



The Influence of Product Quality and Price on Consumer Purchasing Decisions on Martabak Sinar Bangka 88 in Serpong

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ABSTRACT

The purpose of this ponder is to decide the impact of item quality and cost on buyer buy choices at Martabak Sinar Bangka in Serpong mostly and at the same time. This sort of investigate may be a sort of quantitative investigate utilizing the affiliated strategy, information collection methods utilizing the survey or survey strategy, the populace in this think about is all buyers of Martabak Sinar Bangkka 88, which is as numerous as 18,000 shoppers, the inspecting procedure employments the slovin equation, from the comes about of the calculation 99 customers were gotten who were utilized as tests. . The results of this study indicate that product quality (X1) has an effect on consumer satisfaction (Y) at Martabak Sinar Bangka 88 in Serpong, this can be seen from the results of the t test with $t_{count} > t_{table}$, namely $6,531 > 1.984$ and the Sig value is less than 0.05 namely $0.000 < 0.05$. Then Ho1 is rejected and Ha1 is accepted, then Price (X2) affects the Purchase Decision (Y) at Martabak Sinar Bangka 88 in Serpong, this can be seen from the results of the t test with a value of $t_{count} > t_{table}$, namely $16.743 > 1.984$. And the Sig value is smaller than 0.05, namely $0.000 < 0.05$. Then Ho2 is rejected and Ha2 is accepted., and the third is Product Quality (X1) and Price (X2) influences Purchase Decision (Y) at Martabak Sinar Bangka 88 in Serpong, this can be seen from the value of $f_{count} > f_{table}$, namely $138,789 > 3.94$ And the Sig value is smaller than 0.05, namely $0.00 < 0.05$. Then Ho3 is rejected and Ha3 is accepted

INTRODUCTION

Research Background

Marketing is an effort made by a group of people to combine strategic plans directed at the needs and desires of consumers to obtain the expected profits through the process of exchange or transaction. The company's marketing activities must be able to provide satisfaction to consumers if they want to get a good response from consumers. The company must take full responsibility for the satisfaction of the products offered. Thus, all company activities should be directed to be able to satisfy consumers by providing good service and appropriate product quality to obtain profits as expected (Indrasari 2019).

Problem Formulation

Based on the description above, the formulation of the problem in this study was prepared, namely:

1. Is there a partial influence of product quality on consumer purchase decisions at Martabak Sinar Bangka 88 in Serpong?
2. Is there an influence on the price on consumer purchase decisions at Martabak Sinar Bangka 88 in Serpong?
3. Is there an influence of product quality and price on consumer purchase decisions at Martabak Sinar Bangka 88 in Serpong simultaneously?

Research Objectives

Based on the description above, the purpose of this research aims to obtain the following information:

1. To find out if there is an influence of product quality on consumer purchase decisions at Martabak Sinar Bangka 88 in Serpong.
2. To find out if there is an influence of price on consumer purchase decisions at Martabak Sinar Bangka 88 in Serpong.
3. To find out if there is an influence of product quality and price on the purchase decision at Martabak Sinar Bangka 88 in Serpong.

Research Benefits

Theoretical Benefits

Theoretically, this research is expected to be a contribution to science in terms of management, especially the influence of price and product quality on sales.

Practical Benefits

This research is expected to provide input, information and knowledge about how much product quality and price affect the purchase decision of Martabak Sinar Bangka 88 in Serpong. And it can also be used by actors in the Martabak sales business to build better product quality and prices.

LITERATURE REVIEW

Theoretical Foundations

Propose grand theory, middle theory, and applied theory related to research phenomena sourced from books and/or scientific journals. However, it is not allowed to use theories sourced from online media (internet) in any form (Blogspot, Web Site, etc.).

Management

Definition of Management

Management is the art of completing tasks through intermediaries. In this case, Management can be interpreted as an activity carried out by a manager to direct subordinates or other people in completing work in order to achieve a goal. Management is the science and craftsmanship of organizing the method of utilizing human assets and other resources effectively and proficiently to attain certain objectives. This definition means that management is a science that studies all aspects of the production factor as well as how to organize and use it to achieve the goals of the organization/company.

Marketing

Definition of Marketing

As the primary pillar supporting the operational existence of the corporate world, marketing is one of the most crucial functional areas in a company. The development of a company's business in the face of today's intense competition will be positively impacted by marketing, which is a crucial concept for the success of a business that attends to the needs and desires of patients in order to meet the established sales targets.

According to Zainurossalamia (2020:2), marketing is a main activity carried out by entrepreneurs in their business which aims to maintain the development of their business and generate the greatest profit.

METHODOLOGY

Types of Research

This type of research is quantitative research. Quantitative research emphasizes objective phenomena and is studied quantitatively. The selection of this quantitative approach is based on data obtained from the company, both from questionnaires, interviews, observations and documents as a supporting source to analyze the data.

Meanwhile, the method used in this study is quantitative descriptive. Quantitative descriptive research can be interpreted as research used for research on certain populations and samples, data collectors use research instruments, data analysis, quantitative/statistical, with the aim of testing the hypothesis that has been determined.

When a sample of people or residents are asked to respond to a series of survey questions, the frequency and percentage of their answers are calculated. This is the definition of quantitative research, which is the measurement of quantitative data and objective statistics through scientific calculations.

Place and Time of Research

Research Place

The place of this research was conducted at the Martabak Sinar Bangka 88 Stand in Serpong. The reason why the author chose Martabak Sinar Bangka 88 in Serpong as the object of research is because there was a problem with the purchase decision in that place, therefore the author is interested in researching Martabak Sinar Bangka 88.

Research Time

The research was carried out for 11 months starting in the month of September 2022 to August 2023. This research was carried out in stages starting with research title proposals, proposal seminars, material improvement, instrument making, primary and secondary data collection, distribution of questionnaires, processing of data that has been obtained by the author and preparation of reporting of thesis results.

Population and sample

1. Populasi

A population, according to Stuart (2016), is a broad category made up of items or subjects with particular attributes and traits chosen by the researcher to be examined and from which conclusions are subsequently made. The buyers of Martabak Sinar Bangka 88 in Serpong make up the study's population. According to a study conducted in 2022, there were 18,000 customers at Martabak Sinar Bangka, 88 in Serpong.

2. Sample

According to Sugiyono (2017:87), "in a think about, in case the number of the populace is considered as well expansive, the creator can contract the populace by calculating the test measure utilizing the Slovin strategy so that the agent and comes about can be generalized".

Classic Assumption Test

1. Data Normality Test

The purpose of the normality test is to determine whether the disruptive or residual variables in the regression model have a normal distribution (Mariana, 2015). A residual is considered normal if the significant value of Kolmogorov-Smirnov is higher than 0.05.

2. Multicollinearity Test

The multicollinearity assumption test was used to test whether in the multiple liner regression model there was a correlation between independent variables. Symptoms of multicollinearity are detected if the VIF value is greater than 10 or $VIF > 10$. If the $VIF < 10$ is not correlated, no correlation is found between independent variables (Mariana, 2015).

3. Heteroscedasticity Test

The heteroscedasticity test points to test whether within the relapse demonstrate there's an unevenness of fluctuation from leftover from one perception to another. On the off chance that the critical value is more noteworthy than α (5%), at that point there's no heteroscedasticity, and conversely, if the importance is less than α (5%), at that point there's heteroscedasticity (Mariana, 2015).

RESULTS AND DISCUSSION

Overview of Research Objects

A Brief History of Martabak Sinar Bangka 88

Martabak Sinar Bangka 88 is an MSME business that was established in 2014. A business located at HK Utama Karya Kademangan, Setu District, South Tangerang, Banten.

Martabak Sinar Bangka 88 offers a variety of flavors that are very numerous, In the first year of 2014 Mr. Alamul Iman sold in front of Indomaret because he did not have enough money to rent a shophouse, after 3 years of selling on the terrace of Indomaret and moved to the other side of Indomaret. In 2017-2018 sales declined almost bankrupt and desperate to find another place, and early 2019 moved on the terrace of an unfinished shophouse and the location is still the same across from Indomaret. In February 2020 the shophouse was finished and immediately rented a shophouse to move and run until now.

Research Results

Classic Assumption Test

1. Normality Test

The normality test is used to test whether in a regression model, the dependent variable, the independent variable, or both have a normal distribution or not. A good regression model is a normal or near-normal data distribution or a normality test to ensure the assumption that the equation is normally distributed is carried out through the free variable (Y) residual calculation tool approach. The Normality Test in this study uses the following conditions:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters ^{a,b} Mean		.0000000
	Hours of deviation	3.96788240
Most Extreme Differences	Absolute Positive	.080
	Negative	-.080
Test Statistic		.076
Asymp. Sig. (2-tailed)		.124 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS Data Processing Version 26 (2023)

Table 1. Normality Test Results with Kolmogorov – Smirnov One-Sample Test

Based on table 4.14 of the test comes about over, the centrality esteem with Kolmogorov - Smirnov is 0.124 where the esteem is more noteworthy than 0.05 ($0.124 > 0.05$). In this way, it can be concluded that the suspicion of the dissemination in this test is ordinarily conveyed.

2. Graph P P-plot

The regression model does not satisfy the condition of normality since the data is dispersed around the diagonal line and follows its direction, or the histogram graph does not exhibit a pattern of a normal distribution. Ghozali (2017:161). The following are the findings of the P-P plot graph normalcy test:

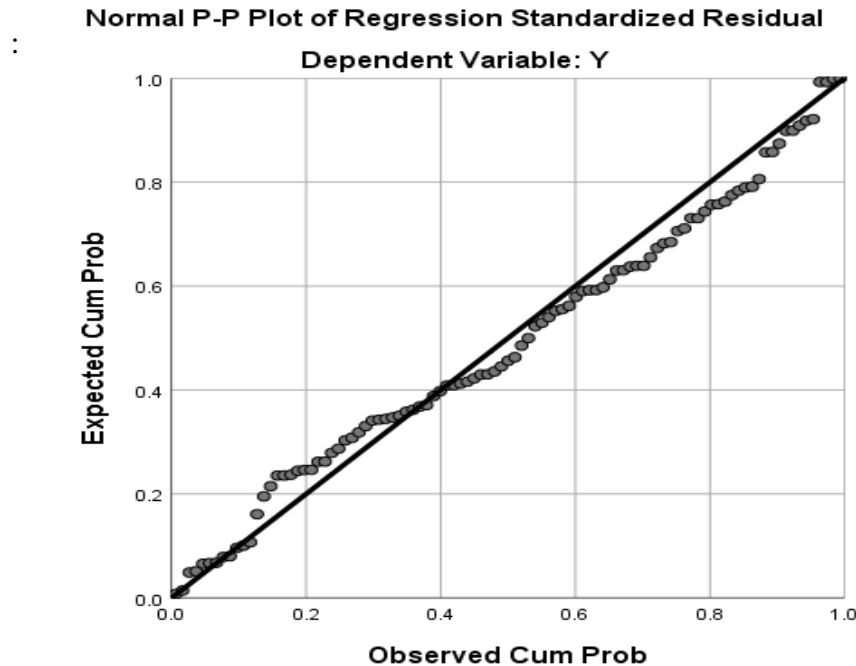


Figure 1. Test Normality with P-P Plot Graph
Source : SPSS Output Version

It can be inferred that the regression model satisfies normality or exhibits a norm distribution pattern based on Figure 4.2 of the normality test results with the p-p plot graph above, which shows that the data points are dispersed around the diagonal line and follow its direction.

1. Multicoloniality Test

The Multicoloniality test is used to determine if independent variables are multicolonial or whether there is no correlation between them. There should be no correlations between the independent variables in a decent regression model. The Variance Inflation Factor (VIF) and Tolerance Value can be examined to do this test. The prerequisites are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.436	2.103		3.060	.003		
	Product Quality	.011	.061	.012	.186	.853	.598	1.672
	Price	.813	.064	.854	12.767	.000	.598	1.672

a. Dependent Variable: Purchase Decision

Table 2. Multicollonial Test Results
 Source : SPSS Output Version 26, 2023

The results of the multicolloniality test using SPSS Version 26 are displayed in table 4.15 above. The tolerance value of the Product Quality variable is $0.598 < 1$ (less than 1) and the VIF value is $1.672 < 10$ (less than 10); the tolerance value of the Price variable is $0.598 < 1$ (less than 1) and the VIF value is $1.672 < 10$ (less than 10). Thus, it may be inferred from these findings that the variables of price and product quality are not signs of multicollonialism.

Pengujian Hypothesis

1. Partial Hypothesis Testing (t-test)

Partial test is a test used to test the meaning of regression/partial coefficients. This partial test was used to determine the partial influence between the free and bound variables by looking at the t-value at a significance level of 5%.

The level of significance used $\alpha = 0.05$ means that the probability of the conclusion being drawn has a probability of 95% or an error tolerance of 5% in this test, the hypothesis criteria are accepted or rejected, namely by comparing the probability significance value with 0.05 with the following criteria:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	16.441	3.192		5.150	.000
	Product Quality	.501	.077	.553	6.531	.000

a. Dependent Variable: Y

Table 3. T X Test Results1 (Product Quality) Against Y (Purchase Decision)

1. Simultaneous Hypothesis Testing (f-test)

Simultaneous tests (F tests) are used to determine whether or not there is a joint or simultaneous influence between independent variables on dependent variables.

ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	4460.692	2	2230.346	138.789	.000 ^b
	Residual	1542.722	96	16.070		
	Total	6003.414	98			

a. Dependent Variable: Purchase Decision

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

Table 4. Test F Results (Simultaneous)
Source: SPSS Data Processing Version 26 (2023)

Reading the table f : $df = (n-k-1)$, then obtained $(99 - 2 - 1)$, then f the table is: **3.94**.

Therefore, it can be concluded that the influence of Product Quality (X1) and Price (X2) on the Purchase Decision (Y) = the results of the simultaneous test (f-test) between Price (X1) and Product Quality (X2) on the Purchase Decision (Y) shows the f_{cal} value of the $f_{cal} > f_{table}$, which is $138,789 > 3.94$ And the Sig value is less than 0.05, i.e. $0.00 < 0.05$. So H_03 was rejected and H_{a3} was accepted.

CONCLUSION AND RECOMMENDATION

The Influence of Product Quality (X1) on Purchase Decisions (Y)

The t-test results indicate that the variable X1 (Product Quality) has a significant impact on the variable Y (Purchase Decision) to a partial degree. The t-value of the $> t$ of the table is $6.531 > 1.984$, and the significance value of the X1 variable Product Quality is 0.000 less than 0.05 or 5%. These results support the conclusion that the variable Product Quality has a significant impact on the Purchase Decision to a partial degree, meaning that H_{a1} is accepted and H_{o1} is rejected.

With the results of the calculation of the table of $> t$ ($2,039 > 1,985$), which indicates that H_{o1} is rejected and H_{a1} is accepted, the author's research supports the findings of Yuni Apriliani's (2021) study, The Influence of Product Quality and Price on the Decision to Buy Tomatoes at the Cianjur Face Market and has a positive and significant effect.

Influence of Price (X2) on Purchase Decision (Y)

By obtaining the t-test known as the t-value of the t-calculation of the $> t$ table, which is $16.743 > 1.984$ with the significance value of the X2 variable Price of 0.000 less than 0.05 or 5%, it is concluded that the variable Y (Purchase Decision) is significantly impacted by the variable X2 (Price) to a partial extent. Thus, it may be said that price influences the decision to buy to a considerable extent. Thus, H_{o2} is rejected and H_{a2} is accepted.

The author's findings corroborate those of a study by Nurmin Arianto (2018) titled The Influence of Product Quality and Price on the Decision to Buy Smartphones at Samsung Store Mall Bintaro Exchange. The study found that the results of the calculation of $> t$ table of ($2,819 > 1,985$) had a positive and significant effect, leading to the rejection of H_{o2} and the acceptance of H_{a2} .

The Influence of Product Quality (X1) and Price (X2) on Purchase Decisions (Y)

Based on the comes about of the think about, it was appeared that Item Quality (X1) and Cost (X2) had a positive impact on Buy Choice (Y) by getting a relapse condition $Y = 6.436 + 0.011 X1 + 0.813 X2$, a relationship esteem of 0.862 meaning that the free variable with the bound variable had a solid relationship level with a assurance coefficient of 74.3% whereas the rest was 25.7% impacted by other factors. The f test that has been carried out states that at the same time the variable X1 (Item Quality) and the variable X2 (Cost) have a critical impact on the variable Y (Buy Choice) by getting the t-test known to be the esteem of f calculated $> f$ of the table, which is $138,789 > 3.94$ with the noteworthiness esteem of the variable X1 Item Quality of 0.000 less than 0.05 or 5%. Subsequently, it can be

concluded that at the same time Item Quality and Cost have a noteworthy impact on Buy Choices. This implies that Ha3 is acknowledged and Ho3 is rejected.

The findings of this study are also consistent with a study, *The Influence of Product Quality and Price on Purchase Decisions at UD. Pleximo shoe vendor in Tangerang City*, by Iis Noviyanti (2022). The study's findings indicate that 72% of purchase decisions are impacted by factors related to price and product quality.

Based on the Results of the Data Analysis that has Been Carried Out on all the Data Obtained, the Following Conclusions can be Drawn:

1. Product Quality (X1) affects the Consumer Purchase Decision (Y) at Martabak Sinar Bangka 88 in Serpong, this is seen with a calculated t value greater than the table t value ($6.531 > 1.984$) with a significant value of 0.000 which means that this value is less than its significant level ($0.000 < 0.05$) thus Ha1 is accepted and Ho1 is rejected. This shows that Product Quality (X1) partially has a significant effect on Consumer Purchase Decisions (Y) at Martabak Sinar Bangka 88 in Serpong.
2. Price (X2) affects the Consumer's Purchase Decision (Y) at Martabak Sinar Bangka 88 in Serpong, this is seen with a calculated t value greater than the table t value ($16.743 > 1.984$) with a significant value of 0.000 which means that this value is less than its significant level ($0.000 < 0.05$) thus Ha1 is accepted and Ho1 is rejected. This shows that Price (X2) partially has a significant effect on the Consumer's Purchase Decision (Y) at Martabak Sinar Bangka 88 in Serpong
3. Product Quality (X1) and Price (X2) affect the Consumer's Purchase Decision (Y) at Martabak Sinar Bangka 88 in Serpong, This is evidenced by a value of f calculated that is greater than the f table, namely ($138,789 > 3.94$) with a significance value of $0.000 < 0.05$ or 5%. Thus Ha3 is accepted and Ho3 is rejected. This shows that Product Quality (X1) and Price (X2) simultaneously have a significant effect on Consumer Purchase Decisions (Y) at Martabak Sinar Bangka 88 in Serpong.

Research Limitations

The author realizes that in conducting this research there are still many shortcomings due to the limitations that the author found in conducting this research, the limitations that the author conveys at the end of writing this skripsi are as follows:

1. In this study, the data collection method used is a questionnaire, so it is very likely that the data obtained is subjective, it would be better to add interviews so that the research results obtained are more complete
2. This study only analyzes the influence of Product Quality and Price on purchase decisions, there are many other factors that can influence purchase decisions such as service quality factors, brand image and promotion. with the use of other factors that may influence the purchase decision.

Suggestion

Based on the results of the research analysis on the influence of product quality and price on consumer purchase decisions at Martabak Sinar Bangka 88 in Serpong, the author provides several suggestions that can be used as a consideration as follows:

1. Based on the results of the questionnaire on the Product Quality variable, the lowest average score was obtained, which was 2.26 in the 14th (fourteenth) statement, namely "I feel that the products from Martabak Sinar Bangka 88 in Serpong can be trusted for their quality. Thus, Martabak Sinar Bangka 88 in Serpong should be even better in providing product quality to consumers, this can be done by conducting training for staff or employees.
2. Based on the results of the questionnaire on the price variable, the lowest average score of 3.60 was obtained in the 2nd (second) statement, namely "The price of Martabak Sinar Bangka 88 is according to what I got." Thus, it is hoped that Martabak Sinar Bangka 88 in Serpong can be even better in implementing the pricing strategy, this can be done by conducting a survey and pre-survey before determining the price, in accordance with the market price, the quality of the products provided and the price that can compete with competitors.
3. Based on the results of the questionnaire on the consumer purchase decision variable, the lowest average score of 3.60 was obtained in the 3rd (third) statement, namely "Martabak Sinar Bangka 88 offers attractive products for consumption." Thus, it is hoped that Martabak Sinar Bangka 88 in Serpong can be even better in providing more quality products.

FUTHER STUDY

This research still has delays, so further research needs to be conducted on the topic 'The Influence of Product Quality and Price on Consumer Purchasing Decisions at Martabak Sinar Bangka 88 in Serpong' to enhance this research and provide more insights for readers.

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