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**The Influence of Product Quality and Price on Purchase Decisions of Bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency**

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**Abstract**

The purpose of this study is to determine the simultaneous and partial effects of product quality and price, as well as the dominant variable influencing the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency. The population in this study consists of consumers who have purchased bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency. The sampling technique used is accidental sampling, with a total sample size of 100 respondents. Data analysis was conducted using multiple linear regression analysis. The results show that simultaneously, the product quality and price variables influence the purchase decision variable for bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, with an F-value of  $9.672 > F\text{-table value of } 3.09$ . Partially, the product quality variable has a t-value of  $4.238 > t\text{-table value of } 1.984$ , indicating that product quality has an influence on the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency. Meanwhile, the price variable has a t-value of  $-0.824 < t\text{-table value of } 1.984$ , indicating that price does not influence the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency.

The dominant variable influencing the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, is product quality.

**Keywords:** Product Quality, Price, Purchase Decision

**1. Introduction**

Marketing plays an important role in the success of a product and the business being run. If a product is marketed without considering essential factors, it may lead to failure, negatively impacting the business. According to Sudarsono (2020:2), marketing management is an effort to plan, implement (which includes organizing, directing, coordinating), and supervise or control marketing activities within an organization to achieve its objectives efficiently and effectively. Meanwhile, according to Kotler and Keller (2021:29), marketing management is the art and science of selecting target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior customer value. Marketing is a crucial element in business success, especially for MSME (Micro, Small, and Medium Enterprises), which must compete with larger companies. Micro, small, and medium enterprises (MSME) are

a type of business that significantly contributes to economic growth. MSME play a role in expanding job opportunities and absorbing labor. Currently, MSME are growing rapidly, with an increasing number of businesses. The MSME sector contributes to the gross domestic product (GDP) by 61%, equivalent to IDR 9,580 trillion. Additionally, MSME contribute to labor absorption by up to 97% of the total workforce. According to the Ministry of Cooperatives and SMEs, Indonesia has 65.5 million MSME, accounting for 99% of all business units (ekon.go.id, August 24, 2023).

The number of MSME in Banjar Regency, South Kalimantan, is also increasing, leading to intense competition among new entrepreneurs in the MSME sector. Based on the latest data from the Office of Cooperatives, Small and Medium Enterprises of South Kalimantan Province, the number of MSME in South Kalimantan has reached 364,628 business units. Banjar Regency ranks first with 67,655 MSME business units (data. kalselprov.go.id). However, despite their rapid growth, MSME also face various challenges in marketing their products. Consumers today are becoming more selective and critical in choosing products to purchase. This forces MSME entrepreneurs to compete in attracting potential consumers by offering quality products at affordable prices. Factors that influence consumer purchasing decisions for MSME products include product quality and price.

Product quality refers to a product's ability to perform its function, including durability, reliability, accuracy, operational and repair aspects, and other valuable attributes. According to Kotler and Keller (2021), "Product quality is a product's ability to deliver results that meet or exceed consumer expectations." Consumers expect the products they buy to have good quality and meet their expectations, providing satisfaction. High product quality encourages repeat purchases. When making a purchase, consumers generally consider whether the product's quality matches the benefits they expect. Additionally, price is also a key factor in consumer purchasing decisions. Consumers evaluate whether the product's price is reasonable compared to the quality offered. They seek value that justifies the amount of money they spend.

According to Tjiptono (2020:256), "Price is a monetary unit or other measure (including goods and services) exchanged to acquire ownership or use of a product or service." However, to achieve this, the MSME food industry faces intense and competitive market conditions. The success of MSME is determined by the level of demand and sales of the products or services they offer. In most cases, demand and price have an inverse relationship, meaning that as prices increase, demand for the product decreases. Therefore, setting the right price is crucial and requires significant attention from MSME entrepreneurs. A purchasing decision is the reasoning behind how consumers choose a product that meets their needs, desires, and expectations, leading to satisfaction or dissatisfaction with the product. Several factors influence this decision, including family, price, experience, and product quality (Ikhsan Faozi & SB Handayani, 2019). Meanwhile, according to Tjiptono (2020:22), "Consumer purchasing decisions are individual actions that directly or indirectly involve efforts to obtain and use a needed product or service." Consumer decisions in purchasing a product are influenced by their perception of the marketing mix, such as product quality and price, as implemented by MSME.

The Influence of Product Quality and Price on Purchase Decisions of Bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency., the questions in this research are:

1. Do product quality and price simultaneously have a significant influence on the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency?
2. Do product quality and price partially have a significant influence on the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency?
3. Which variable, product quality or price, has a dominant influence on the purchase decision of bolu at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency?

## **2. Literature Review**

### *2.1 Marketing Management*

Marketing management is the process of planning, implementing, and measuring all activities aimed at marketing a company's products while considering the company's capabilities and market opportunities. According to Sudarsono (2020:2), marketing management involves planning, organizing, directing, and supervising all marketing activities within an organization. The goal is to ensure that these marketing activities run according to plan and contribute to the overall achievement of the organization's objectives. Meanwhile, according to Kotler and Keller (2021:29), marketing management is the science and art of selecting target markets and acquiring, retaining, and growing customers through the creation, delivery, and communication of superior customer value. Based on these definitions, it can be concluded that marketing management is a strategic process that involves planning, implementation, and control of marketing activities to create customer value and achieve organizational goals.

### *2.2 Marketing Mix*

The marketing mix is a set of methods used by a company to introduce and sell its products or services. According to Kotler and Armstrong (2019:62), the marketing mix is a combination of a set of marketing tools used by an organization to continuously achieve its goals in the target market.

### *2.3 Product Quality*

Product quality is one of the most important product attributes for consumers, as good quality provides satisfaction and added value. According to Kotler (2021), product quality refers to a product's ability to meet customer needs and desires, both functionally and emotionally, while delivering the expected satisfaction. Furthermore, Kotler and Armstrong (2019:62) define product quality based on several dimensions, including durability, reliability, ease of use, and additional features that differentiate the product from competitors. Based on the definitions above, it can be concluded that product quality is a crucial factor in consumer purchasing decisions. Consumers consider various aspects of quality, such as durability, accuracy, reliability, ease of use, and additional value, before deciding to buy a product. Therefore, companies must continuously strive to improve their product quality to remain competitive in the market and meet consumer expectations.

#### *2.4 Price*

The price of a product or service is a key determining factor in consumer purchasing decisions. Price considerations are one of the dominant factors influencing consumer behavior. Proper pricing is a crucial factor in determining a company's competitive position in an increasingly dynamic market. Intense business competition requires companies to implement effective pricing strategies to maintain market share. According to Kotler and Armstrong (2019), price is not just the amount of money paid but also reflects the value consumers receive in terms of benefits, satisfaction, or status associated with the product or service. Meanwhile, Tjiptono explains that price is an exchange tool that allows consumers to gain access and ownership of a product or service. Price can take the form of cash, credit, or even the exchange of goods or services.

#### *2.5 Purchase Decision*

A purchase decision is the process by which an individual selects and acquires a product or service, directly engaging in the decision-making process to purchase a sold item. According to Kotler and Keller (2021), a purchase decision involves a mutually beneficial exchange between consumers and sellers, where consumers provide money in return for ownership or use of a product. Kotler and Keller, as translated by Tjiptono (2020), define a purchase decision as the moment when a consumer actually completes a transaction to obtain a product. Meanwhile, Kotler and Armstrong (2019) describe a purchase decision as the final stage of the consumer decision-making process, where the consumer ultimately buys the desired product.

Additionally, Kotler and Armstrong (2019) state that consumers make decisions to purchase their preferred brand as an action taken when making a purchase. There are two components that can influence this decision: purchase intention and the final purchase decision.

### **3. Research Methodology**

The population in this study consists of consumers who have purchased sponge cakes at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency. The sampling method uses Lemeshow's formula, as the total population size is not precisely known in this quantitative research. Based on this method, the sample size in this study is 100 respondents. The type of data used in this research is quantitative. Data collection methods include direct observation, questionnaires, and documentation studies. The data analysis techniques used in this research include instrument validity and reliability testing, classical assumption testing, and hypothesis testing. Next, the data was analyzed using multiple regression analysis with the following regression equation:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

### **4. Research Results**

#### *4.1 Validity test*

The Validity Test is conducted to determine the accuracy of the research instrument in performing its function. The validity test results are obtained using the Product Moment Correlation method. If an item has a Significance value (Sig.) < 0.05 ( $\alpha$ ) or the calculated r-value

(correlation coefficient) > r-table value, then the item is considered valid, meaning that the research instrument can effectively measure what it is intended to measure. The results of the validity test are presented in the following table 1.

Table 1 Validity Test Results

Variable	Question Items	r Count	r Table	Information
Product Quality (X <sub>1</sub> )	X <sub>1,1</sub>	0.704	0.197	Valid
	X <sub>1,2</sub>	0.767	0.197	Valid
	X <sub>1,3</sub>	0.687	0.197	Valid
	X <sub>1,4</sub>	0.681	0.197	Valid
Price (X <sub>2</sub> )	X <sub>2,1</sub>	0.787	0.197	Valid
	X <sub>2,2</sub>	0.824	0.197	Valid
	X <sub>2,3</sub>	0.681	0.197	Valid
	X <sub>2,4</sub>	0.787	0.197	Valid
Purchase Decisions(Y)	Y <sub>1</sub>	0.723	0.197	Valid
	Y <sub>2</sub>	0.726	0.197	Valid
	Y <sub>3</sub>	0.740	0.197	Valid
	Y <sub>4</sub>	0.753	0.197	Valid

Source: Processed data, 2025

Based on Table 1 of the validity test results, it is known that all statement items used in this study to measure the variables of product quality and price on purchasing decisions are valid. This is indicated by the r-calculated value of each statement item in the correlation column, which is greater than the r-table value of 0.197. Therefore, all statement items are considered valid.

#### 4.2 UjiReliabilitas

Reliability testing is a term used to indicate the extent to which measurement results remain relatively consistent when repeated two or more times. Reliability is tested by examining the Cronbach's Alpha value of the research instrument that has been previously declared valid. If the tested research instrument has a Cronbach's Alpha value > 0.6, then the instrument can be considered reliable for use. The results of the reliability test can be seen in Table 2

Table 2 Reliability Test Results

Variable	R Alpha	Information
Product Quality (X <sub>1</sub> )	0,671	Reliable
Price (X <sub>2</sub> )	0,764	Reliable
Purchasing Decision (Y)	0,815	Reliable

Source: Processed data, 2025

Based on the Cronbach's Alpha value above, it can be stated that the research instrument (questionnaire) for product quality, price, and purchasing decisions used in this study is considered reliable, as the Cronbach's Alpha value is greater than 0.60.

4.3 Hypothesis test

Table 3 Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.051	1.875		5.894	0.000
	Product Quality (X <sub>1</sub> )	.410	.097	.394	4.238	0.000
	Price(X <sub>2</sub> )	-.039	.047	-.077	-.824	.412

a. Dependent Variable: Purchasing Decision (Y)

Source: Processed data, 2025

Based on the regression test results in the table above, the regression equation can be formulated as follows:

$$Y = 11.051 + 0.410X_1 - 0.039X_2$$

- a. The constant value of 11.051 indicates that if the variables of product quality and price are both zero, the consumer's purchasing decision for sponge cake at Aneka Kue Mama Daus in Martapura, Banjar Regency, would be 11.051.
- b. The regression coefficient for product quality (0.410): This positive coefficient indicates a positive relationship between product quality and purchasing decisions. In other words, the higher the product quality, the higher the likelihood of consumers purchasing the sponge cake.
- c. The regression coefficient for price (-0.039): This negative coefficient indicates a negative relationship between price and purchasing decisions. This means that the higher the price of the sponge cake, the lower the likelihood of consumers purchasing it.

4.5 F Test (Simultaneous)

The simultaneous test (F-test) is conducted to determine the effect of the independent variables, namely product quality and price, on the dependent variable, purchasing decisions, collectively (simultaneously). With  $\alpha = 5\%$  (0.05) and F-table = 3.09, the results of the F-test using SPSS version 26 can be seen in the following table:

Table 4  
ANOVA<sup>(a)</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.130	2	18.065	9.672	.000 <sup>b</sup>
	Residual	181.180	97	1.868		
	Total	217.310	99			

a. Dependent Variable: Purchasing Decision (Y)

b. Predictors: (Constant), Product Quality, Price

Source: Processed data, 2025

Based on the results of the simultaneous test (F-test) from Table 4 above, the F-calculated value is 9.672 with a significance value of 0.000. The F-table value for the multiple linear regression model is 3.09. These results indicate that the significance value (0.000) is less than 0.05, and the F-calculated value (9.672) is greater than the F-table value (3.09). Thus, it can be concluded that product quality and price simultaneously influence purchasing decisions, meaning that the first hypothesis ( $H_1$ ) is accepted.

#### 4.6 t Test (Partial)

The partial test (T-test) is conducted to determine the effect of each independent variable product quality and price on the dependent variable, purchasing decisions, individually (partially). With  $\alpha = 5\%$  (0.05) and  $t\text{-table} = 1.984$ , the results of the partial test based on Table 3 are as follows:

##### 1) Product Quality Variable ( $X_1$ )

From the coefficients table, the t-calculated value is 4.238 with a significance value of 0.000. The t-table value for this regression model is 1.984. The significance value (0.000) is less than 0.05. The t-calculated value (4.238) is greater than the t-table value (1.984). Thus, it can be concluded that product quality ( $X_1$ ) has a positive and significant effect on purchasing decisions (Y), meaning that product quality partially influences purchasing decisions.

##### 2) Price Variable ( $X_2$ )

From the coefficients table, the t-calculated value is -0.824 with a significance value of 0.412. The t-table value for this regression model is 1.984. The significance value (0.412) is greater than 0.05. The t-calculated value (-0.824) is less than the t-table value (1.984). Thus, it can be concluded that price ( $X_2$ ) has a negative and insignificant effect on purchasing decisions (Y), meaning that price does not partially influence purchasing decisions.

Based on the partial test (T-test) results, the dominant variable influencing consumer purchasing decisions is product quality ( $X_1$ ), with a t-calculated value of 4.238 and a significance value of 0.000. Therefore, the hypothesis stating that price partially influences purchasing decisions ( $H_2$ ) is rejected.

#### *4.7 Dominance Test*

Based on Table 3, the product quality variable has a beta coefficient of 0.394 or 39.4%, while the price variable has a beta coefficient of -0.077 or -7.7%. This indicates that the product quality variable has a larger beta coefficient than the price variable, meaning that product quality is the dominant variable influencing purchasing decisions. Therefore, the third hypothesis (H<sub>3</sub>) is accepted.

### **5. Discussion**

#### *The Influence of Product Quality and Price on Purchase Decisions Simultaneously*

Based on the F-test results, it is known that the calculated F-value is 9.672, which is greater than the F-table value of 3.09. This indicates that the variables of product quality and price simultaneously influence the purchase decision variable for sponge cakes at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency. This statistical test result confirms that the first hypothesis (H<sub>1</sub>), which assumes that product quality and price simultaneously influence the purchase decision of sponge cakes at MSME Aneka Kue Mama Daus, is accepted. Before making a decision to purchase a product or service, consumers compare various factors, including product quality and price. The relationship between product quality and price with purchasing decisions is crucial. If a product or service offered meets the quality expectations of consumers and is balanced with a price that consumers find reasonable, they will decide to purchase the product or service. The results of this study show that product quality and price together influence the purchase decision for sponge cakes because the product quality provided by MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, aligns with the price set. This means that if product quality is improved, consumers will be willing to pay a higher price. This increases consumer interest in making a purchase decision for sponge cakes at MSME Aneka Kue Mama Daus.

#### *The Influence of Product Quality and Price on Purchase Decisions Partially*

##### *a. Product Quality*

The research results indicate that consumers purchasing sponge cakes at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, prioritize product quality. This is evidenced by the partial test results, where the product quality variable has a t-value of 4.238, which is greater than the t-table value of 1.984, indicating its influence on the purchase decision for sponge cakes at MSME Aneka Kue Mama Daus. Based on the statistical test results, the second hypothesis (H<sub>2</sub>), which assumes that product quality partially affects the purchase decision for sponge cakes at MSME Aneka Kue Mama Daus, is accepted. When consumers make a purchase decision, the product itself is the primary consideration, as it serves as the main means to fulfill their needs. If a product meets consumers' quality expectations, they are more likely to continue purchasing it. Consumer decisions are largely influenced by product quality. If the product quality at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, is high in terms of ingredients and packaging, consumers will be more inclined to purchase their sponge cakes.



The research findings indicate that product quality influences purchase decisions because consumers who buy sponge cakes from MSME Aneka Kue Mama Daus are satisfied with the quality provided. Additionally, many consumers order sponge cakes from MSME Aneka Kue Mama Daus for special occasions such as birthdays, weddings, or family gatherings, as it is more practical and saves time compared to making the cakes themselves. The majority of consumers purchasing sponge cakes at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, are women, particularly housewives looking for cakes for family consumption or as gifts. This suggests that women generally have a broader preference for flavors and a higher sensitivity to food texture compared to men. In this study, consumers prioritize product quality when deciding to purchase sponge cakes from MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, by considering aspects such as freshness, appearance, taste, and food innovation. This highlights that the combination of freshness, visual appeal, taste, and innovation in sponge cakes is a key factor influencing consumers' purchasing decisions at MSME Aneka Kue Mama Daus.

*b. Price*

The research results show that consumers purchasing sponge cakes at MSME Aneka Kue Mama Daus do not focus much on the price factor but rather prioritize other factors, such as product quality. This is evidenced by the partial test results, where the price variable does not influence the purchase decision for sponge cakes at MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, as indicated by a t-value of -0.824, which is lower than the t-table value of 1.984. Based on the statistical test results, the second hypothesis ( $H_2$ ), which assumes that price partially influences the purchase decision for sponge cakes at MSME Aneka Kue Mama Daus, is rejected. Consumers have different interpretations and perceptions depending on their personal characteristics. Thus, the assessment of whether a product's price is cheap, expensive, or reasonable varies among individuals, as it depends on their background, living environment, and financial condition. Customers do not evaluate a product's price solely based on its nominal value but rather through their perception of price. Therefore, companies or MSME owners need to monitor the prices set by competitors to ensure that their pricing is neither too high nor too low. This helps create consumer interest in making a purchase. The research findings indicate that price does not affect the purchase decision for sponge cakes because consumers do not prioritize the price variable when deciding to buy from MSME Aneka Kue Mama Daus in Martapura, Banjar Regency. In other words, even if the prices at MSME Aneka Kue Mama Daus are relatively high, it does not pose a problem for buyers as long as their needs are met. This means that consumers will still purchase products from MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, even if the prices are higher.

*Dominant Variable*

Based on the beta coefficient test, it can be concluded that the product quality variable has a beta coefficient of 0.394 (39.4%), while the price variable has a beta coefficient of -0.077 (-7.7%). This indicates that the product quality variable has a larger beta coefficient than the price variable, meaning that product quality is the most dominant factor influencing purchase decisions. Therefore, the third hypothesis ( $H_3$ ) is accepted.

The research findings show that the product quality variable has a more dominant influence on the purchase decision for sponge cakes compared to the price variable. This indicates that consumers prioritize freshness, appearance, taste, and food innovation in the production of sponge cakes over low prices. This study concludes that the key to the success of MSME Aneka Kue Mama Daus in Martapura, Banjar Regency, lies in its consistency in maintaining and continuously improving product quality. By focusing on sponge cake freshness, attractive presentation, delicious taste, and product innovation, the business can strengthen its market position and appeal to consumers.

## 6. Conclusion

Based on the results of the analysis and discussion presented in the previous chapters, the conclusions of this study are:

- a. Product quality and price have a positive and significant simultaneous influence on the purchase decision of sponge cakes at Aneka Kue Mama Daus in Martapura, Banjar Regency.
- b. Product quality has a positive and significant partial influence on the purchase decision of sponge cakes at Aneka Kue Mama Daus in Martapura, Banjar Regency. Meanwhile, price has a negative and insignificant partial influence on the purchase decision of sponge cakes at Aneka Kue Mama Daus in Martapura, Banjar Regency.
- c. The most dominant variable influencing the purchase decision of sponge cakes at Aneka Kue Mama Daus in Martapura, Banjar Regency, is product quality.

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