

THE INFLUENCE OF PRICE AND SERVICE QUALITY ON THE PURCHASE DECISION OF PILGRIMS CHOOSING PT HAJI MABRUR BAROKAH IN PONTIANAK

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Article history: received 10 Janury 2025; revised 21 February 2025; accepted 05 March 2025

DOI: <https://doi.org/10.33751/jhss.v8i3.11883>

Abstract. This study aims to analyze the influence of price and service quality on the purchase decisions of pilgrims who choose PT Haji Mabur Barokah in Pontianak. The research method employed is quantitative with an associative approach, where data were collected through questionnaires distributed to 100 respondents. The results indicate that all research instruments are valid and reliable, and the data distribution is normal. The linearity test shows a linear relationship between price and service quality on purchase decisions. The multiple linear regression analysis reveals that both price and service quality have a positive and significant impact on purchase decisions, with regression coefficients of 0.162 for price and 0.480 for service quality. The F-test shows that both variables simultaneously have a significant effect on purchase decisions, while the t-test indicates a significant effect of each variable partially. The coefficient of determination of 39.1% indicates that price and service quality can explain the effect on purchase decisions, while the remaining percentage is influenced by other factors.

Keywords: price; service quality; purchase decision

I. INTRODUCTION

Hajj is one of the pillars of Islam and constitutes the fifth pillar of the faith. It is obligatory for every Muslim who meets certain conditions to perform it at least once in their lifetime. The significance of performing Umrah has motivated many Muslims to engage in this act of worship, which is why Umrah trips have become highly sought after by Muslims worldwide, including in Indonesia. As the country with the largest Muslim population, Indonesia contributes significantly to the number of Umrah pilgrims each year. It is not surprising that the demand for services related to Umrah and Hajj has increased year by year [1]. According to data from the Ministry of Religious Affairs, there has been a notable increase in the number of Umrah pilgrims in recent years, especially after the easing of COVID-19 pandemic restrictions. The people of Pontianak City, in particular, have a strong desire to perform Umrah, as evidenced by the large number of pilgrims registering for Umrah trips.

This phenomenon presents a significant opportunity for travel agencies, including Umrah travel agencies, to expand their services to meet the growing demand. In order to ensure the smooth implementation of Umrah and Hajj, high-quality services are required, encompassing planning management, regulations, and all arrangements that start from the registration of pilgrims, financing, accommodations (lodging and meals), fee payments, transportation, religious guidance (manasik), group organization, document collection and passport handling, visa processing, and other necessary

resources. The goal is to provide satisfaction, security, comfort, and trust to the pilgrims. In this regard, Umrah pilgrims need excellent services from agencies that organize Umrah trips to help them perform their worship [2].

Consumers of Umrah travel services are typically rational decision-makers. They will evaluate their choice of travel provider through a process that usually starts with needs analysis, information search, evaluation, and decision-making. Ultimately, the actions of the company will result in a value assessment from the consumer regarding their perceived satisfaction. To achieve customer satisfaction, companies must provide high-quality services, affordable prices, and attractive promotions to retain their customers [3].

Competitive pricing is one of the main attractions for prospective pilgrims. However, not all companies are able to offer payment flexibility that aligns with the financial capabilities of society. Pilgrims also consider additional benefits and services offered by businesses beyond price, such as extra facilities, travel comfort, and company reputation [4]. One company that operates in this field is PT Haji Mabur Barokah Travel Pontianak, a travel agency that focuses on Umrah and Hajj services.

PT Haji Mabur Barokah Travel Pontianak is a regional branch that plays an important role in expanding Umrah service coverage across Indonesia. This branch is under the supervision of the main office located in Makassar, South Sulawesi. As a regional branch, PT Haji Mabur Barokah Pontianak has the primary responsibility to serve the

community in its operational area, while also supporting the central office's vision and mission in providing professional and trustworthy services.

PT Haji Mabrur Barokah Travel provides innovative solutions through installment programs with a minimal down payment of 5 million, allowing more people to access the pilgrimage services without the burden of high upfront costs. This system facilitates access to various economic layers and positively influences the quality of service and satisfaction levels of the pilgrims [5]. This makes PT Haji Mabrur Barokah Travel one of the preferred choices for pilgrims. Not only does it offer competitive prices, but PT Haji Mabrur Barokah also ensures the delivery of high-quality services to attract customer satisfaction during both the registration and execution of Umrah. Customer satisfaction is the feeling of pleasure derived from comparing the performance of a product or service with expectations [6].

The increase in the number of Umrah pilgrims presents a promising business opportunity. More domestic travel agencies are now offering Hajj and Umrah services. The Hajj and Umrah travel business has become an important avenue for society to perform these religious duties, making it crucial to understand customer satisfaction in this industry in Indonesia [7]. The following table shows the number of Umrah pilgrims using PT Haji Mabrur Barokah's services in the past three years:

Table 1. Number of Umrah Pilgrims of PT Haji Mabrur Barokah in 2021-2023

No	Year	Number of Pilgrims
1	2021	35 Pilgrims
2	2022	107 Pilgrims
3	2023	221 Pilgrims

Source: PT Haji Mabrur Barokah, 2025

From Table 1, it is evident that the number of Umrah pilgrims using PT Haji Mabrur Barokah's services has increased significantly. In 2021, there were 35 pilgrims, in 2022 there was a sharp rise of 205.71% from 2021, and in 2023 there was another increase of 106.54% from 2022. According to an interview with the management of PT Haji Mabrur Barokah Travel, the significant difference between 2021 and 2022 was due to the travel restrictions imposed during the COVID-19 pandemic, which severely limited the number of pilgrims in 2021. The following is the financial report of PT Haji Mabrur Barokah for the years 2021-2023:

Table 2. Business Revenue of PT Haji Mabrur Barokah in 2021-2023

No	Year	Revenue (Rp)
1	2021	1.172.500.000
2	2022	3.603.100.000
3	2023	7.639.750.000

Source: PT. Haji Mabrur Barokah, 2024

Table 2 shows that the revenue from Umrah services has increased significantly from 2021 to 2023, indicating that this business is promising and experiencing significant economic growth.

PT Haji Mabrur Barokah prioritizes the quality of its services. Service quality is a critical factor that a company

must focus on, especially for service-oriented businesses [8]. This is important since the prices offered by other companies are generally similar or comparable. However, it is also crucial to understand that price is not the only factor that influences the decisions of prospective pilgrims [9]. In addition to price, customers will also consider service quality before making their decision.

Based on the above description, the researcher is interested in conducting a study titled "The Influence of Price and Service Quality on Pilgrims' Decision to Choose PT Haji Mabrur Barokah in Pontianak City."

Price

Price is the exchange value paid by the buyer to obtain goods or services, including their utility and associated services. Another definition of price is the exchange value that can be equated with money in order to acquire goods or services for an individual or group at a specific time and place [10]. It refers to the amount of money charged for a product or service, representing the sum of values customers exchange for the benefit of obtaining or using the product or service [11]. According to [12] price is the only element in the marketing mix that generates income or revenue for the company.

Service Quality

According to [12], service quality refers to the level of excellence expected and the control over that level to meet customer expectations. Service quality encompasses the total features and characteristics of a product or service that have the ability to satisfy both stated and implied customer needs [13]. Service quality is the act performed by one party toward another or other parties through the delivery of products or services according to the established criteria, aimed at meeting the needs, desires, and expectations of those being served [14].

Purchase Decision

Purchase decision is part of consumer behavior. Consumer behavior encompasses the study of how individuals, groups, and organizations select, purchase, and use goods, services, ideas, or experiences to fulfill their needs and desires [15]. According to [16] A purchase decision is an action taken by consumers to buy a particular product after receiving purchase stimuli. A purchase decision is a decision made by a consumer to purchase a product through a series of stages in which the consumer recognizes a problem, ultimately leading to a purchase that meets the consumer's needs [17]. According to [18], a purchase decision is a psychological process undergone by consumers, beginning with the stage of paying attention to a product or service. If it leaves an impression, the consumer will move on to the stage of interest to learn about the special features of the product or service.

II. RESEARCH METHOD

Metode The research method used in this study is quantitative research employing an associative approach. According to [19], "Associative research is research aimed at understanding the relationship between two or more variables." Data collection techniques in this study involved both primary and secondary data. According to [19], "Primary data is data collected directly by the researcher from the

primary source or the site of the research object." The primary data was obtained through: Observation, Interviews, and Questionnaires. According to [19] also defines "Secondary data as data published or used by an organization that is not the data processor." The secondary data was gathered through the internet, specifically regarding information on umrah pilgrims. The population in this study consists of all pilgrims or consumers who have used the services of PT Haji Mabur Barokah, with a sample size of 100 individuals. According to [20], "A sample is a portion of the population that possesses the characteristics of that population." The sampling technique used is Purposive Sampling. Purposive sampling refers to the process of selecting samples or data sources based on specific considerations [21]. The criteria for respondents are pilgrims who have independently chosen to perform umrah using the services of PT Haji Mabur Barokah in Pontianak. In this study, the measurement scale used is the Likert Scale. To test the instruments for each variable, instrument tests were conducted, which included validity and reliability tests. According to [22], validity aims to measure how well the respondents understand the questions posed, and if the calculated *r*-value is greater than the table *r*-value, the instrument is considered valid. On the other hand, reliability assesses the consistency of respondents' answers using Cronbach's Alpha, where a value greater than 0.60 indicates that the research instrument is trustworthy.

After testing for validity and reliability, classical assumption tests are conducted to ensure that the regression model meets the requirements for statistical analysis.

The classical assumption test consists of several tests: normality, linearity, multicollinearity, and heteroscedasticity. The normality test determines whether the data follows a normal distribution, typically using the Kolmogorov-Smirnov test. The linearity test evaluates the relationship between the independent and dependent variables, while the multicollinearity test assesses whether there is a correlation among the independent variables. According to [23] multicollinearity does not occur if the tolerance value is greater than 0.10 and the VIF (Variance Inflation Factor) is less than 10. Subsequently, the study conducts hypothesis testing. This stage involves using multiple linear regression analysis, the correlation coefficient (*R*), the coefficient of determination (*R*²), and the F-test (simultaneous test) and t-test. Sugiyono (2019) states that the correlation coefficient is used to measure the relationship between variables, while the coefficient of determination (*R*²) measures how well the independent variables explain the dependent variable. Multiple linear regression analysis is used to determine the influence of more than one independent variable on the dependent variable. The F-test examines the simultaneous influence of the independent variables on the dependent variable, while the t-test examines the partial influence of each independent variable.

III. RESULT AND DISCUSSION

1. Instrumen Testing

A. Validity Test

The validity test is conducted to determine the validity level of a statement instrument from the research questionnaire. The validity test is performed by correlating all item scores of the statements or questions, then comparing the test results (calculated *r*) with the *r* table value. The *r* table value can be obtained with the formula $df = n$ (sample size) - 2 = 100 - 2 = 98, with a significance level of 0.05, the *r* table value is 0.196. The results of the validity test are presented in Table 1.

TABLE 1. VALIDITY TEST RESULTS

Variable	Indicator	r value	r table	Description
Price(X1)	X1.1	0,718	0,196	Valid
	X1.2	0,746		
	X1.3	0,721		
	X1.4	0,727		
	X1.5	0,715		
	X1.6	0,782		
	X1.7	0,753		
	X1.8	0,775		
Service Quality (X2)	X2.1	0,756	0,196	Valid
	X2.2	0,752		
	X2.3	0,684		
	X2.4	0,636		
	X2.5	0,775		
	X2.6	0,768		
	X2.7	0,779		
	X2.8	0,729		
Purchase Decision (Y)	Y1.1	0,756	0,196	Valid
	Y1.2	0,752		
	Y1.3	0,684		
	Y1.4	0,636		
	Y1.5	0,775		
	Y1.6	0,768		
	Y1.7	0,779		
	Y1.8	0,729		
	Y1.9	0,756		
	Y1.10	0,752		

Source: Processed Data, 2025

Based on Table 1, it can be concluded that all the items of the statements on Price (X1), Service Quality (X2), and Purchase Decision (Y) in the questionnaire are valid, as each item has a calculated *r* value greater than the *r* table value.

B. Reliability Test

The reliability test is conducted to assess the reliability level of a statement as a measurement tool. In this study, the reliability test uses Cronbach's Alpha, with a significance level of 0.60. The results of the reliability test are shown in Table 2 below:

TABLE 2. RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Description
Price(X1)	0,883	Reliable
Service Quality (X2)	0,877	
Purchase Decision (Y)	0,902	

Source: Processed Data, 2025

Based on Table 2, it can be concluded that the Cronbach's Alpha values for the Price (X1), Service Quality (X2), and

Purchase Decision (Y) variables are greater than 0.60. Therefore, it can be concluded that all the measurement items for these variables are reliable.

2. CLASSICAL ASSUMPTION TEST

A. Normality Test

The Kolmogorov-Smirnov test was used to measure normality. The data distribution is considered normal if the significance value exceeds 0.05. The results of the normality test are displayed in Table 3

TABLE 3. NORMALITY TEST RESULTS

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	.072
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2025

Based on Table 3, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Therefore, it can be concluded that the data distribution in this study is normal.

B. Linearity Test

Based on the analysis using SPSS, the results of the linearity test are as follows:

TABLE 4. LINEARITY TEST RESULTS

Variable	Linierity Sig	Description
Price * Purchase Decision	0,000	Linier
Service Quality * Purchase Decision	0,000	

Source: Processed Data, 2025

Table 4 shows that the significance value for the linearity test between both variables is 0.000, which is less than 0.05, meaning there is a linear relationship between Price (X1) and Service Quality (X2) with Purchase Decision (Y).

C. Multicollinearity test

To assess whether there is a correlation among independent variables, a multicollinearity test was conducted. If the Variance Inflation Factor (VIF) is less than 10.00 or the tolerance value exceeds 0.10, multicollinearity is considered absent. The results of the multicollinearity test are shown in Table 5.

TABLE 5. MULTICOLLINEARITY TEST RESULTS

Variable	Tolerance	VIF
Price (X1)	.837	1.194
Service Quality (X2)	.837	1.194

a. Dependent Variabel: Purchase Decision

Source: Processed Data, 2025

Based on Table 5, it is known that the Tolerance values for the Price (X1) and Service Quality (X2) variables are 0.837, which is greater than 0.10. The VIF values for Price (X1) and Service Quality (X2) are 1.194, which is less than 10.00. Therefore, based on the decision-making criteria, it can be

concluded that no multicollinearity issues exist between the two independent variables.

3. HYPOTHESIS TESTING

A. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the condition (upward or downward) of the dependent variable when two or more independent variables act as predictor factors. Based on the analysis results using SPSS, the regression coefficients are as follows:

TABLE 6. MULTIPLE LINEAR REGRESSION ANALYSIS TEST RESULTS

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.467	4.083	.000
Price	.162	2.041	.044
Service Quality	.480	6.148	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 6 and referring to the multiple linear regression equation, the following results are obtained:

$$Y = 1.467 + 0.162 X_1 + 0.480 X_2$$

- The constant (a) is 1.467, which means if the variables Price (X1) and Service Quality (X2) are both zero, then the Consumer Decision (Y) will be 1.467.
- The regression coefficient (b1) for the Price (X1) variable is 0.162, which means that if the Price variable increases by 0.162 units, the Consumer Decision will increase by 0.162 units.
- The regression coefficient (b2) for the Service Quality (X2) variable is 0.480, which means that if the Service Quality variable increases by 0.480 units, the Consumer Decision will increase by 0.480 units.

B. Correlation and Determination Coefficient (R²)

The correlation coefficient is used to determine the strength of the relationship between two or more variables, which can also define the direction of their relationship. The technique used is the Product Moment correlation. The results of the correlation coefficient test are as follows:

TABLE 7. CORRELATION AND DETERMINATION COEFFICIENT (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.391	.378	.37691

a. Predictors: (Constant), Service Quality, and Price

Source: Output SPSS, Tahun 2025

The correlation coefficient in Table 7 shows an R value of 0.625, indicating a strong relationship between Price and Service Quality on Consumer Decision. This is because the value lies within the 0.60-0.799 interval.

The determination coefficient (R²) test result shows an R-Square value of 0.391, meaning that the variables Price and Service Quality explain 39.1% of the influence on consumer decisions ($1 \times 0.391 \times 100\%$). The remaining 60.9% is influenced by other variables outside the scope of this study.

C. Simultaneous Effect Test (F Test)

Based on the results of the simultaneous hypothesis test (F Test) using SPSS, the following results were obtained:

TABLE 8. SIMULTANEOUS EFFECT TEST (F TEST) RESULTS

Model	Sum of Squares	Mean Square	F	Significance
Regression	8.834	4.417	31.090	.000 ^b
Residual	13.780	.142		
Dependent Variable: Purchase Decision Predictors: (Constant), Service Quality and Price				

Source: Processed Data, 2025

The simultaneous (F) test result in Table 8 shows that the calculated F value is 31.090 > F table value of 3.09, and the significance value is 0.000 < 0.05. Therefore, it can be concluded that the variables Price and Service Quality have a positive and significant influence on Consumer Decision when considered simultaneously.

D. Partial Effect Test (T Test)

Based on the results of the partial hypothesis test (T Test) using SPSS, the following t-test results were obtained:

TABLE 9. PARTIAL EFFECT TEST (T Test) RESULT

Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.467	4.083	.000
Price	.162	2.041	.044
Service Quality	.480	6.148	.000
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

Based on the partial hypothesis test (t-test) results shown in Table 9, the calculated t-values are compared with the t-table value, which is 1.660. The partial t-test results can be explained as follows:

1. The calculated t-value for the Price (X1) variable is 2.041 > t-table value of 1.660, and the significance value is 0.044 < 0.05. Therefore, it can be concluded that the Price (X1) variable has a positive and significant influence on Consumer Decision (Y) partially.
2. The calculated t-value for the Service Quality (X2) variable is 6.148 > t-table value of 1.660, and the significance value is 0.000 < 0.05. Therefore, it can be concluded that the Service Quality (X2) variable has a positive and significant influence on Consumer Decision (Y) partially.

Based on the results of the partial hypothesis test (t-test) that has been conducted, it was found that price and service quality have a significant effect on consumers' purchase decisions. In more detail, the t-statistic value for the price variable is 2.041, which is greater than the t-table value of 1.660, with a significance value of 0.044 < 0.05. This indicates that price has a significant positive effect on purchase decisions partially. This means that the higher the price offered, the higher the consumers' decision to purchase the product or service, as long as the price is still considered reasonable and commensurate with the value received.

In addition, the t-test results for service quality show a t-statistic value of 6.148, which is much greater than the t-table value of 1.660, with a significance value of 0.000 < 0.05. This indicates that service quality also has a very significant influence on purchasing decisions. This means that consumers will consider the service quality provided, such as friendliness, responsiveness, and service suitability, as important factors in determining whether they will purchase a product or service from a company.

IV. CONCLUSIONS

Based on the findings of this study, it can be concluded that price and service quality play a very important role in influencing the purchasing decisions of pilgrims. Competitive prices and good service quality not only function as complementary factors, but also as elements that provide added value to consumers. Prices that are considered reasonable will encourage consumers to choose a service, but good service quality will strengthen their decision to buy. These findings indicate that both factors together contribute to positive purchasing decisions. In the business world, especially in the umrah service industry, these two factors are the main determinants in influencing consumer decisions. Although competitive prices are very important, without being supported by good service quality, consumers' decisions to purchase can be negatively influenced. Conversely, better service quality with appropriate prices will increase satisfaction and strengthen pilgrims' purchase intentions. For Umrah service providers, the results of this study indicate the importance of maintaining a balance between price and service quality. Setting prices that are too high without being supported by appropriate services will affect purchasing decisions. Conversely, superior service quality, such as friendly and responsive service, will be a differentiator that builds pilgrims' loyalty and trust. Therefore, companies need to pay attention to these two elements holistically in every aspect of their operations and marketing. This study also provides practical insights for marketing practitioners to pay more attention to service quality management and competitive pricing that aligns with consumer expectations. Additionally, this research opens the door for further studies that can delve deeper into other factors influencing purchasing decisions in the service sector.

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