

# The Effect of Product Quality, Price and Distribution Channels on Purchasing Decisions

The Effect of Product  
Quality

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## ABSTRACT

This study aims to examine the influence of product quality, price, and distribution channels on purchasing decisions in the keris craftsman center in Aeng Tong-Tong Village, Saronggi Subdistrict, Sumenep Regency. The research method used is quantitative with purposive sampling technique, collecting data through observation, questionnaires, and interviews. The research sample consists of 80 respondents measured using a Likert scale. The results show that product quality has a negative and significant effect on purchasing decisions. Conversely, price and distribution channels have a positive and significant effect on purchasing decisions. Thus, it can be concluded that there is an influence between product quality, price, and distribution channels on purchasing decisions, where these three variables are interrelated. These findings indicate the importance of appropriate pricing and distribution strategies to enhance purchasing decisions, although the expected product quality needs to be improved to yield better results.

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**Keywords:** Distribution Channels; Price; Product Quality; Purchasing Decisions.

## ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh kualitas produk, harga, dan saluran distribusi terhadap keputusan pembelian di sentra pengrajin keris Desa Aeng Tong-Tong, Kecamatan Saronggi, Kabupaten Sumenep. Metode penelitian yang digunakan adalah kuantitatif dengan teknik purposive sampling, mengumpulkan data melalui observasi, angket, dan wawancara. Sampel penelitian terdiri dari 80 responden yang diukur menggunakan skala Likert. Hasil penelitian menunjukkan bahwa kualitas produk memiliki pengaruh negatif dan signifikan terhadap keputusan pembelian. Sebaliknya, harga dan saluran distribusi menunjukkan pengaruh positif dan signifikan terhadap keputusan pembelian. Dengan demikian, dapat disimpulkan bahwa terdapat pengaruh antara kualitas produk, harga, dan saluran distribusi terhadap keputusan pembelian, di mana ketiga variabel tersebut saling mempengaruhi. Temuan ini mengindikasikan pentingnya strategi harga dan distribusi yang tepat untuk meningkatkan keputusan pembelian, meskipun kualitas produk yang diharapkan perlu ditingkatkan untuk memberikan hasil yang lebih baik.

**Kata kunci:** Harga; Keputusan Pembelian; Kualitas produk; Saluran Distribusi.

## INTRODUCTION

Indonesia is a large country that has a lot of potential and abundant natural resources. With a lot of potential owned by Indonesia if managed properly it will be very beneficial for the people of Indonesia (Doern et al., 2019; Teague et al., 2021). Indonesia also has a diverse cultural wealth, with certain characteristics in each region that have a meaning of position or tend to have ethnic nuances, which contain material and intangible culture, one of which is the keris cultural heritage of our ancestors which contains adiluhung values (Maunah, 2020; Mahfudoh & Sunarso, 2024). The name of Aeng Tong-Tong Village soared after becoming one of four tourist villages from East Java Province that made it into the top 50 ADWI 2022. The selection of Aeng Tong-Tong Village in the

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ADWI 2022 Best Tourism Village category is not without reason. The selection of this village as the center of the industry is not only because of the skills possessed by the community. But from its history, the culture of krises owned. In Javanese language, keris is called Tosan Aji, which is a fragment of the word tosan which means iron and aji means respected (Anekawati et al., 2021). Keris is one of the same units, meaning that it has main parts in each region that are the same, namely the keris leaf or the actual term keris. Keris can also be an embodiment in the form of iron and has a meaning belief that must be respected (Faradina & Djasuli, 2024).

Sumenep district became a city with the nickname of the city of keris, this is because the largest number of masters is in Sumenep, more precisely in Aeng Tong-Tong Village. Not only recognized by Indonesia, UNESCO has also recognized Sumenep as a kris city (Anekawati et al., 2021). Based on the results of observations that have been carried out by researchers, almost every nobleman has a kris as a weapon or as a symbol. Product quality is one of the determinations in making purchasing decisions. Based on observations made by previous researchers, the quality of kris products made by Sumenep masters has a clear difference when compared to the results of krises made in Java. Some of the characteristics of the kris can be seen from the variety and uniqueness of the patterns, shapes, and pamor or carvings found on the surface of the kris (Imaningsih & Rohman, 2018; Iskamto, 2020; Mappesona et al., 2020; Fauzi & Ali, 2021). Every kris made by kris craftsmen in Aeng Tong-Tong Village has special and secret techniques and methods for making these krises. However, the problem with the kris center in Aeng Tong-Tong Village is that there is still no significant development both from the village manager and the Sumenep Regency government in terms of facilities, accessibility, and the development of its attractiveness.

Based on observations in the field, the price of krises varies greatly. For ordinary krises, the price is Rp. 500.000-Rp. 1.000.000. The middle class, Rp.1.000.000-Rp. 5.000.000. While the upper class, Rp.6.000.000 to hundreds of millions of rupiah. For Kris making, it depends on the quality. The fastest is 1 month, some even take months if it is a masterpiece quality. The price determination when making a Kris purchase transaction does not have a standard price. This is because the price depends on the pamor and pendok of a kris. The more unique the pamor or pendok of the kris, the more expensive the price will be. Distribution channels can broadly be one of the activities in marketing to be able to facilitate or facilitate the delivery of goods and services to consumers (Eduar & Nidyawati, 2021). Based on the observations made by researchers, kris sellers in Air Tong-Tong village still do not have several official accounts in the marketplace in order to facilitate consumers in making purchasing decisions. The process of purchasing krises in Aeng Tong-Tong can be done if consumers come to the location directly or can also buy through resellers.

Purchasing decisions are decisions made by consumers after making various considerations (Kumar & Bangari, 2023; Tazlia et al., 2023; Purnama & Bangun, 2024). Keris in the city of Sumenep is a value-added point, especially for foreign tourists considering that the keris in Sumenep has been recognized by UNESCO since 2005 (Anekawati et al., 2021). The quality of the Sumenep kris product cannot be doubted, with a fairly time-consuming process that can certainly convince that the kris made by Aeng Tong-Tong Village is really done by paying attention to aesthetic value, function, and also benefits. Therefore, this research aims to examine the effect of product quality, price and distribution channels on purchasing decisions for dagger centers in Aeng Tong-Tong Village.

## **LITERATURE REVIEW**

### **Product Quality and Purchasing Decisions**

The quality of a product is the most important reference for marketers. Product or service performance is directly influenced by quality, which is explicitly identified through value and consumer satisfaction. For a company, products have an important role because a company cannot run its business without a product (Sari & Prihartono, 2021). Product

quality is one of the business elements that consumers or customers can pay attention to, but especially for consumers or customers who want to maintain the quality of our products that we want to market (Sinulingga, 2021). So, it can be concluded that Product Quality is the physical condition, properties and function of a product, both goods and service products, based on the level of quality adjusted for disturbances, as well as ease of use. fit and other components are made to meet customer satisfaction and needs. There are 3 indicators that influence product quality (Kotler & Keller, 2011; Aaker & Moorman, 2023). Product Specifications, the overall characteristics of a product, whether in the form of goods or services, that can meet the needs and desires of your customers. Product standards and specifications cover various things such as quality, size and materials.

Product Performance, something that is identified from the basic benefit aspect of the product, whether it meets the expectations of people who use or use the product. Performance objectives are to align individual performance expectations with organizational goals. Conformity between efforts to achieve individual goals and organizational goals will be able to realize good performance and product appearance. Product appearance means whether the variety of products displayed makes it easier for customers to find the products they need. It can be concluded that the quality dimension is a requirement so that the product value allows it to satisfy customers as expected, as for the product quality dimensions, among others (Kotler & Armstrong, 2014). Performance is the result of a process that is referred to and measured within a certain period of time based on predetermined conditions or agreements. Specificity is a useful aspect that adds to the basic function, related to choice and development. Reliability is the possibility of a component or system performing a specified function within a specified period of time under the conditions it was designed to operate. Based on the description above, good product quality has a positive influence on consumer purchasing decisions, so it is hypothesized.

**H1.** *Product quality has significant effect on purchasing decisions*

### **Price and Purchase Decision**

Price plays an important role in influencing buyers' choices in purchasing goods and services. According to Sari & Prihartono (2021), price is a measure of the cash charged for goods, services or a measure of the value of cash purchased for several uses since the purchase of the goods or services. So, it can be concluded that price is the value of money determined by a company in exchange for traded goods or services and something else owned by a company to satisfy customer desires. Prices function as an economic mechanism using offers that can be distributed to customers in the market. It also acts as an indicator of the extent to which supplies are demanded and the extent to which they are supplied or available. There are 4 indicators that show prices, namely (Aaker & Moorman, 2023). Price range, namely the value of goods determined or represented by a sum of money or other equivalent means of exchange that must be paid for a product or service, at a certain time and in a certain market. Alignment between price and product quality, the higher the price of a product, the greater the availability of that product.

Consumers are willing to spend more money if the quality, consumer sacrifice, and availability of a product are worth the cost. Price competition is competition between sellers with the aim of attracting consumers by offering a product at a lower price than other sellers. In this price competition, it is necessary to determine the price of a product. There are 3 (three) price dimensions (Aaker & Moorman, 2023). Price affordability means that consumers can achieve the price set by the company. Usually there are several types of products in one brand, and the prices vary, from the cheapest to the most expensive. Discounts are one way companies use to attract buyers to make purchases. Based on Alma's statement, a discount is a reduction in the price of a product from its normal price within a certain period of time. Payment System is a system that includes a set of rules, institutions and mechanisms used to transfer funds, in order to fulfill an obligation arising from an economic activity.

**Distribution Channels and Purchasing Decisions**

Distribution channels (marketing channels, trade channels, distribution channels) are a path or series of intermediaries, either managed by marketers or independently in distributing goods from producers to consumers (Brondoni, 2018). Types of distribution channels include direct channels, which connect transactions from producers directly to consumers. Example: Keris craftsmen in Aeng Tong-Tong Village sell their products directly to consumers. Indirect channels are almost similar to semi-direct channels, but the intermediate channels are longer. Example: From a keris craftsman, to a large trader, then to a small trader, and to a retail trader. Starting from retail traders to consumers. The semi-direct channel is carried out by intermediaries who are tasked with distributing products from keris craftsmen to consumers. Example: Reseller Kris who sells to consumers. Marketing channels or distribution channels are a series of organizations involved in all activities used to distribute products and their ownership status from producers to consumers (Palmatier et al., 2029). There are 3 indicators that show distribution channels according to (Lim & Srai, 2018). The transportation system is a form of attachment and entanglement between passengers, goods, infrastructure and facilities that interact in the framework of the movement of people or goods included in an order, both naturally and artificial/engineered. Product availability is a factor related to product availability or ease of obtaining the product, as well as everything that customers need to be able to consume the product. Waiting time is the people or goods waiting in line to be served.

Purchasing decisions are as follows: consumer behavior is the study of how individuals, groups, and organizations, select, purchase, use and dispose of goods, services, ideas experiences to satisfy their needs and desires, which means that purchasing decisions are part of behavior consumer. consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires (Adabi, 2020). This research uses 4 dimensions to determine purchasing decisions (Aaker & Moorman, 2023). Problem Recognition The problem recognition stage is the beginning where individuals begin to realize that there are needs that must be met. Problems regarding needs that must be met can arise from internal or external stimuli. Information seeking is a human activity to fulfill their information needs. From respondents, the information sought was related to school assignments. Someone looks for information because they need that information. Alternative evaluation is the process of evaluating product and brand options and selecting them according to consumer desires. In the alternative evaluation process, consumers compare various options that can solve the problems they face. A purchasing decision is the final decision that a consumer has to purchase a good or service with certain considerations. Purchasing decisions made by consumers describe how far marketers go in trying to market a product to consumers.

**H3. Distribution channels has significant effect on purchasing decisions**

**METHOD**

The type of research that researchers will use is quantitative descriptive. Descriptive research is a description designed to obtain information about the status or symptoms of a certain population or region, or map facts based on a certain framework perspective at the time the research was conducted (Abdullah, 2018). As well as calculation data analysis techniques using statistics through the use of the SPSS For Windows 26 application. Researchers chose to use quantitative methods because they wanted to prove whether or not there was a significant influence between the independent variables on the dependent variable in this research. The population in this study were Aeng Tong-Tong keris

consumers. The population in this study is unknown, so the sampling technique used in this study is non-probability with a purposive sampling technique. The purposive sampling technique is the determination of the sample used with certain considerations. This research carried out an assessment to select members of the population who were considered most appropriate according to certain criteria such as addresses who had previously purchased a crisis in Aeng Tong-Tong and were at least 17 years old. The samples in this research were some consumers who bought keris products in Aeng Tong-Tong Village. The sample consisted of 80 people. The data in this study was collected by distributing questionnaires. The questionnaire in this study used closed questions. Variable measurement was carried out using a Likert Scale using a scoring method.

The validity test is used to measure whether a questionnaire is valid or not. An instrument or questionnaire is said to be valid if the questions on the instrument or questionnaire are able to reveal something that the questionnaire will measure (Hair et al., 2029). The significance test is carried out by comparing the calculated  $r$  value with the table  $r$  value. In determining whether an item is used or not, a correlation coefficient significance test is usually carried out at a significance level of 0.05, which means an item is said to be valid if it correlates significantly with the total score. If the calculated  $r$  is greater than the table  $r$  and the value is positive then the item or question or variable is declared valid. Conversely, if the calculated  $r$  is smaller than the table  $r$ , then the item or question or variable is declared invalid. According to Hajjar (2018) reliability is actually a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over a certain period of time. Reliability testing is used to measure the consistency of questionnaire measurement results in repeated use. Respondents' answers to questions are said to be reliable if each question is answered consistently or the answer cannot be haphazard. The significance level in this research is 5%, so if the significance probability number is  $<0.05$  then the research hypothesis is accepted, whereas if the significance level is  $>0.05$  then the research hypothesis is rejected.

## **RESULT AND DISCUSSION**

The data validity test is based on the corrected item - total correlation value greater than  $r$  table 0.219 using a significant 5% or 0.05 which means that each question item or statement in the questionnaire is declared valid. The results of the corrected item-total correlation values for various indicators on four variables X1, X2, For variable X1, indicators X1.1, X1.2. Likewise, the variable X2 consists of four indicators X2.1, which shows that the indicator is valid. For variable X3, indicators X3.1, The dependent variable Y has four indicators (Y1, Y2, Y3, and Y4) with corrected total item correlations of 0.572, 0.601, 0.566, and 0.664 respectively, each of which meets the validity criteria. Overall, all indicators for each variable are valid because the corrected item-total correlation exceeds the  $R$ -table value of 0.219, which shows reliable measurement properties for variables X1, X2, X3, and Y.

Table 1. Data Validity Test Results

Variables	Indicator	Corrected Item-Total Correlation	R-table	Description
X1	X1.1	0.819	0.219	Valid
	X1.2	0.554	0.219	Valid
	X1.3	0.610	0.219	Valid
X2	X2.1	0.753	0.219	Valid
	X2.2	0.775	0.219	Valid
	X2.3	0.780	0.219	Valid
	X2.4	0.695	0.219	Valid
X3	X3.1	0.399	0.219	Valid
	X3.2	0.400	0.219	Valid
	X3.3	0.528	0.219	Valid
Y	Y1	0.572	0.219	Valid
	Y2	0.601	0.219	Valid
	Y3	0.566	0.219	Valid
	Y4	0.664	0.219	Valid

Reliability test results for variables X1, X2, X3, and Y using Cronbach's Alpha. The reliability limit was set at 0.60. Variable X1 has a Cronbach's Alpha of 0.807 which indicates that the variable is reliable because it exceeds the threshold of 0.60. Likewise, the variable X2 shows high reliability with a Cronbach's Alpha of 0.886, well above the limit. Variable X3 has a Cronbach's Alpha of 0.630, slightly above the threshold, thus confirming its reliability. Lastly, the dependent variable Y has a Cronbach's Alpha of 0.789 which also exceeds the reliability limit of 0.60. Overall, all variables show a Cronbach's Alpha value greater than 0.60.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Limit of Reliability	Description
X1	0.807	>0.60	Reliable
X2	0.886	>0.60	Reliable
X3	0.630	>0.60	Reliable
Y	0.789	>0.60	Reliable

The constant value ( $\alpha$  value) is 8.572 and for product quality (b1 value) it is -0.255, while the price (b2 value) is 0.367 and the distribution channel (b3 value) is 0.362. So that the multiple linear regression equation can be obtained as  $\alpha = 8.527$ , which is a constant value in this research, where when X1, X2, and X3 are equal to 0 then  $Y = \alpha$ . B. b1 = b2 = The regression coefficient value of X2 is 0.367, meaning that if X2 increases by one unit, Y increases by 0.367. b3 = The regression coefficient value of X3 is 0.362, meaning that if X3 increases by one unit, Y will increase by 0.362.

Table 3. Multiple Linear Regression Results

Model	Unst. Coef. B	Std. Error	Std. Coef Beta	T	Sig.
(Constant)	8.527	2.155		3.957	000
X1	-255	120	-234	-2.121	037
X2	367	095	417	3.845	000
X3	362	170	230	2.130	036

The multiple linear regression equation has a positive value at the constant, which is 8.527, which states that if the product quality, price, and distribution channels are zero, the kris purchasing decision will be positive. A positive constant means that there is an increase in the decision to purchase a kris by 8.257. This condition arises because the quality of the products provided is of high quality, thus influencing the decision to purchase a kris. The price provided is also very affordable and the distribution channel is

also in accordance with consumer expectations so that consumers are satisfied with the facilities provided.

**Table 4.** T Test Results (Partial Test)

Unst. Coef. B	Std. Error	Std. Coef Beta	T	Sig.	Model
Constant	8.527	2.155		3.957	000
X1	-255	120	-.234	-2.121	037
X2	367	095	.417	3.845	000
X3	362	170	.230	2.130	036

The product quality variable has a sig value  $<0.05$ , which is 0.037 so it can be said that the product quality variable has an effect on purchasing decisions for the keris center in Aeng Tong Tong Village. The price variable has a sig value  $<0.05$ , which is 0.000 so that it can be said that the price variable has an effect on the purchasing decision of the keris center in Aeng Tong Tong Village. The distribution channel variable has a sig value  $<0.05$ , which is 0.036 so that it can be said that the distribution channel variable has an effect on the purchasing decision of the keris center in Aeng Tong Tong Village.

**Table 5.** R2 Determination Results

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.483	.233	.203	2.2152

The table 5, it can be seen that the Adjusted R Square value is 0.233, which means that product quality, price, and distribution channels affect purchasing decisions by 23.3% and the remaining 76.7% is influenced by other variables not examined in this study. The purpose of this study was to determine how much product quality, price, and distribution channels affect purchasing decisions. The results of descriptive analysis show that the conditions of this study are generally good. This is indicated by the number of high agreement responses from respondents to the conditions of each research variable. Based on the t test (partial) data analysis that has been carried out on the product quality variable, it can be proven that the results of product quality have a significant effect on purchasing decisions of  $0.037 < 0.05$ . Which means that there is a strong relationship between product quality and purchasing decisions. Based on the t test (partial) data analysis that has been carried out on the price variable, it can be proven that the results of the price have a significant effect on purchasing decisions  $0.000 < 0.05$ . Which means there is a strong relationship between price and purchasing decisions.

The t test (partial) data analysis that has been carried out on the distribution channel variable, it can be proven that the results of the distribution channel have a significant effect on purchasing decisions of  $0.036 < 0.05$ . Which means that there is a strong relationship between distribution channels and purchasing decisions. Based on the hypothesis test results that have been carried out, the four variables used in this study have a significant value of  $0.000 < 0.05$ . So, it can be concluded that the variables of product quality, price, and distribution channels have an effect on purchasing decisions for senta keris in Aeng Tong-Tong Village. Product quality affects purchasing decisions because the quality of the product there is based on facts in the field of product quality in Aeng Tong-Tong Village has a fairly clear difference compared to the results of artificial crises in Java. This dagger has a typical Sumenep shape and decoration such as the Hulu Donoriko shape and the Dhang-Odhangan Warangka. Price affects purchasing decisions because the price there is based on the results in the field, the price when making a kris purchase transaction does not have a very significant price benchmark. This is because the price of a kris depends on the pamor and pendok of a kris. The more unique the pamor or pendok of the kris, the more expensive the price will be. Distribution channels affect purchasing decisions because the distribution channel there is based on the results in the field, the distribution channel for crises in Aeng Tong-Tong Village can be carried out

through collectors to retailers and also the distribution channel there can come directly or through resellers.

## CONCLUSION

Product quality, price, and distribution channels on purchasing decisions have a significant effect on purchasing decisions on kris sellers in Aeng Tong-Tong Village, Sumenep. Product quality, price, and distribution channels are important variables in determining purchasing decisions. In the field facts between customers and producers have a mutual influence among the variables that become this study, it can be understood that the results of scientific studies and facts in the field allow close to the truth. Keris sellers in Aeng Tong-Tong Village, need to improve that there must be an increase in quality and there is competitive pricing and reaching the target consumer segmentation, so that it will result in distrust of the product regarding the authenticity or originality of the product. In addition, there is a need for broader, deeper and specific development of the target object. Students can use this research as literature and references for teaching materials or references in conducting research, so that it is hoped that there will be new innovations related to purchasing decision problems in other research objects.

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