

# The Influence Of Service Quality, Product Quality, And Brand Image On Purchasing Decisions Case Study of Nako Kebon Jati Bogor Coffee

*Determinant of  
Purchasing  
Decision*

Sulistiono, Annisah Al Maghfirah, Danti Astrini

*Institut Bisnis dan Informatika Kesatuan*

*EMail: angga.sulistiono@ibik.ac.id*

**599**

Submitted:  
JANUARY 2024

Accepted:  
MAY 2024

## ABSTRACT

This study aims to determine the effect of Service Quality, Product Quality, and Brand Image on Purchasing Decisions of Nako Kebon Jati Coffee. The number of samples is 385 respondents. The sampling method used is purposive sampling. The data analysis method used is Multiple Regression Analysis to find out whether service quality, product quality, and brand image can influence purchasing decisions on Kebon Jati Nako coffee. Data Processing Using the Statistical Package for the Social Science (SPSS). From the research results, the following data were obtained: (1) Service quality has a positive and significant effect on purchasing decisions for Kebon Jati Nako coffee. (2) Product quality has a positive and significant effect on purchasing decisions for Kebon Jati Nako Coffee. (3) Brand Image has a positive and significant effect on Purchasing Decisions. (4) Service Quality, Product Quality, and Brand Image simultaneously have a positive and significant effect on Purchasing Decisions.

**Keywords:** Service Quality, Brand Quality, Brand Image, Purchasing Decision

## INTRODUCTION

Society as a consumer in do purchase naturally expect the best service in fulfil needs and desires, because development economy, technology, and power think make consumer realize that they have right For get A good service and satisfaction consumer is interesting thing For researched. See in the current era business coffee or A coffee shops increasingly numerous and widespread especially For Now culture drink coffee and gather in circles child young increase. Especially For coffee shop nowadays it 's enough many competing companies make they For favor their quality give to consumer. So from That interesting researched For A satisfaction from consumers are influenced by several factor covers quality provided by the company the from service nor from facet products offered nor from existing company brand image formed. Based on explanation about background behind that, then researcher interested For do study regarding : "THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASING DECISIONS AT KOPI NAKO KEBON JATI"

### Formulation Problem

1. How influence quality product to decision purchase ?
2. How influence quality service to decision purchase ?
3. How influence image brand to decision purchase ?
4. How quality product, quality service, and image brand in a way simultaneous influential to decision purchase ?

## METHODS

Based on type the information study This including into the type study quantitative because, research This done For research a population and sample unit with technique data collection in the form of set research and data analysis that can be done be measured with use method statistics For test hypothesis that has been made previously. According to Sugiyono (2018) quantitative data is method positivistic based research (concrete data),

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 12 No.3, 2024  
pp. 599 - 608  
IBI Kesatuan  
ISSN 2337 - 7860  
E-ISSN 2721 - 169X  
DOI: 10.37641/jimkes.v12i3.2539

research data from the numbers will be measured use statistics as calculation test equipment, related with the problem under study For produce something conclusion.

Object research used in study this and has been determined is on Quality Service, Quality Products and Brand Image on Purchasing Decisions at Kopi Nako Kebon Jati Subject study is something things that are important and must be arranged and chosen since beginning study. According to Arikunto (2016) subject study is give limitation subject study as thing, thing or the person the data is for variable study attached, and what is at issue. Arikunto explain understanding This is in a book entitled Procedure Research : A Approach Practice ” in 2016. Meanwhile in study This subject his research are visitors to Kopi Nako Kebon Jati in the city of Bogor.

Withdrawal technique samples in research This is non probability sampling technique with purposive sampling method. Purposive sampling method is A method withdrawal a sample based on a consideration special in accordance with study so that sample used worthy and appropriate with study. In research this, researcher use Cochran's formula because amount population there are no visitors to Kopi Nako Kebon Jati in the Bogor area is known. For determine amount a population that does not known, then in determination sample used Cochran's formula. Based on amount a population that does not is known in a way Certain the amount with using a sampling error of  $5\% = 0.05$ , then amount samples taken in study This is as following :

$$n = \frac{1,96^2(0,5)(0,5)}{(0,05)^2} = 385$$

Based on calculation use Cochran's formula above so specified sample in study This that is as many as 385 respondents.

The data source is origin from the data obtained in study. On research This data sources used for secondary data obtained from journals previous books, e-books and websites on the internet which are applied to:

1. Study previously based journals previous
2. *E- book* containing material to be used as material theory study
3. Information about the Nako Kebon Jati Coffee that you get from the official website
4. The formulas used in study This obtained from books, *E-books*, and relevant internet websites

For analyzing data and processing the data obtained from questionnaire, then researcher use scale likert with method give weight evaluation from every answer. There's a reason Why researcher use scale likert in study This. According to Malhotra (2012) said that Because makes it easier respondents For answer questionnaire is agree or No agree. Every question has 5 (five) alternative answers gradation from very positive to very negative.

Data analysis according to Sugiyono (2018) is a process of searching and compiling in a way systematic data obtained from results interview, notes field and documentation, with method organize data into category, describes to in units, do synthesis, compose to in patterns, choosing what is important and what will be learn, and create conclusion so that easy understood by oneself Alone nor anyone else. Data analysis method used in study This is SPSS (*Statistical Product and Service Solution*).

According to Sugiono (2016) variable study is all something shaped What only those determined by research For studied so that obtained information about matter it, then pull it the conclusion. In accordance with title selected research writer namely “ Influence Quality Service, Quality Products and Brand Image on Purchasing Decisions ” then writer grouping the variables used in study This into independent variables (X) and dependent variables (Y). as for title the explanation as following :

1. Variable Independent  
Variable independent (X) this variable including Quality Service, Quality Products, and Brand Image. In Indonesian often called with independent variables. According to Sugiono (2016) Operational variables are really needed For help determine types and indicators from existing variables in A research, operational variables can also be interpreted as operations that have core goal for determined proportion

measurement from various type variable, so assessment hypothesis with tool help can accurate, more details operational in research This can be seen in table below This

2. Variable Dependent

Variable dependent (Y) variable This that is decision purchase. Sugiono explained something variable whose value influenced to variable other. Known as variable bound Because modified by variables independent (variable free). In research This variable dependent used is Y ie decision purchase.

**RESULTS AND DISCUSSION**

On research This explain about results and Discussion in testing a research data. With data and materials originating research from primary data, namely through author 's questionnaire share it to all over people who know and have visited Kopi Nako Kebon Jati Bogor, and had obtained as many as 385 respondents have fulfil criteria that have been determined by the author, ie respondents who know and have visit to Kopi Nako Kebon Jati.

**Profile Respondents**

The respondents who filled out the questionnaire was 385 with a percentage of 100%. This was divided into 188 male respondents with a percentage of 48.8%, and 197 female respondents with a percentage of 51.2%. So it can be concluded that the characteristics of respondents who know and have visited Kopi Nako Kebon Jati are female.

Based on age of respondents, 145 people aged 15-24 years or 37.7%, aged 25-34 as many as 156 people or 40.5%, aged 35-44 years as many as 44 people or 11.4%, aged 45-54 years as many as 30 people or 7.8%, and aged 55-64 years as many as 10 people or 2.6%. Based on work of respondents, students who filled out the research questionnaire had a frequency of 145 people or 37.7%, civil servants had a frequency of 40 people or 10.4%, private employees had a frequency of 92 or 23.9%, TNI/Polri had a frequency of 15 or 3.9%, lecturers/teachers have a frequency of 22 or 5.7%, entrepreneurs have a frequency of 48 or 12.5%, housewives have a frequency of 23 or 6.0%.

**Data Testing Results**

**A. Validity test**

Validity Test Results Variable Quality Service

Question no	<i>r-product moment</i> calculate	<i>r-product moment</i> table (N = 385 ; = 5%)	Significance	Conclusion
1	0.607	0.182	0,000	Valid
2	0.631	0.182	0,000	Valid
3	0.594	0.182	0,000	Valid
4	0.514	0.182	0,000	Valid
5	0.471	0.182	0,000	Valid

Source : SPSS23 data processing

Validity Test Results Variable Quality Product

Question no	<i>r-product moment</i> calculate	<i>r-product moment</i> table (N = 385 ; = 5%)	Significance	Conclusion
1	0.531	0.182	0,000	Valid
2	0.682	0.182	0,000	Valid
3	0.601	0.182	0,000	Valid
4	0.593	0.182	0,000	Valid
5	0.468	0.182	0,000	Valid

Source : SPSS23 data processing

Validity Test Results Brand Image Variables

Question no	<i>r-product moment</i> calculate	<i>r-product moment</i> table (N = 385 ; = 5%)	Significance	Conclusion
1	0.556	0.182	0,000	Valid
2	0.569	0.182	0,000	Valid
3	0.549	0.182	0,000	Valid
4	0.519	0.182	0,000	Valid
5	0.540	0.182	0,000	Valid

Source : SPSS23 data processing

Validity Test Results Purchase Decision Variables

Question no	<i>r-product moment</i> calculate	<i>r-product moment</i> table (N = 385 ; = 5%)	Significance	Conclusion
1	0.602	0.182	0,000	Valid
2	0.623	0.182	0,000	Valid
3	0.449	0.182	0,000	Valid
4	0.536	0.182	0,000	Valid
5	0.565	0.182	0,000	Valid

Source : SPSS23 data processing

**B. Reliability Test**

Reliability table to variable

No	Variable Name	Cronbach's Alpha Compute	Cut Off	Conclusion
1	Quality Service	0.604	0.600	Reliable
2	Quality Product	0.645	0.600	Reliable
3	Brand Image	0.610	0.600	Reliable
4	Buying decision	0.619	0.600	Reliable

**C. Normality test**

Normality test variable Quality Service (X1), Quality Product (X2), Brand Image (X3), and Purchase Decision (Y)

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		385
Normal Parameters	Mean	,0000000
	Std. Deviation	2.45395724
Most Extreme Differences	Absolute	,047
	Positive	,046
	Negative	-,047
Statistical Tests		,047
Asymp. Sig. (2-tailed)		.038 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.	.352 <sup>d</sup>
	99% Lower Confidence Interval	,340
	Upper Bound	,365

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 1502173562.

**D. Multicollinearity Test**

**Coefficients<sup>a</sup>**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality Service	,995	1,005
Quality Product	,980	1,020
Brand Image	,981	1,019

a. Dependent Variable: Purchase Decision

**E. Heteroscedasticity Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	,942	1,357		,694	,488
Quality Service	,009	,017	,027	,519	,604
Quality Product	-,016	,030	-,028	-,538	,591
Brand Image	,051	,054	,049	,946	,345

a. Dependent Variable: Purchase Decision

**F. Analysis of Regression Multiple**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	8,052	1,317		6,114	,000
Quality Service	,122	,057	,117	2,128	,034
Quality Product	,215	,063	,197	3,410	,001
Brand Image	,306	,051	,305	6,033	,000

a. Dependent Variable: Purchase Decision

**G. Analysis Correlation**

**Correlations**

		X1	X2	X3	Y
Quality Service	Pearson Correlation	1	,056	,046	,072
	Sig. (2-tailed)		,271	,370	,157
	N	385	385	385	385
Quality Product	Pearson Correlation	,056	1	.132 **	,342 **
	Sig. (2-tailed)	,271		,010	,000
	N	385	385	385	385
Brand Image	Pearson Correlation	,046	.132 **	1	,189 **
	Sig. (2-tailed)	,370	,010		,000
	N	385	385	385	385
Buying decision	Pearson Correlation	,072	,342 **	,189 **	1
	Sig. (2-tailed)	,157	,000	,000	
	N	385	385	385	385

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**H. Analysis Coefficient of Determination**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.375 <sup>a</sup>	.141	.134	2,464

a. Predictors: (Constant), Brand Image, Quality Service, Quality Product

b. Dependent Variable: Y

**HYPOTHESIS TEST**

**T Test (Partial)**

**Influence between Quality Service (X1) on Purchasing Decisions (Y)**

H0:  $\beta = 0$ , Quality Service No influential positive and significant on Purchasing Decisions

H1:  $\beta \neq 0$ , Quality Service influential positive and significant on Purchasing Decisions

Based on table 4.22, influence Quality Service (X1) with Purchase Decision (Y) obtained t count of 2.128 and more big from t table (df = n-4 or df = 161-4 = 157) = 1.975 and value significant 0.000 < 0.05; H0 is rejected and H1 is accepted which is meaningful Quality Service influential positive and significant on Purchasing Decisions

**Influence between Quality Product (X2) on Purchasing Decisions (Y)**

H0:  $\beta_1 = 0$ , Quality Product No influential positive and significant on Purchasing Decisions

H2:  $\beta_2 \neq 0$ , Quality Product influential positive and significant on Purchasing Decisions

Based on table 4.22, influence Quality Product (X2) with Purchase Decision (Y) obtained t count of 3,410 and more big from t table (df = n-4 or df = 161-4 = 157) = 1.975 and value significant 0.000 < 0.05; H0 is rejected and H1 is accepted which is meaningful Quality Product influential positive and significant on Purchasing Decisions

**Influence between Brand Image (X3) on Purchasing Decisions (Y)**

H0:  $\beta_1 = 0$ , Brand Image no influential positive and significant on Purchasing Decisions

H3:  $\beta_3 \neq 0$ , Brand Image has an influence positive and significant on Purchasing Decisions.

**F Test (Simultaneous)**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	410,559	3	136,853	43,734	,000 <sup>b</sup>
Residual	1192,231	381	3,129		
Total	1602,790	384			

a. Dependent Variable: Purchase Decision

H0 :  $\beta_1, \beta_2 = 0$ , Quality Service, Quality Products, and Brand Image together No influential positive on Purchasing Decisions.

H1:  $\beta_1, \beta_2 \neq 0$ , Quality Service, Quality Products, and Brand Image together influential positive on Purchasing Decisions

**Discussion**

**Influence Quality Service (X1) on Purchasing Decisions (Y).** Study This based on from the statistical test above hypothesis first to sound quality service influential positive to decision purchase can accepted. This matter showed with calculated t value of 2.128 and t table is 1.975, then t count is > from t table, and is supported with mark significance of 0.000 < 0.005 based on analysis test results regression multiple variable X1 (quality service) amounting to

**Influence Quality Product (X2) on Purchasing Decisions (Y).** This Research based on from statistical tests on hypothesis the second one sounds quality product influential positive to decision purchase can accepted. This matter showed with calculated t value of

3.410 and t table is 1.975, then t count is > from t table, and is supported with mark significance of  $0.000 < 0.005$  based on analysis test results regression multiple on variable X2 (quality product) amounting to.

**Influence of Brand Image (X3) on Purchasing Decisions (Y).** This Study based on from statistical tests on hypothesis the third one sounds image brand influential positive to decision purchase can accepted. This matter showed with calculated t value of 6.003 and t table is 1.975, then t count is > from t table, and is supported with mark significance of  $0.000 < 0.005$  based on analysis test results regression multiple variable X3 (image brand) amounting to

**Influence Quality Service (X1), Quality Product (X2), and Brand Image (X3) on Purchasing Decisions (Y).** This Study based on the statistical tests above hypothesis the fourth one reads quality service, quality product, and image brand in a way together influential positive and significant to decision purchase can accepted. This matter show calculated F value amounting to 43,734 which is more bigger than F table that is of 2.66 and is supported mark significance  $0.000 < 0.005$ , where H0 is rejected and H1 is accepted or quality service (X1), quality product (X2), and image brand (X3) on a regular basis together influential positive and significant to decision purchase (Y).

## CONCLUSION

Based on analysis and submission hypothesis regarding “ Influence Quality Service, Quality Product, and Brand Image on Purchasing Decisions (Case Study of Kopi Nako Kebon Jati Bogor)”. On so can concluded that : Quality Service influential positive and significant on Purchasing Decisions on Kopi Nako Kebon Jati. Quality Product influential positive and significant on Purchasing Decisions on Kopi Nako Kebon Jati.

Brand Image matters positive and significant on Purchasing Decisions on Kopi Nako Kebon Jati. Quality Product and Brand Image simultaneous have an impact positive and significant on Purchasing Decisions on Kopi Nako Kebon Jati.

Based on results conclusion research that has been displayed so will provide possible suggestions made material as well as consideration for company or For research to be carried out by researchers or student next, as following : For Nako Kebon Jati Coffee company, as already stated explained above, and you can seen from study on expected party management can use results study This For increase quality service. Enhancement quality service the like give training special to the barista from side giving service to consumer so that from tangible side, responsiveness, assurance, and empathy will increase.

For next researcher, writer hoping to get it enter other possible variables can influence satisfaction consumer more strong. So that can obtained factors strong influence decision purchase.

## REFERENCES

- [1] Al Farisi, Salman, Rahmat Iqbal, and Rhama Nurwansyah. " Knowledge level Student Class VIII About Game " Football at SMPN 2 Telukjambe Timur, Karawang Regency." *Journal Literacy Sport* 2.1 (2021): 76-80.
- [2] ARGA, WIGUNAGARA. *THE LEADERSHIP STYLE OF THE HEAD OF DAARUT TAUHID IN DEVELOPING EMPLOYEES AT THE DAARUT TAUHID OFFICE BANDAR LAMPUNG*. Diss. UIN RADEN INTAN LAMPUNG, 2022.
- [3] Bapiani, Dini, and Titik Purwinarti. " Analysis Behavior Consumer assessed from the index Attitude Consumers at Nasi Gajah Restaurants (Case Study at Nasi Gajah Restaurants in Depok City)." *Journal Administration Professional* 1.01 (2020): 1-10.
- [4] Ordinary, Kyky M., Altje L. Tumbel, and Mac Donald Walangitan. " Utilization System Online Marketing and Marketing Strategies in Increasing Purchase Consumers During the Covid-19 Pandemic (Manado Online Shop Case Study)."

- EMBA Journal : Journal of Economic, Management, Business and Accounting Research 9.2 (2021).
- [5] Bilkisty, Rihadatul Aisy. *Influence Intensity Market Competition on Company Performance with System Information Accountancy Management As Moderating*. Diss. faculty of Economics and Business Unpas Bandung, 2017.
- [6] Cesariana, Carmelia, Fadlan Juliansyah, and Rohani Fitriyani. "Purchasing Decision Model Through Satisfaction Consumers in the Marketplace: Quality Products and Quality Services (Management Review Literature Marketing)." *Journal Education and Science Management Social* 3.1 (2022): 211-224.
- [7] Dwianto, Agung Surya, Pupung Purnamasari, and Tukini Tukini. "Influence Compensation On Employee Performance at PT. JAEIL INDONESIA." *Jesya (Journal of Economics and Sharia Economics)* 2.2 (2019): 209-223.
- [8] Ernawati, Iis. "Test the feasibility of learning media eye interactive lesson server administration." *Elinvo (Electronics, Informatics, and Vocational Education)* 2.2 (2017): 204-210.
- [9] Fransisca, Anna, and Hadion Wijoyo. "Implementation of Metta Sutta on Learning Methods in Virya School Classes Sunday Sariputta Buddies." *Journal Religious Science and Buddhist Education* 2.1 (2020): 1-12.
- [10] Fure, Ferdianto, Joyce Lapian, and Rita Taroreh. "The influence of brand image, quality products and prices to decision purchase consumers at j. co Manado." *EMBA Journal : Journal of Economic, Management, Business and Accounting Research* 3.1 (2015).
- [11] Gaol, Lumban Analia, and Sunarti Kadarsiman Hidayat. "Influence Quality Product Towards the Level of Satisfaction Consumers and Loyalty Consumers (Survey of Faculty Undergraduate Students Knowledge Administration 2012/2013 Academic Year, Brawijaya University Using Samsung Smartphones)." *Journal Administration Business* 38.1 (2016).
- [12] Gifani, Auliannisa, and Syahputra Syah Putra. "The Influence of Brand Image on Purchasing Decisions Oppo Smartphone Products for Telkom University Students." *Magazine Business & S&T* 10.2 (2017).
- [13] Graha, Gerry Gandara. *The Influence of Product Design and Price on the Purchasing Decision Process Consumers at the Invictus Bandung Distro*. Diss. Unpas Faculty of Economics, 2016.
- [14] GUNTARA, YOGI, and SE Justinia Castellani. *THE INFLUENCE OF COMPANY SIZE, PROFITABILITY, AND LEVERAGE ON TAX AVOIDANCE (Study of Property and Real Estate Companies listed on the Indonesia Stock Exchange for the 2013-2016 period)*. Diss. Library faculty of Economics and Business Unpas Bandung, 2018.
- [15] Hanum, Zubaidah, and Sahral Hidayat. "Influencing factors behavior consumer in decision purchase shoe brand nike in town terrain." *Bis-A Journal : Journal Business Administration* 6.1 (2017): 37-43.
- [16] Harjayanti, Diana Riyana, and Puput Pujiati. "Current Ratio (CR) and Debt to Asset Ratio (DAR) on Return on Assets (ROA) at PT Indocement Tunggul Prakarsa Tbk Period 2009-2018." *Civil Journal : Science Knowledge, Technology, and Humanities* 3.1 (2020): 56-65.
- [17] Hidayah, Laila Fitri Nur. "ANALYSIS OF STUDENT LEARNING BEHAVIOR IN THE USE OF E-LEARNING IN INDONESIAN LANGUAGE COURSES." *Grammar: Journal Scientific Linguistics and Literature* 10.1 (2022): 29-37.
- [18] Ismail, Farida Fitriani, and Dedy Sudarmadi. "Influence system information accounting and internal control of performance PT employees. Element Concrete Persada." *Journal Accounting, Auditing and Systems Information Accounting* 3.1 (2019): 1-13.
- [19] Kaharuddin, Andi, and Likarni Liasambu. "Application of the STAD Model in improve Learning Results and Activities Middle School Students." *Journal of Mathematics Education Rafflesia* 4.2 (2019): 29-37.

- [20] Kalebos, Fatmawati. " Influencing factors satisfaction visiting tourists to tourist areas Islands." *Journal research business and management* 4.3 (2016).
- [21] Kodu, Sarini. "Price, quality product and quality service its influence to decision purchase Toyota Avanza car." *EMBA Journal : Journal of Economic, Management, Business and Accounting Research* 1.3 (2013).
- [22] Lisma, Niati, and Agung Haryono. " Analysis behavior consumption student reviewed from transaction motives (Case study of Bachelor of Economics Education students, Faculty of Economics, State University of Malang 2012)." *Journal of Economic Education (Economic Education Journal)* 9.1 (2016).
- [23] Lubis, Akrim Ashal. " The Influence of Price and Quality Product Regarding Newspaper Purchase Decisions at PT. "Voice of the Green Line Daily Orbit Medan." *Journal Scientific Management And Business* 16.2 (2018).
- [24] Lumintang, Greifie, and Jopie J. Rotinsulu. " Analysis Quality Products and Quality Service To Satisfaction Consumers at Holland Bakery Boulevard Manado." *EMBA Journal : Journal of Economic, Management, Business and Accounting Research* 3.1 (2015).
- [25] Mamonto, Zulkipli, et al. "ANALYSIS OF MANAGEMENT OF THE STRIP FISHING BUSINESS IN BOLANGITANG VILLAGE, WEST BOLANGITANG DISTRICT, NORTH BOLAANG MONGONDOW DISTRICT, NORTH SULAWESI PROVINCE." *ACCULTURE: Journal Fisheries Agribusiness Scientific* 10.2 (2022): 237-245.
- [26] Maramis, Freekley Steyfli, Jantje L. Sepang, and Agus S. Soegoto. " Influence Quality Products, Prices and Quality Service To Satisfaction Consumers at Pt. Air Manado." *EMBA Journal : Journal of Economic, Management, Business and Accounting Research* 6.3 (2018).
- [27] Mawey, Thalia Claudia, Altje Tumbel, and Imelda WJ Ogi. " Influence Trust and Quality Service to Satisfaction PT Bank Sulutgo Customers." *EMBA Journal : Journal of Economic, Management, Business and Accounting Research* 6.3 (2018).
- [28] Marlianto, Fani, and Yarmani Yarmani. " Analysis Sickle Kick at Tapak Pencak Silat College Sacred in the City of Bengkulu." *Kinesthetics : Journal Physical Education Science* 2.2 (2018): 179-185.
- [29] Melati, Liki, and Ardiani Ika Sulistyawati. "Audit delays at the company mining : Analysis and factors the determinant." *Journal Indonesian Accounting* 5.1 (2016): 37-56.
- [30] Melinda, Mey Mey. *Influence Quality Product Regarding Purchasing Decisions*. Diss. STIE Equity, 2017.
- [31] Nasution, Siti Lam'ah, Christine Herawati Limbong, and Denny Ammari Ramadhan. " Influence quality product, image brand, trust, convenience, and price to decision purchases on Shopee e-commerce (Survey of undergraduate students at the Faculty of Economics Department Labuhan Batu University Management)." *Ecobisma (Journal of Economics, Business and Management)* 7.1 (2020): 43-53.
- [32] Nofri, Okta, and Andi Hafifah. " Analysis behavior consumer in doing online shopping in Makassar city." *Minds Journal : Idea and Inspiration Management* 5.1 (2018): 113-132.
- [33] Nugroho, Fuad Hardi, et al. " Analysis influence pandemic and learning online against performance through intervening state variables economy Sangga University students buana ypkp Bandung." *EBI Journal* 2.2 (2020).
- [34] Perwitasari, Dwi, and Ediyanto Ediyanto. "THE INFLUENCE OF PRODUCT DIVERSITY ON CONSUMER SATISFACTION AT THE MANDARIEN MOESLEM DEPOT, SITUBONDO DISTRICT WITH PURCHASING DECISIONS AS AN INTERVENING VARIABLE." *Journal Student Entrepreneurship (JME)* 1.2 (2022): 424-437.

- [35] Pradana, Dedhy, Syarifah Hidayah, and Rahmawati Rahmawati. "Influence price quality product and image brand BRAND IMAGE against decision motorbike purchases." *Performance* 14.1 (2018): 16-23.
- [36] Pratiwi, Nuning Indah. "Use of Video Call Media in Technology Communication." *Journal Scientific Dynamics Social* 1.2 (2017): 202-224.
- [37] Priambodo, Putut, and Amanita Novi Yushita. "Influence Understanding Tax Regulations, Sanctions Taxation and Taxpayer Awareness of Individual Taxpayer Compliance at the Primary Tax Service Office Regency Purworejo in 2017." *Profita Journal : Science Study Accounting* 5.5 (2017).
- [38] Purnamawati, LNA, et al. 2020. THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE PERCEPTION ON REPURCHASE INTENTION AT BANDUNG COLLECTION, KUTA UTARA DISTRICT, BADUNG.
- [39] Son, Giardo Permadi, Zainul Arifin, and Sunarti Sunarti. *Influence Quality Product On Purchasing Decisions and Their Impact To Satisfaction Consumers (Survey of Students Administration Business Faculty Knowledge Administration Class of 2013 and 2014 Brawijaya University Conducted Purchase Campus Data Packages)*. Diss. Brawijaya University, 2017.
- [40] Rahayu, Elizabeth. "The Influence of Price and Quality Product To Satisfaction T-Mart Express Indonesia Consumers." *Journal Strategy and Application Management Business* 3.1 (2020): 1-10.
- [41] Razak, Ismail, N. Nirwanto, and B. Triatmanto. "Influence Quality Product To Satisfaction Customers." *Journal Management Business Krisnadwipayana* 7.2 (2019): 1-14.
- [42] Santoso, Joko Bagio. "Influence Quality Product, Quality Service, and Prices against Satisfaction and Loyalty Consumers." *Journal Accounting and Management* 16.01 (2019): 127-146.
- [43] Sondakh, Conny. "Quality Services, Brand Image and Its Influence To Satisfaction Customers and Loyalty Savings Customers (Customer Study Taplus BNI Manado Branch)." *Business and Management Research Journal* 3.1 (2015).
- [44] Soplestuny, Zalfa Salsabilla, Agus Susanto, and Joko Santoso. "OVERVIEW OF THE LEVEL OF KNOWLEDGE ABOUT THE USE OF VITAMIN C TO INCREASE BODY IMMUNITY AMONG CITIZENS IN PANGGUNG DISTRICT." (2021).
- [45] Sugianto, Aditya, et al. "THE INFLUENCE OF REWARDS AND PUNISHMENT ON EMPLOYEES' WORK DISCIPLINE AT PT. ASTRA OTOPARTS Tbk. ADIWIRA PLASTIK DIVISION." *Manager: Journal Knowledge Management* 4.4 (2021): 493-500.
- [46] Supriyatna, Yuda. "Analysis The Influence of Price, Product Design, and Brand Image on Purchasing Decisions (Study on Yamaha Mio Products in Cilegon City)." *Management Science* 6.1 (2020): 36-50.
- [47] Tanady, Edi Sucipto, and Muhammad Fuad. "Analysis influence image brand and quality service to decision Tokopedia purchases in Jakarta." *Journal Management* 9.2 (2020).
- [48] Tanjung, Agustini. "The Influence of Store Atmosphere, Location and Promotion Towards Purchasing Decisions." *Journal Pelita Bangsa Management* 5.03 (2020): 1-18.
- [49] Wati, Dahlia, and M. Agus Salim. "THE INFLUENCE OF CAMELS RATIO AND BANK SIZE ON NON PERFORMING LOAN (NPL) (at state-owned banks in Indonesia)." *Journal Scientific Management Research* 7.10 (2018).
- [50] Woro, Mardikawati, and Farida Naili. "The Influence of Customer Value and Quality Service to Loyalty Customer, via satisfaction customers on Customer bus efficiency (po efficiency study major yogyakarta-cilacap)." *Journal Administration Business* 2.1 (2013).