

# Product Quality, Price, and Frontline Service Quality as Drivers of Consumer Purchase Decisions: Evidence from Indonesia

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## ARTICLE INFO

### Article history:

Received : August 23, 2025

Revised : February 15, 2026

Accepted : March 1, 2026

### Keywords:

Product Quality;

Price;

SPG Service Quality;

Purchase Decision;

Consumer Behavior;



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## ABSTRACT

*The increasing demand for office supplies in Jakarta, particularly products related to document storage, has created a highly competitive market where consumers are faced with numerous brand alternatives. This study aims to analyze the influence of product quality, price, and Sales Promotion Girl (SPG) service quality on consumer purchasing decisions for Daiichi products at Gramedia Bookstores in Jakarta. A quantitative research design was employed, with a sample of 240 respondents selected using a simple random sampling technique. Data were collected through questionnaires using a five-point Likert scale and analyzed with multiple linear regression using SPSS 26. The results indicate that SPG service quality exerts the most dominant influence on purchasing decisions ( $\beta = 0.681$ ;  $R^2 = 0.464$ ), followed by price ( $\beta = 0.543$ ;  $R^2 = 0.294$ ), while product quality shows a weaker but still significant effect ( $\beta = 0.353$ ;  $R^2 = 0.125$ ). Simultaneously, the three independent variables explain 48.4% of the variance in purchasing decisions. These findings suggest that while product attributes and competitive pricing are important, personalized service through SPGs plays a more critical role in shaping consumer behavior in retail office supply markets. From a managerial perspective, this study highlights the importance of investing in SPG training and communication skills, alongside adaptive pricing strategies, to enhance consumer trust and drive purchase decisions. From a theoretical standpoint, the findings enrich consumer behavior literature by emphasizing the strategic role of frontline service quality in influencing purchase decisions.*

## 1. INTRODUCTION

The rapid growth of business activities in major cities such as Jakarta has driven an increasing demand for office supplies, particularly products related to document storage. Items such as folders, binders, clear holders, expanding files, and zipper bags have become essential in supporting organizational operations while also serving as tools to maintain personal documents in an orderly and secure manner. With the availability of various competing brands in the market, such as Bantex, Kokuyo, Bambi, Interx, Felix, and Daiichi, consumers are presented with a wide range of product alternatives of varying quality and price. This situation has created intense competition among brands seeking to capture greater market share.

Previous studies have highlighted several key factors that influence consumer purchasing decisions. Product quality is often considered the dominant factor in building customer satisfaction and loyalty (Kotler & Keller, 2016; Tjiptono, 2019). Moreover, pricing plays a significant role as consumers frequently evaluate the balance between product benefits and their monetary value (Monroe, 2012). Saputra and Hidayat (2021) found that competitive pricing strategies significantly enhance consumer preferences, while Rahmawati (2022) argued that, although price remains important, personalized service has a stronger impact on consumer decision-making in markets with homogeneous products.

While many studies have focused on the impact of product quality and pricing, limited attention has been given to the role of Sales Promotion Girls (SPGs) as the frontline of direct selling. SPGs not only introduce and promote products but also provide a personalized shopping experience that can influence consumer confidence (Putri & Santoso, 2020). According to Wibowo (2021), SPGs who are

friendly, informative, and communicative can reduce consumer hesitation and even encourage unplanned purchases. However, there is still a lack of comprehensive studies examining the simultaneous influence of product quality, price, and SPG service on consumer purchasing decisions in the office supplies sector.

This gap highlights the importance of investigating the extent to which these three factors jointly influence consumer behavior, particularly in modern retail markets characterized by high competition and product similarity. Most previous research tends to emphasize only two variables, product quality and price, while overlooking the strategic role of SPG services. In practice, however, the presence of SPGs has been proven to significantly boost sales. For instance, PT Dairin Karya Makmur, with its Daiichi brand, reported higher sales performance in several Gramedia bookstores in Jakarta where SPGs were deployed compared to outlets without SPGs.

The urgency of this research lies in the practical necessity for office supply companies to understand which factors most strongly influence consumer purchasing decisions. The findings are expected to provide managerial insights for developing more effective marketing strategies, particularly in leveraging SPGs as brand representatives at the point of sale. From an academic perspective, this study contributes to the literature on consumer behavior and retail marketing by incorporating the underexplored variable of SPG service quality into the analysis of purchasing decisions.

Therefore, this study aims to: (1) analyze the effect of product quality on consumer purchasing decisions; (2) examine the influence of price on purchasing decisions; (3) investigate the role of SPG service quality in shaping consumer decisions; and (4) evaluate the simultaneous effect of product quality, price, and SPG service on consumer purchasing decisions for Daiichi products at Gramedia Bookstores in Jakarta.

Hypothesis Development of this research are :

1. Relationship between Product Quality (X1) and Purchase Decision (Y)

Product quality is one of the most influential factors in consumer purchasing decisions. High-quality products tend to provide satisfaction, encourage repeat purchases, and foster positive word-of-mouth. According to consumer behavior theory, product quality is a determinant factor in the purchase decision process, since consumers generally prefer products that meet or exceed their expectations and deliver additional value.

*Hypothesis H1: Product quality (X1) has a positive and significant effect on purchase decision (Y).*

2. Relationship between Price (X2) and Purchase Decision (Y)

Price plays a central role in consumer decision-making. Consumers continuously evaluate whether the price offered is fair and reflects the benefits received (value for money). The price perception theory suggests that price not only affects affordability but also shapes consumer perceptions of product quality and competitiveness compared to other brands.

*Hypothesis H2: Price (X2) has a positive and significant effect on purchase decision (Y).*

3. Relationship between Sales Promotion Girl (SPG) Service Quality (X3) and Purchase Decision (Y)

Sales Promotion Girls (SPGs) act as the frontline in influencing consumers' purchase decisions. The quality of service provided by SPGs enhances consumer confidence, reduces uncertainty, and encourages both planned and impulse purchases. Based on service quality theory (Parasuraman, Zeithaml & Berry), service performance directly affects customer satisfaction and loyalty, which in turn influences purchase intention and decision-making.

*Hypothesis H3: SPG service quality (X3) has a positive and significant effect on purchase decision (Y).*

4. Simultaneous Effect of Product Quality (X1), Price (X2), and SPG Service Quality (X3) on Purchase Decision (Y)

In marketing practices, purchase decisions are rarely influenced by a single factor. Instead, they result from an interplay of multiple variables, including product quality, price, and service quality. Marketing mix theory (Kotler & Keller) emphasizes that integrated strategies across these elements contribute to stronger consumer decision-making and competitive advantage.

*Hypothesis H4: Product quality (X1), price (X2), and SPG service quality (X3) simultaneously have a positive and significant effect on purchase decision (Y).*

## 2. THE PROPOSED METHOD

### a. Population and Sample

The population of this study consists of all consumers of Daiichi office supplies products at Gramedia Bookstores in Jakarta. Since the exact number of consumers is unknown, the population is categorized as infinite. Thus, the study collected data from 240 respondents, which is considered adequate for statistical analysis using multiple linear regression.

The study applied a simple random sampling technique, where each member of the population had an equal chance of being selected as a respondent. As explained by Sugiyono (2014), this technique is suitable for populations without specific strata and ensures unbiased representation of consumer perceptions.

### b. Data Collection Method

Primary data were obtained through a structured questionnaire distributed directly to respondents at Gramedia Bookstores in Jakarta. The questionnaire employed a five-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree) to measure consumer perceptions of the main variables: product quality, price, SPG service quality, and purchase decision. In addition, secondary data were collected from relevant journals, books, and previous studies to support the theoretical framework. The collected data were analyzed using SPSS 26.0 software.

## 3. RESULTS AND DISCUSSION

### Results

In this study, a total of 240 consumers of Daiichi products at Gramedia Bookstore Jakarta were invited to complete an online questionnaire. Respondents were selected based on the criterion that they had purchased office supply products at Gramedia within the past 12 months (Table 1). The questionnaire was designed to measure variables such as Product Quality (X1), Price (X2), SPG Service Quality (X3), and Purchase Decision (Y), using a five-point Likert scale (Sugiyono, 2014; Hair et al., 2010).

**Table 1** Respondents Description

|                 |                                 | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|---------------------------------|-----------|---------|---------------|--------------------|
| Gender          | Men                             | 55        | 22,9    | 22,9          | 22,9               |
|                 | Women                           | 185       | 77,1    | 77,1          | 100,0              |
|                 | Total                           | 240       | 100,0   | 100,0         |                    |
| Age Group       | < 18 years                      | 52        | 21,7    | 21,7          | 21,7               |
|                 | 18-25 years                     | 115       | 47,9    | 47,9          | 69,6               |
|                 | 26-35 years                     | 44        | 18,3    | 18,3          | 87,9               |
|                 | 36-45 years                     | 19        | 7,9     | 7,9           | 95,8               |
|                 | > 45 years                      | 10        | 4,2     | 4,2           | 100,0              |
|                 | Total                           | 240       | 100,0   | 100,0         |                    |
| Education Level | SMP/ Junior High and similar    | 8         | 3,3     | 3,3           | 3,3                |
|                 | SMA/SMK/Senior High and similar | 117       | 48,8    | 48,8          | 52,1               |
|                 | Diploma                         | 29        | 12,1    | 12,1          | 64,2               |
|                 | S1. Undergraduate               | 83        | 34,6    | 34,6          | 98,8               |
| Occupation      | Students                        | 99        | 41,3    | 41,3          | 41,3               |
|                 | Housewives                      | 11        | 4,6     | 4,6           | 45,8               |
|                 | Private Employers               | 109       | 45,4    | 45,4          | 91,3               |

|               |     |       |       |       |
|---------------|-----|-------|-------|-------|
| Civil Servant | 5   | 2,1   | 2,1   | 93,3  |
| Entrepreneur  | 16  | 6,7   | 6,7   | 100,0 |
| Total         | 240 | 100,0 | 100,0 |       |

Based on the demographic data, this study involved 240 respondents who are consumers of Daiichi products at Gramedia Bookstore in Jakarta. In terms of gender, the majority of respondents were female, totaling 185 individuals (77.1%), while male respondents amounted to 55 individuals (22.9%). This finding indicates that female consumers tend to be more dominant in purchasing stationery and office supply products.

Regarding the age group, the largest proportion of respondents fell within the 18–25 years category, with 115 individuals (47.9%), followed by those under 18 years with 52 individuals (21.7%), the 26 - 35 years group with 44 individuals (18.3%), the 36–45 years group with 19 individuals (7.9%), and finally respondents over 45 years with 10 individuals (4.2%). This distribution highlights that Daiichi's primary market segment is younger consumers, particularly students and young professionals, who actively purchase stationery products to support their daily needs. In terms of educational background, the majority of respondents had completed senior high school or vocational school (117 individuals or 48.8%), followed by those holding a bachelor's degree (S1) with 83 individuals (34.6%), diploma holders with 29 individuals (12.1%), and junior high school graduates with 8 individuals (3.3%). This pattern suggests that Daiichi consumers are largely individuals who are currently pursuing or have completed secondary and higher education, which aligns with the need for stationery and office supplies in academic and professional settings.

When considering occupational status, respondents were dominated by private employees (109 individuals or 45.4%) and students (99 individuals or 41.3%). The remaining respondents consisted of housewives (11 individuals or 4.6%), entrepreneurs (16 individuals or 6.7%), and civil servants (5 individuals or 2.1%). These results indicate that Daiichi's consumers are not only concentrated among students but also among private sector employees who rely on stationery and office supplies for professional activities.

In summary, the demographic profile of respondents in this study demonstrates that Daiichi's consumers at Gramedia Jakarta are predominantly young female individuals aged 18–25 years, with educational backgrounds ranging from senior high school to bachelor's degree, and occupations primarily as students or private employees. These characteristics provide a strong foundation for understanding consumer behavior and formulating effective marketing strategies.

Multiple linear regression analysis was conducted to examine the effect of the independent variables, Product Quality (X1), Price (X2), and SPG Service Quality (X3), on the dependent variable, namely Purchase Decision (Y). The results of the data processing using SPSS 26 are presented in the following Table 2

**Table 2.** Results of Multiple Linear Regression

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients |
|-------------------------|-----------------------------|------------|---------------------------|
|                         | B                           | Std. Error | Beta                      |
| (Constant)              | 10,625                      | 3,124      |                           |
| Product Quality         | -0,009                      | 0,057      | -0,009                    |
| Price                   | 0,290                       | 0,104      | 0,189                     |
| Services Quality of SPG | 0,783                       | 0,084      | 0,565                     |

**Dependent Variable: Purchasing Decision**

Source: Data Processing, 2025

Overall, the results of this regression analysis indicate that Price and especially SPG Service Quality have a positive influence on consumers' purchasing decisions, whereas Product Quality does not show a significant effect. Therefore, marketing strategies that emphasize optimal SPG service performance and appropriate pricing strategies will be more effective in enhancing consumer purchasing decisions.

Following the multiple linear regression analysis, a partial test (t-test) was conducted to examine the effect of each independent variable, Product Quality (X1), Price (X2), and SPG Service Quality (X3), on the dependent variable, Purchase Decision (Y). The results of the t-test are presented in the following Table 3.

**Table 3.** t-Test Results of Product Quality

| X                                              |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|------------------------------------------------|-----------------|-----------------------------|------------|---------------------------|-------|-------|
|                                                |                 | B                           | Std. Error | Beta                      |       |       |
| 1                                              | (Constant)      | 32,075                      | 3,411      |                           | 9,405 | 0,000 |
|                                                | Product Quality | 0,342                       | 0,059      | 0,353                     | 5,823 | 0,000 |
| <b>Dependent Variable: Purchasing Decision</b> |                 |                             |            |                           |       |       |

Source: Data Processing, 2025

As shown in Table 4, the significance value is 0.000 ( $< 0.05$ ) and the t-value is 5.823, which is greater than the critical t-table value ( $\approx 1.960$ ). This indicates that Product Quality has a positive and significant effect on Purchase Decision. In other words, the higher the product quality perceived by consumers, the greater their likelihood to make a purchase.

**Table 4.** t-Test Results of Price

| Model                                          |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|------------------------------------------------|------------|-----------------------------|------------|---------------------------|-------|-------|
|                                                |            | B                           | Std. Error | Beta                      |       |       |
| 1                                              | (Constant) | 24,397                      | 2,769      |                           | 8,810 | 0,000 |
|                                                | Price      | 0,832                       | 0,083      | 0,543                     | 9,965 | 0,000 |
| <b>Dependent Variable: Purchasing Decision</b> |            |                             |            |                           |       |       |

Source: Data Processing, 2025

Table reveals that the significance value is 0.000 ( $< 0.05$ ) with a t-value of 8.965  $>$  t-table. This confirms that Price has a positive and significant impact on Purchase Decision. Thus, an appropriate pricing strategy plays a crucial role in encouraging consumers' purchase decisions.

**Table 5.** t-Test Results of Services Quality of SPG

| Model                                          |                         | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|------------------------------------------------|-------------------------|-----------------------------|------------|---------------------------|--------|-------|
|                                                |                         | B                           | Std. Error | Beta                      |        |       |
| 1                                              | (Constant)              | 13,064                      | 2,716      |                           | 4,811  | 0,000 |
|                                                | Services Quality of SPG | 0,944                       | 0,066      | 0,681                     | 14,343 | 0,000 |
| <b>Dependent Variable: Purchasing Decision</b> |                         |                             |            |                           |        |       |

Source: Data Processing, 2025

In Table 5 the significance value is 0.000 ( $< 0.05$ ) and the t-value is 14.343, exceeding the t-table threshold. These results demonstrate that SPG Service Quality exerts a positive and highly significant influence on Purchase Decision. This finding suggests that SPG service quality is the most dominant factor in driving consumer decisions.

Taken together, the t-test results show that all three independent variables, Product Quality, Price, and SPG Service Quality, have significant effects on Purchase Decision. Among them, SPG Service Quality (X3) emerges as the most influential factor, highlighting the importance of personal service in shaping consumer purchasing behavior.

**Table 6.** F- Test Results

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 3236,966       | 3   | 1078,989    | 73,759 | ,000 <sup>b</sup> |
|       | Residual   | 3452,330       | 236 | 14,629      |        |                   |



|       |          |     |
|-------|----------|-----|
| Total | 6689,296 | 239 |
|-------|----------|-----|

**Dependent Variable: Purchasing Decision**

**Predictors: (Constant), Services Quality of SPG, Product Quality, Price**

Source: Data Processing, 2025

Table 6 shows the F-test was conducted to examine whether the independent variables, Product Quality (X1), Price (X2), and SPG Service Quality (X3). simultaneously influence the dependent variable, Purchase Decision (Y). As shown in Table 4.69, the regression model produces an F-value of 73.759 with a significance level of 0.000, which is below the threshold of 0.05. This result indicates that the regression model is statistically significant, confirming that Product Quality, Price, and SPG Service Quality collectively have a significant effect on consumers' purchase decisions.

Based on the F-test results, it is evident that the independent variables, namely Product Quality, Price, and SPG Service Quality, simultaneously have a significant effect on Purchase Decisions. This indicates that the regression model used is appropriate and able to explain the relationship between the studied variables. To further determine the magnitude of contribution from the independent variables in explaining the variation in the dependent variable, the coefficient of determination ( $R^2$ ) analysis was conducted.

**Table 7. R Square Results**

| Model             | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------------------|-------------------|----------|-------------------|----------------------------|
| <b>X1</b>         | ,353 <sup>a</sup> | 0,125    | 0,121             | 4,96001                    |
| <b>X2</b>         | ,543 <sup>a</sup> | 0,294    | 0,291             | 4,45325                    |
| <b>X3</b>         | ,681 <sup>a</sup> | 0,464    | 0,461             | 3,88276                    |
| <b>X1, X2, X3</b> | ,696 <sup>a</sup> | 0,484    | 0,477             | 3,82472                    |

Source: Data Processing, 2025

Based on the results of the partial coefficient of determination, the following findings were obtained:

1. Product Quality (X1) has an  $R^2$  value of 0,125, indicating that this variable contributes 12.5% in explaining variations in Purchase Decisions. This suggests that while Product Quality has an effect, its contribution remains relatively small compared to other variables.
2. Price (X2) shows an  $R^2$  value of 0,294, meaning that Price explains 29.4% of the variation in Purchase Decisions. Thus, pricing plays a stronger role compared to product quality in influencing consumer purchase decisions.
3. SPG Service Quality (X3) obtained an  $R^2$  value of 0,464, which means that this variable contributes 46.4% to Purchase Decisions. This finding highlights that service quality provided by SPG is the most dominant factor influencing consumer decisions.
4. Simultaneously, the multiple regression analysis shows that the combination of Product Quality, Price, and SPG Service Quality produces an  $R^2$  value of 0,484. This indicates that together, the three independent variables explain 48.4% of the variation in Purchase Decisions, while the remaining 51,6% is influenced by other factors not included in this research model.

## Discussion

The results of this study indicate that all three independent variables, Product Quality, Price, and SPG Service Quality, have a significant influence on consumer purchasing decisions. Among them, SPG Service Quality showed the strongest effect, with the highest standardized coefficient ( $\beta = 0.681$ ) and the largest contribution in the coefficient of determination ( $R^2 = 0.464$ ). This finding implies that the interpersonal interactions and service excellence delivered by SPGs play a dominant role in shaping consumers' purchasing behavior, even more so than product features or pricing strategies.

These findings are consistent with the expectancy-disconfirmation theory, which posits that consumer satisfaction and subsequent purchase decisions are heavily influenced by whether service

encounters meet or exceed expectations. The significant effect of SPG Service Quality reinforces the importance of personal service encounters in retail and fashion-related contexts, where consumers seek not only tangible product quality but also social and emotional assurance during the buying process.

Furthermore, this study aligns with previous research such as Agag et al. (2016), who found that service quality factors have a stronger impact on purchase intention compared to product-related attributes in digital and offline retail settings. However, the weaker effect of product quality ( $\beta = 0.353$ ;  $R^2 = 0.121$ ) differs from some studies that emphasized product attributes as the primary driver of consumer behavior. This difference may be explained by the context of the research, where consumers in fashion retail markets often rely more on service interactions and pricing flexibility than on product durability alone. From a practical standpoint, these results highlight the need for businesses to prioritize service excellence and competitive pricing strategies in their marketing mix. Investing in SPG training programs, interpersonal communication skills, and consumer engagement strategies could significantly improve purchase decisions. At the same time, a well-calibrated pricing strategy remains essential in positioning the brand competitively in a highly dynamic market.

The findings of this study contribute to the broader consumer behavior literature, particularly in the context of fashion retail. The results emphasize that interpersonal service quality delivered by SPGs can exert a stronger influence on purchasing decisions than product attributes. This reinforces and extends the expectancy-disconfirmation theory, highlighting that service encounters that exceed consumer expectations can drive purchase decisions even when product-related attributes are less dominant. Thus, this study enriches theoretical perspectives by demonstrating the critical role of social and emotional factors in consumer purchasing behavior.

From a managerial perspective, the findings provide important guidance for retailers to prioritize investments in SPG service development, including training in interpersonal communication, product presentation, and customer-oriented service strategies. Furthermore, the significance of price underscores the need for adaptive pricing policies that align with consumer expectations while maintaining competitiveness. By combining excellent service delivery with effective pricing strategies, fashion retailers can enhance their market competitiveness and foster stronger consumer loyalty in a dynamic retail environment.

This study has several limitations that should be acknowledged. First, the data were collected only from Daichi consumers at Gramedia Bookstore in Jakarta, which may limit the generalizability of the findings to other regions or retail contexts. Second, the study focused exclusively on three independent variables, Product Quality, Price, and SPG Service Quality, while excluding other potential determinants of consumer purchasing decisions, such as brand image, digital promotions, or customer loyalty. Third, the cross-sectional research design captures consumer behavior at a single point in time, preventing the analysis of behavioral changes across different time periods.

Future studies are recommended to expand the sample to include consumers from different cities and various retail sectors, which would enhance the generalizability of the findings. Researchers could also incorporate additional variables, such as brand image, digital marketing efforts, and customer experience, to provide a more comprehensive view of purchasing decision drivers. Moreover, adopting a longitudinal design could help track consumer behavior changes over time, while qualitative approaches, such as in-depth interviews, may offer richer insights into the emotional and psychological aspects underlying purchase decisions.

Finally, while this study provides valuable insights, it is important to acknowledge that other external factors such as brand image, promotional intensity, or digital marketing engagement were not included in the model. Future studies could integrate these variables to obtain a more comprehensive understanding of consumer decision-making in fashion retail.

#### 4. CONCLUSION

This study concludes that among the three independent variables examined, SPG service quality and price significantly influence consumer purchasing decisions, with SPG service quality emerging as the most dominant factor. This finding highlights that interpersonal interactions and service excellence

provided by SPGs play a more critical role than product quality in driving consumer purchasing behavior. Therefore, marketing strategies that emphasize improving SPG service competence and establishing competitive pricing are more effective in attracting and retaining consumers.

From a theoretical perspective, this research contributes to the consumer behavior literature by demonstrating that service interactions can outweigh product attributes in retail fashion contexts. From a practical standpoint, the findings suggest that businesses should prioritize investments in SPG training, interpersonal communication enhancement, and adaptive pricing strategies to strengthen their market positioning.

Nevertheless, this study is limited by its focus on consumers in Jakarta and the restricted set of variables included in the model. Future research should expand the geographical scope and incorporate additional factors such as brand image, digital promotion, and consumer emotional engagement to achieve a more comprehensive understanding of purchasing decision determinants in the retail sector.

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