : Its function is as a vehicle that provides calm, being a decoration or as supporting infrastructure for consumers who use services.
- d. Other supporting elements : It is a supporting facility and infrastructure to provide service to consumers. Includes: toilet, wifi, place or places to eat and drink or so on.

Thus, the third hypothesis can be formulated as follows,

H₃: Facility has a significant influence on purchasing decisions

4. Purchase decision

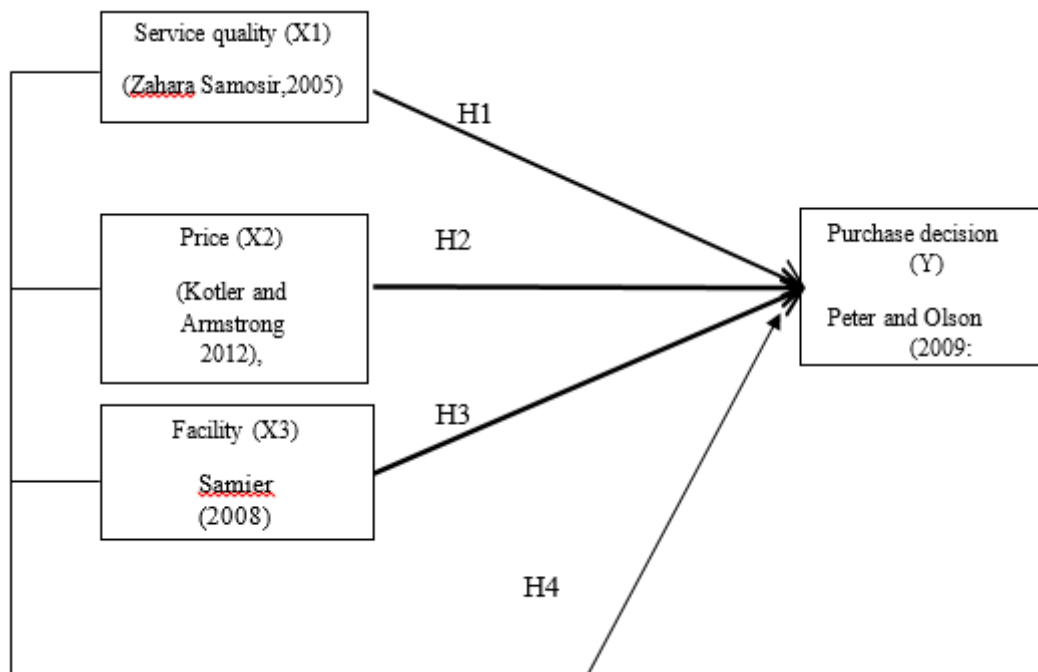
According to Jackson R.S. Weenas Quoted by Peter and Olson (2009: 162) believe that a purchase decision is a complex process in which two or more options are evaluated and one is selected. According to Kotler and Keller (2016:183) explain six indicators purchasing decisions, namely as follows:

- a. Product selection : Consumers can determine the decision to buy an item or services or use the money for other purposes.
- b. Brand selection : Consumers must be able to determine what brand they want bought it.

- c. Selection of distribution location : Consumers must be able to determine which service provider they want he visited.
- d. Time of purchase : Consumer decisions in determining when to do it purchase.
- e. Purchase amount : Consumer decisions regarding the amount of goods or services they want bought it.
- f. Payment method Consumer decisions in choosing what payment method will be used

Consequently, the fourth hypothesis can be formulated in the following way,

H₄: Service quality, price, and facilities simultaneously have a significant influence on purchasing decisions.



Source: Authors

Figure 1. Research Model

Based on the literature review discussed above and the hypothesis developed, the research model can be constructed as above. It comprises four independent variables, they are Service Quality, Price and Facility and one dependent variable, purchase decision making.

METHOD

Based on statistical data, this study used a quantitative method. In order to provide results that can be applied in any setting, a research approach that addresses the research questions must carefully assess the variables of the object under study. According to Sugiyono (2016) Quantitative research is based on positivism and is used to study specific populations or samples. Sampling is usually done randomly, and research instruments are used to collect data. The purpose of quantitative or statistical data analysis is to test the hypothesis that has been set (Haryono et al., 2016).

From the explanation above, it can be concluded that a quantitative approach is a research method that allows hypotheses to be tested through rigorous statistical testing. This study uses a quantitative approach to examine the effect of service quality, price, and convenience on the decision to use public transportation services (Parlindungan et al., 2018).

The instrument used in this research is a questionnaire. The questionnaires were distributed to 52 respondents who have used PT PELNI sea transportation services. Our research instrument is structured into two main sections. The first part of the questionnaire contains questions about the respondents' characteristics, while the second part is designed based on the variables we are investigating. These variables Service quality (X₁), Price (X₂),

Facilities (X_3), Service quality, price, facilities simultaneously (X_4), and Purchasing Decisions (Y). A Likert scale was employed in the survey to gauge respondents' opinions about current events. 52 respondents, as selected by the Slovin algorithm, participated in the study. We chose basic random sampling as the sampling strategy. According to (Sumargo, 2020), this method is simple and guarantees fair selection because each unit in the sample pool has an equal chance of being chosen

RESULTS AND DISCUSSION

The descriptive analysis is described in this section, then the results of the data analysis are shown, and the section ends with a discussion.

Descriptive Analysis

In this study, 52 respondents who used PT PELNI transportation services had the following characteristics: gender, age, employment status, income, and frequency of use of PT Peln vessels. Below are the characteristics of the respondents:

Table 1. Respondents Characteristic of Sample (n=52) in percentage

Characteristics	Frequency	Valid Percent	Cumulative Percen
Gender	Famale	20	20.0
	Male	32	32.0
	Total	52	52.0
Age	18 – 25 Years Old	15	15.0
	26 – 34 Years Old	13	13.0
	35 – 50 Years Old	12	12.0
	>50 Years Old	12	12.0
	Total	52	52.0
Job Status	Students	15	15.0
	Self-Employed	12	12.0
	Private Employee	15	15.0
	Housewife	10	13.0
	Total	52	52.0
Income Per-Month	<Rp 3.000.000	12	12.0
	Rp 3.000.000 – Rp 6.000.000	16	16.0
	Rp 6.000.000 – Rp 10.000.000	14	14.0
	>Rp 10.000.000	10	10.0
	Total	52	52.0
Using PT. Plani’s maritime transportation services in 2023	1 – 5x	25	25.0
	6 – 10x	15	15.0
	More than 10x	12	12.0
	Total	52	52.0

Source: Data Analysed by The Authors

Classic Assumption Test

The authors conducted a validity and reliability test on the questionnaire, to show that the instruments used in the study could be said to be legitimate and trustworthy. The findings of the validity test and reliability test are listed below.

Validity Test

The following are the findings of the validity test of the instrument on the Service Quality variable (X_1), Price (X_2), Facilities (X_3), and Purchase Decision (Y) based on the Pearson Product Moment correlation coefficient testing results using SPSS:

Table 2. Results of Service Quality Instrument Validity Testing (X_1)

No. Of Statement	r_{hitung}	$r_{table\alpha:0,05}$	Results
1	0,606	0,273	VALID
2	0,545	0,273	VALID
3	0,529	0,273	VALID
4	0,408	0,273	VALID
5	0,500	0,273	VALID

Source: Data processed with SPSS

Table 3. Results of Price Instrument Validity Testing (X_2)

No. Of Statement	r_{hitung}	$r_{table\alpha:0,05}$	Results
1	0,467	0,273	VALID
2	0,478	0,273	VALID
3	0,497	0,273	VALID
4	0,605	0,273	VALID

Source: Data processed with SPSS

Table 4. Results of Facilities Instrument Validity Test (X_3)

No. Of Statement	r_{hitung}	$r_{table\alpha:0,05}$	Results
1	0,439	0,273	VALID
2	0,614	0,273	VALID
3	0,391	0,273	VALID
4	0,635	0,273	VALID

Source: Data processed with SPSS

Table 5. Results of Purchase Decision Instrument Validity Test (Y)

No. Of Statement	r_{hitung}	$r_{table\alpha:0,05}$	Results
1	0,713	0,273	VALID
2	0,426	0,273	VALID
3	0,373	0,273	VALID
4	0,439	0,273	VALID
5	0,545	0,273	VALID
6	0,618	0,273	VALID
7	0,437	0,273	VALID

Source: Data processed with SPSS

The findings of the validity test indicate that, at the significance level (0.05), the value of each indicator on the instrument for the variables Service Quality (X_1), Price (X_2), Facilities (X_3), and Purchase Decision (Y) is higher than the r_{table} product moment value. As a result, the two instruments are reliable and appropriate for use as tools for data collecting.

Reliability Test

From the results of reliability testing using the Alpha Chronbach formula (alpha coefficient) through SPSS version 26, the results of reliability testing on price instruments, promotions, service quality, and customer decisions are as follows:

Table 6. Results of All Variable Instrument Reliability Test

Variable	Coefficient of Reliability	Critical Value	Results
Service Quality (X_1)	0,768	0,60	Reliable
Price (X_2)	0,694	0,60	Reliable
Facilities (X_3)	0,715	0,60	Reliable
Purchase Decision (Y)	0,802	0,60	Reliable

Source: Data processed with SPSS

The findings show that the statement items on the questionnaire are reliable because the reliability value of each variable under study is higher than 0.60.

Normality test

To perform the normality test, a P-plot probability graph is used. It is said that the probability graph has a normal distribution. If the data graph describes the actual data following the diagonal line, then the regression model fulfills the assumption of normality. If the data does not follow the diagonal line, then the regression model does not meet the assumption of normality. Below are the results of the normality test:

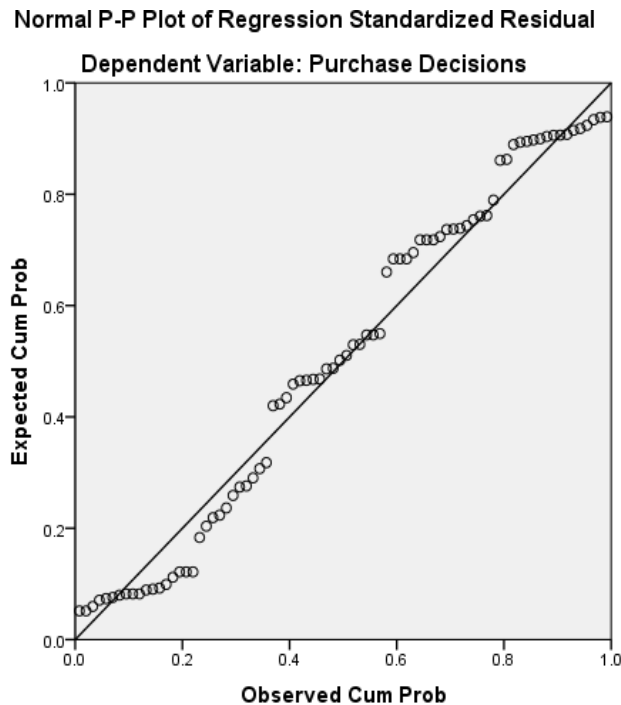


Figure 2. Normality Test Result

Figure 2 shows that the data in this study are thought to be normally distributed since their distribution along a diagonal line.

Autocolloration

The purpose of the autocorrelation test is to determine whether there is a correlation between errors in period *t* and errors in period *t-1* in a linear regression model. This autocorrelation test uses the Durbin-Watson (DW) test, which compares the test results with the DW table.

Table 7. Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.127 ^a	.016	-.023	1.47387	1.977

a. Predictors: (Constant), Facilities, Price, Service Quality

b. Dependent Variable: Purchase Decisions

The lower limit of *dL* is 1.434 and the upper limit of *dU* is 1.677 based on the value for Durbin Watson (DW) of 1.977 and the significance level of 5%, the number of independent variables (*k*) = 3, and the amount of data (*n*) = 52. Due to the fact that *dL* DW 4-*dU* (1.434 1.977 2.323), the test findings indicate that there is neither a positive nor a negative autocorrelation.

Multicollinearity test

The purpose of the multicollinearity test is to determine whether or not a multiple linear regression model's independent variables exhibit a high degree of correlation. The link between the independent variable and the dependent variable will be thrown off if there is a significant correlation between the independent variables. The following are the results of the multicollinearity test:

Table 8. Multicollinearity Test Result Coefficients

Collinearity Statistics		
Model	Tolerance	VIF
1 (Constant)		
Service Quality	0.692	1.445
Price	0.945	1.058
Facilities	0.714	1.401

Source: Data processed with SPSS

In Table 8, the service quality variable has a tolerance of 0.692 and a VIF of 1.445, the price variable has a tolerance of 0.945 and a VIF of 1.058, and the facility variable has a tolerance of 0.714 and a VIF of 1.401, so it can be concluded that the three variables have a tolerance above 0.100 and a VIF below 10.00, which indicates that there are no symptoms of multicollinearity.

Multiple regression test

To determine the effect of the independent variables (x) on the dependent variable (y), multiple linear regression analysis was used. The results are shown below:

Table 9. Results of Regression Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	0.876	4.033		0.217	0.829
Service Quality	0.550	0.148	0.420	3.706	0.001
Price	0.158	0.179	0.085	0.878	0.384
Facilities	0.775	0.182	0.474	4.245	0.000

a. Dependent variable: Purchase decision

Source: Data processed with SPSS

$$Y = 0.876 + 0.550X_1 + 0.158X_2 + 0.775X_3$$

According to the aforementioned table, the constant value of 0.876 represents the purchasing decision variable (Y) in its unadulterated form, unaffected by independent factors. The service quality variable (X_1) has a 0.550 influence on purchase decisions, according to the results of multiple linear regression analysis calculations performed using SPSS 26. The pricing variable (X_2) has a 0.158 influence on decisions to buy, and the facilities variable (X_3) has the least influence, at 0.775.

Hypothesis test

The following tests are used for the determination coefficient test, simultaneous significant test, and partial significance test in this study:

1. T Test

Each variable is subjected to a partial test using the T test. The findings of the T test are as follows:

Table 10. Results of Regression Test Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	0.876	4.033		0.217	0.829
Service Quality	0.550	0.148	0.420	3.706	0.001
Price	0.158	0.179	0.085	0.878	0.384
Facilities	0.775	0.182	0.474	4.245	0.000

a. Dependent variable: Purchase decision

Source: Data processed with SPSS

Quality variable (X₁) has a value of 3,706 with a significance level of 0.001 < 0.05 and a calculated T value of 3,706 > T table 1,982; hence, the variable's influence on purchasing decisions is important to some extent. In addition, the price variable (X₂) has a value of 0.878, a significance level of 0.384 > 0.050, and an estimated T value of 0.878 < T table 1,982, indicating that it has a considerable impact on purchase decisions to some extent. While the Facilities variable (X₃) has a value of 4.245 and a calculated T value of 4.245 > T table 1,982, with a significance level of 0.00 < 0.050 and a value of 4.245 > T table 1,982, respectively, the service quality variable partially does not have a significant impact on purchase decision.

- a. In the first hypothesis, the research results are in line with the theory of Kotler and Armstrong (2012: 266), which explains that services are all activities or benefits that a party can offer to another party, which are basically intangible and do not result in ownership of something. According to (Tjiptono, 2011: 152) service quality is an effort to deliver services to meet customer needs and desires as well as accuracy of delivery to match customer expectations.
- b. In the second hypothesis, the results of this research are in line with research conducted by Sri Mulyani (2016) entitled *The Influence of Price and Product Reviews on Decisions to Purchase Fashion Products Online at Shopee in Pekanbaru*. The results of this research explain that price does not have a significant effect on purchasing decisions.
- c. In the third hypothesis, the results of the author's research are in accordance with research conducted by Nicklouse Christian Lempoy, et al. (2015) entitled *The Influence of Price, Location and Facilities on the Decision to Use the Services of the Toar Lumimuut (Taman Eman) Sonder Tourist Park* shows that facilities have a significant influence on purchasing decisions. This is in line with the opinion of Alma (2008), who states that the better the facilities provided by the manager, the greater the consumer's decision to use. On the other hand, if the facilities provided are poor, consumers' decision to use them will decrease (Pribadi et al., 2022).

2. F Test

The independent variables are determined concurrently with the dependent variable using the F test. Results of the F test are as follows:

Table 11. F Test Result

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	322.504	3	107.501	22.188	.000 ^b
Residual	222.876	46	4.845		
Total	545.380	49			

- a. Dependent Variable: Purchase decision
 - b. Predictors: (constant), Facilities, Price, Service Quality
- Source: Data processed with SPSS

According to the aforementioned table, the significance level is 0.000 (0.05), yielding a F value of 22.188, while the F table value is 3.10. Therefore, it can be claimed that the independent variables, Service Quality, Price, and Facilities, have an impact on the dependent variable, Purchase Decisions, at the same time.

3. Coefficient Determinants Test Result

Table 12. Coefficient Determinants Test Result (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.565	2.20116

- a. Predictors: (constant), Facilities, Price, Service Quality
 - b. Dependent variable: Purchase decision
- Source: Data processed with SPSS

The R square value is 0.591 and is based on the output capital summary results. This indicates that the factors of Service Quality, Price, and Facilities all contribute to the simultaneous explanation of the purchase decision variable at 59.1%, while the remaining 40.9% is influenced by additional factors that are not being investigated.

CONCLUSION

Based on the results above, the conclusion can be drawn as follows:

1. Service quality has a positive and significant effect on purchasing decisions for PT. PELNI transportation services
2. Price has a positive and significant effect on purchasing decisions for PT. PELNI transportation services
3. Facilities does not have a positive and significant effect on purchasing decisions for PT. PELNI transportation services

Service quality, price and facilities simultaneously influence the decision to purchase PT. PELNI transportation services

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