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Analysis of The Effect of Product Quality, Price, and Service Quality on Consumer Purchase Intention in The Traditional Market of Medan (A Case Study of Inpres Kwala Bekala Market, Medan)

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Abstrak

Tujuan penelitian untuk mengetahui dan menganalisis pengaruh kualitas produk, harga dan kualitas pelayanan terhadap minat beli konsumen pada pasar tradisional Medan yaitu di Pasar Inpres Kwala Bekala Medan. Metode dalam penelitian ini menggunakan pendekatan kuantitatif dimana sifat penelitian ini adalah menanyakan hubungan antara dua variabel atau lebih. Dalam penelitian ini diharapkan dapat mengetahui sejauh mana pengaruh variabel bebas yang terdiri dari Produk dan Kualitas Pelayanan terhadap variabel terikat yaitu Minat Beli sedangkan variabel intervening yang digunakan yaitu Harga. Metode pengumpulan data dilakukan dengan menggunakan daftar pertanyaan dalam bentuk kuesioner dan studi dokumentasi. Metode analisis data dengan menggunakan analisis Model Persamaan Struktural (Structural Equation Model) dimana pengolahan data menggunakan program komputer Analysis of Moment Structure (AMOS). Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh negatif dan tidak signifikan terhadap Harga. Artinya bahwa peran dari Kualitas Produk tidak memberikan pengaruh dalam membentuk Harga. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Harga yang artinya dengan diterapkannya Kualitas Pelayanan maka dapat berpengaruh terhadap naik turunnya harga suatu barang. Harga berpengaruh positif dan signifikan terhadap Minat Beli. Artinya adanya kenaikan atau penurunan harga dapat berdampak juga terhadap tinggi rendahnya minat beli konsumen. Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli. Artinya dengan diterapkannya Kualitas Produk maka akan berpengaruh terhadap tinggi rendahnya Minat Beli konsumen. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Beli. Artinya dengan adanya Kualitas Pelayanan berpengaruh dalam meningkatkan Minat Beli konsumen.

Kata Kunci: *Lokasi, Keberagaman Produk, Harga, Kualitas Pelayanan*

Abstract

The research aims to determine and analyze the influence of product quality, price, and service quality on consumer purchase intention in the traditional market of Medan, specifically in Inpres Kwala Bekala Market, Medan. The research method used a quantitative approach, which involves examining the relationship between two or more variables. The study intends to investigate the extent to which the independent variables, consisting of Product Quality and Service Quality, influence the dependent variable, which is Purchase Intention, while the intervening variable used is Price. Data collection was conducted using a questionnaire in the form of a survey and documentary study. The data analysis method employed was Structural Equation Model (SEM) analysis, using the Analysis of Moment Structure (AMOS) computer program. The research findings indicated that Product Quality has a negative and insignificant influence on Price. This means that Product Quality does not play a significant role in shaping the Price. Service Quality has a positive and significant influence on Price, indicating that the implementation of Service Quality can affect the fluctuation of prices. Price has a positive and significant influence on Purchase Intention. This implies that price increases or decreases can impact consumer purchase intention. Product Quality has a positive and significant influence on Purchase Intention, meaning that the implementation of Product Quality can affect the level of consumer purchase intention. Service Quality has a positive and significant influence on Purchase Intention, indicating that Service Quality contributes to increasing consumer purchase intention.

Keywords: Location, Product Diversity, Price, Service Quality

INTRODUCTION

National development is one of the efforts undertaken to achieve the goal of development, which is the creation of societal well-being. Regional development is an integral part of national development. Regional development involves the utilization of available resources to improve the well-being of the community in various aspects, including the creation of entrepreneurial opportunities.

The creation of entrepreneurial opportunities also exists in markets that have become an integral part of people's daily lives. However, in recent years, traditional markets have faced significant challenges due to the rapid growth of modern and semi-modern markets. The rapid development of modern markets has led to the decline of traditional markets, which in turn affects economic activities in those markets.

Inpres Kwala Bekala Market in Medan is one of the traditional markets that has been impacted by the development of modern markets in its vicinity. This market faces various changes and challenges in its efforts to remain relevant and competitive against modern markets that offer convenience and ease of shopping to consumers.

In this context, it is important to understand the factors that influence consumer purchase intention in traditional markets, such as product quality, price, and service quality. Good product quality can enhance consumer trust and satisfaction, while competitive prices and adequate service quality are also important factors that influence consumer purchase intention.

Inpres Kwala Bekala Market in Medan provides an interesting case study for this research. This market faces competition from modern markets in its vicinity and needs to find ways to retain consumer purchase intention. By understanding the influence of product quality, price, and service quality on consumer purchase intention Inpres Kwala Bekala Market in Medan, more effective strategies can be developed to enhance the competitiveness of this traditional market.

In order to support the sustainable and competitive development of traditional markets in Indonesia, this research will provide valuable insights for stakeholders in traditional markets, such as traders and the government, in addressing the challenges faced by traditional markets in the era of modern market development. In this context, this research will focus on Inpres Kwala Bekala Market in Medan as a case study to identify the influence of product quality, price, and service quality on consumer purchase intention. Thus, this research has significant practical relevance in supporting the sustainable and competitive development of traditional markets in Indonesia.

The objective of this research is to analyze the influence of product quality, price, and service quality on consumer purchase intention in traditional markets, with a case study on Inpres Kwala Bekala Market in Medan.

RESEARCH METHOD

Survey Method and Participants

The method used in this research is descriptive research with a quantitative approach. This study is an associative research that aims to investigate the relationship between two or more variables. In this study, it is expected to determine the extent of the influence of the independent variables (X), which consist of Product Quality (X1) and Service Quality (X3), on the dependent variable Buying Interest (Y), while the intervening variable used is price. In this research, there are 4 (four) variables consisting of 3 (three) exogenous variables and 1 (one) endogenous variable. The exogenous variables include: Product, Price, and Service Quality, and the endogenous variable is Buying Interest. Operational definitions are the research elements that serve as indicators for each variable.

The sample size used in this study using the Structural Equation Modeling (SEM) method is a minimum of 100 people. However, the ideal and representative sample size is obtained through calculations by multiplying the number of research indicators by the number of variables. Therefore, the sample size for this study is 400 people.

Data Analysis Method

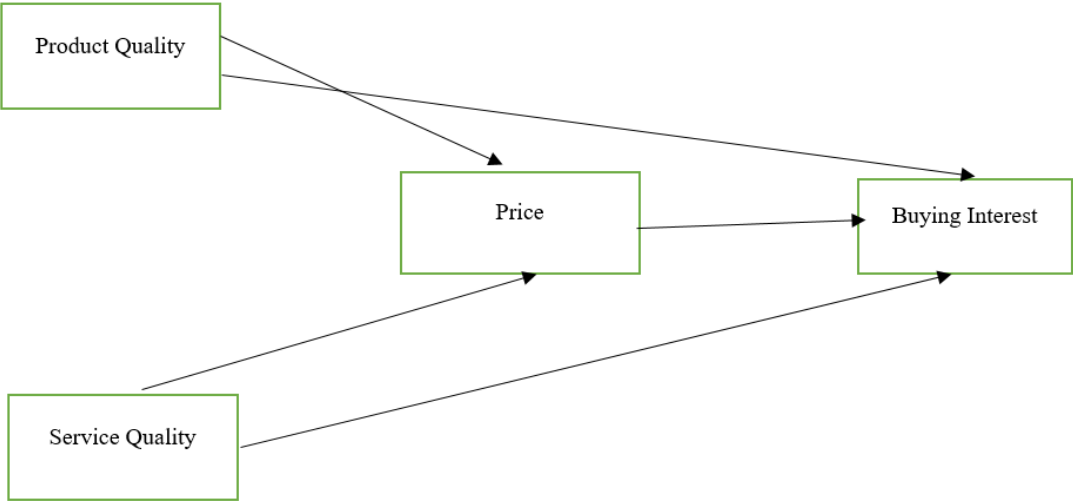
The data analysis technique used in this study involves employing Structural Equation Modeling (SEM) with the use of AMOS as the software tool.

Research Model

This research consists of 4 (four) variables, including 3 (three) exogenous variables and 1 (one) endogenous variable. The exogenous variables include: Product Quality, Price, and Service Quality, while the endogenous variable is Buying Interest. Operational definitions serve as research elements that indicate each variable.

This study aims to analyze the influence of product quality, price, and service quality on consumer buying interest in the traditional market of Kwala Bekala Medan. with price as the intervening variable. Price has a significant impact on consumer buying interest, especially for price-sensitive consumers. This is because price-sensitive consumers generally pay close attention to the price of a product being offered. This is consistent with previous research which found that price is a factor considered by consumers when evaluating a product. Additionally, based on the findings of Andriyanti & Farida [13], price is a crucial factor that consumers consider when offered a product or service. Furthermore, the research conducted by Alexandro et al. (2022) found that price has a significant influence on consumer buying interest. This is further supported by other studies conducted by Prasetyo & Hasyim [14] Product Quality (X1) reflects consumers' perceptions of the quality of products offered in Pasar Inpres Kwala Bekala Medan. Product quality can be measured based on dimensions such as performance, features, reliability, conformity to specifications, durability, serviceability, aesthetics, and perceived quality accuracy. Companies need to continuously improve the quality of their products or services because enhancing product quality can lead to customer satisfaction and influence repeat purchases. Product quality has a significant influence on consumer buying interest. This is supported by previous research conducted by Jeerasantikul and Liao [15], which demonstrated that product quality and price have an impact on consumer purchasing decisions. If the service quality improves, it will increase consumer buying interest [17]. Service quality can be measured based on aspects such as reliability, tangibles, responsiveness, assurance, and empathy. Strong

buying interest will encourage consumer confidence in making purchasing decisions for a product or service [13]. Consumer buying interest is measured as an individual's desire to purchase a product or service. Consumer Buying Interest (Y) reflects the level of consumer buying interest in Pasar Inpres Kwala Bekala Medan. Consumer buying interest can be measured based on consumers' tendency to purchase products in the traditional market, indicated by purchase frequency, expenditure value, or future purchase intentions. Based on the explanations above, the research model to be used in this study is as follows:



RESULT AND DISCUSSION

In this research the model's suitability will be tested by examining various goodness-of-fit criteria. Here are several fit indices and their corresponding cut-off values used to determine whether a model is acceptable or should be rejected, according to specific requirements: X²-Chi-square statistic, RMSEA (Root Mean Square Error of Approximation), GFI (Goodness-of-Fit Index), AGFI (Adjusted Goodness-of-Fit Index), CMIN/DF (Minimum Discrepancy Function divided by Degrees of Freedom), TLI (Tucker Lewis Index), and CFI (Comparative Fit Index). Indicators based on a model's acceptability must meet certain criteria, as shown in Table 1:

Table 1. Goodness of Fit Criteria

Goodness of Fit Index	Cut –of Value	Description
Chi Square	As small as possible	The obtained SEM model is acceptable
Significant Probability	≥ 0.05	Sig Prob ≥ 0.5 indicates an acceptable SEM model
RMSEA	≤ 0.08	RMSEA ≤ 0.08 indicates an acceptable SEM model
GFI	≥ 0.90	GFI ≥ 0.90 indicates an acceptable SEM model
AGFI	≥ 0.90	AGFI ≥ 0.90 indicates an acceptable SEM model
CMIN/DF	≤ 2.00	CMIN/DF ≤ 2.00 indicates an acceptable SEM model
TLI	≥ 0.90	TLI ≥ 0.90 indicates an acceptable SEM model
CFI	≥ 0.90	CFI ≥ 0.90 indicates an acceptable SEM model

Based on the results of the modified model using theoretical guidelines and modification indices, it is presented in Figure 1 below:

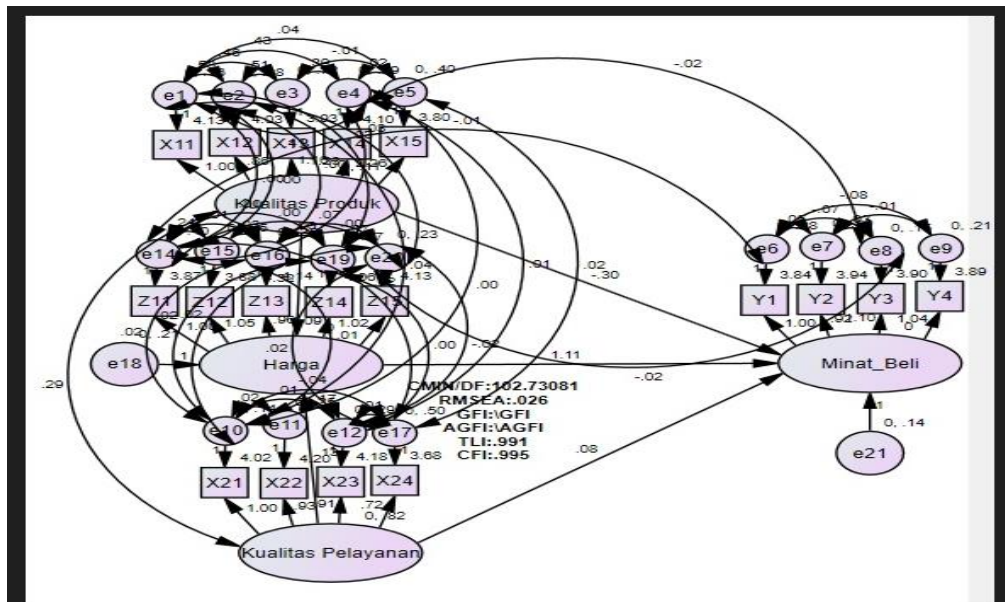


Figure 2: Structural Model

In Figure 2, it can be concluded that the structural model with the intervening variable has a Chi-Square value of 102.7 and a degree of freedom of 81, which is smaller or decreased compared to the initial model's Chi-Square value of 189 and degree of freedom of 81. This indicates that the model is sufficiently fit and suitable for use, allowing the analysis to proceed.

In Figure 2, it can be concluded that the structural model with the intervening variable has a Chi-Square value of 102.7 and a degree of freedom of 81, which is smaller or decreased compared to the initial model's Chi-Square value of 189 and degree of freedom of 81. This indicates that the model is sufficiently fit and suitable for use, allowing the analysis to proceed.

Outlier Evaluation:

Outlier detection is conducted to identify univariate and multivariate outliers. To identify multivariate outliers, Mahalanobis distance values are examined. If the Mahalanobis distance value exceeds the chi-square value, it indicates a multivariate outlier problem. In this study, the chi-square value is obtained as 156.6, and the largest Mahalanobis distance value is 92.050. Therefore, it can be concluded that there are no multivariate outlier issues in this study since the chi-square value is greater than the Mahalanobis distance value. With the absence of multivariate outliers, the data is deemed suitable for use.

To clarify the results of Figure 1, the goodness-of-fit values and modified model cut-off values can be observed in Table 2.

Table 2. Goodness of Fit Values and Modified Model Cut-Off Values

Criteria	Test Results	Value	Description
Chi Square	As small as possible	102,7	Smaller
RMSEA	≤ 0.08	0.260	Acceptable
GFI	≥ 0.90	0.958	Acceptable
AGFI	≥ 0.90	0.930	Acceptable
CMIN/DF	≤ 2.00	1.595	Acceptable
TLI	≥ 0.95	0.991	Acceptable
CFI	≥ 0.95	0.995	Acceptable

Based on Table 2 of Goodness of Fit values and cut-off values, the Structural Equation Model (SEM) constructed from the equation has met the assumptions of Goodness of Fit and cut-off values. Therefore, hypothesis testing can proceed.

NormalityTest:

According to Ghozali (2005), the assessment of normality in data is conducted using the critical ratio skewness value of ±2.58 at a significance level of 0.01 (1%). The data is considered normally distributed if the critical ratio skewness value is below ±2.58.

Table 3. Assessment of Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
Z15	1.000	5.000	-.604	-4.968	1.235	5.080
Z14	1.000	5.000	-.868	-7.144	2.108	8.670
Z13	1.000	5.000	-1.001	-8.234	2.340	9.624
Z12	1.000	5.000	-.532	-4.376	.573	2.359
Z11	1.000	5.000	-.649	-5.338	.687	2.825
X24	1.000	5.000	-.483	-3.975	-.232	-.953
X23	1.000	5.000	-1.240	-10.204	.908	3.735
X22	1.000	5.000	-1.249	-10.273	.890	3.660
X21	1.000	5.000	-.959	-7.888	.320	1.317
Y4	1.000	5.000	-.690	-5.675	.599	2.462
Y3	1.000	5.000	-.668	-5.491	.736	3.027
Y2	1.000	5.000	-.583	-4.793	.702	2.888
Y1	1.000	5.000	-.765	-6.293	.952	3.917
X15	1.000	5.000	-.799	-6.574	.173	.710
X14	1.000	5.000	-1.363	-11.208	2.103	8.648
X13	1.000	5.000	-1.088	-8.949	1.368	5.628
X12	1.000	5.000	-1.134	-9.331	1.129	4.643
X11	1.000	5.000	-1.461	-12.016	2.437	10.024
Multivariate					136.237	51.152

In Table 3, the calculation results show that all indicators' critical ratio skewness values are below ± 2.58 . This indicates that the data from the indicators are normally distributed and suitable for use.

Hypothesis Testing:

If the criteria for the estimated goodness of fit of the structural model are met, the next step is to analyze the relationships within the structural model (hypothesis testing).

Hypothesis Testing for Direct Effects:

Hypothesis testing for the direct effects with the respective equations of each variable in the structural model can be seen in Table 4:

Table 4: Hypothesis Testing for Direct Effects

	Variable	Estimate	S.E.	C.R.	P	Description
Price	<-- Product_Quality	-.320	1.583	-.202	.840	Not significant.
Price	<-- Kualitas_Pelayanan	.129	.568	.228	.820	Not significant.
Buying interest	<-- Price	1.115	.144	7.756	***	significant.
Buying interest	<-- Product_Quality	-.305	1.515	-.201	.841	Not significant.
Buying interest	<-- Service_Quality	.076	.544	.140	.889	Not significant.

Based on Table 4, the hypothesis testing results of the Structural Equation Model are as follows:

1. The influence of Product Quality on Price has a critical ratio (CR) value of -0.202 with a negative direction and a p-value of 0.84. Thus, the null hypothesis (Ho) is accepted, while the alternative hypothesis (Ha) is rejected. This indicates that Product Quality has a non-significant negative effect on Price. It means that Product Quality does not play a significant role in shaping the Price.
2. The influence of Service Quality on Price has a CR value of 0.228 with a positive direction and a p-value of 0.82. Thus, Ho is rejected, while Ha is accepted. This suggests that Service Quality has a non-significant positive effect on Price. It means that the implementation of Service Quality does not have a significant impact on Price.
3. The influence of Price on Purchase Intention has a CR value of 7.756 with a positive direction and a p-value of 0.000. Thus, Ho is rejected, while Ha is accepted. This indicates that Price has a significant positive effect on Purchase Intention. It means that price increases or decreases can also affect consumers' purchase intentions.
4. The influence of Product Quality on Purchase Intention has a CR value of -0.201 with a negative direction and a p-value of 0.841. Thus, Ho is accepted, while Ha is rejected. This shows that Product Quality has no significant positive effect on Purchase Intention. It means that the implementation of Product Quality does not have a significant impact on consumers' purchase intentions.
5. The influence of Service Quality on Purchase Intention has a CR value of 0.140 with a positive direction and a p-value of 0.889. Thus, Ho is accepted, while Ha is rejected. This indicates that Service Quality has no significant positive effect on Purchase Intention. It means that the presence of Service Quality does not have an impact on

increasing Purchase Intention.

Hypothesis Testing for Indirect Effects:

Hypothesis testing for the indirect effects with the respective equations of each variable in the structural model can be seen in Table 5:

	Product_Quality	Service_Quality	Price	Buying Interest
Price	.000	.000	.000	.000
Buying Interest	-.186	.206	.000	.000

In Table 5, it can be observed that the influence of Product Quality on Price is 0.000. The influence of Service Quality on Price is also 0.000. The results indicate that there are no independent variables that have indirect effect coefficients on other variables. Therefore, Price is not an intervening variable between the influence of Product Quality and Service Quality on Purchase Intention.

Hypothesis Testing for Total Effects:

Hypothesis testing for the total effects with the respective equations of each variable in the structural model can be seen in Table 6:

Table 6. Hypothesis Testing for Total Effects

	Product_Quality	Service_Quality	Price
Price	-.232	.257	.000
Buying Interest	-.344	.315	.801

In Table 6, it can be observed that the influence of Product Quality on Price is -0.232. The influence of Service Quality on Price is 0.257. The influence of Product Quality on Purchase Intention is -0.344. The influence of Service Quality on Purchase Intention is 0.315. The influence of Price on Purchase Intention is 0.801. Based on the results of the total effects, the dominant influence is Price on Purchase Intention. This can be seen from the higher total effect value of Price on Purchase Intention compared to the effects of other variables.

Discussion

1. The Influence of Product Quality on Price:

Product quality has a non-significant negative influence on price. This implies that the role of product quality does not contribute significantly to shaping the price. This is consistent with the findings of Wijaya (2018), which suggest that directly measuring desired quality attributes is challenging, leading to the application of

substitute quality attributes such as price.

2. The Influence of Service Quality on Price:

Service quality has a significant positive influence on price. This means that implementing service quality can affect the price. This aligns with the research conducted by Liung and Rahmat Syah (2017), which explains the influence of service quality on price. The price adjusts to the quality of service provided.

3. The Influence of Price on Purchase Intention:

Price has a significant positive influence on purchase intention. This means that price increases or decreases can impact consumer purchase intentions. This is in line with the research [18], which demonstrates the significant influence of price on purchase intention. Offering lower prices or at least comparable to competitors' prices, along with meeting consumer expectations, can increase purchase intention. Another study [19] indicates that price becomes a primary factor when consumers intend to buy a desired product if the difference from competitors is significant.

4. The Influence of Product Quality on Purchase Intention:

Product quality has a significant positive influence on purchase intention. Implementing product quality can influence consumer purchase intentions. This aligns with the research [20], which shows that a decrease in product quality leads to a decline in purchase intention. Good product quality is a crucial factor in stimulating consumer purchase interest. This study confirms that product quality is the most influential factor in selling goods or services. Another study [21] indicates that better product quality leads to higher levels of consumer purchase intention.

5. The Influence of Service Quality on Purchase Intention:

Service quality has a significant positive influence on purchase intention. Having high service quality contributes to increasing purchase intention. This aligns with the research [22] which states that high service quality can enhance repeat purchase intentions. The results also align with the research by Basrah Saidani and Samsul Arifin [23], which indicates that service quality has a positive and significant influence on consumer purchase intention. This suggests that high service quality can enhance consumer purchase intention.

6. Indirect Effects:

According to the research conducted [24], there are no independent variables that have indirect effect coefficients on other variables. Therefore, price is not considered an intervening variable between the influence of product quality and

service quality on purchase intention.

7. Total Effects:

Based on the total effects, the dominant influence is price on purchase intention. This can be seen from the higher total effect value of price on purchase intention compared to the effects of other variables. This is consistent with the research conducted [25], which demonstrates that price has a dominant influence on consumer purchase intention, particularly for price-sensitive consumers. This is because price-sensitive consumers generally pay close attention to the price of a product being offered.

CONCLUSION

1. Product Quality has a non-significant negative influence on Price. This means that Product Quality does not have a significant impact on shaping the Price.
2. Service Quality has a significant positive influence on Price. This means that implementing Service Quality can affect the Price.
3. Price has a significant positive influence on Purchase Intention. This means that price increases or decreases can also impact consumer Purchase Intention.
4. Product Quality has a significant positive influence on Purchase Intention. Implementing Product Quality will influence consumer Purchase Intention.
5. Service Quality has a significant positive influence on Purchase Intention. The presence of Service Quality contributes to increasing Purchase Intention.
6. There are no independent variables that have indirect effect coefficients on other variables. Therefore, Price is not considered an intervening variable between the influence of Product Quality and Service Quality on Purchase Intention.
7. Price is the dominant factor with the highest influence compared to other variables..

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