



## **The Effect Of Price Through Product Quality On Purchase Decisions Moderated By Customer Experience**

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### **Abstract**

The economy in today's era of globalization has fierce competition, especially in the business world, where each company moves to continue to make products that are mainly to meet what is needed by consumers and companies are always innovating to make products that are different from before and from competitors and strive to be superior to other products. This study was conducted with the aim of analyzing the price variable as an independent variable, the purchase decision variable as a dependent variable, the Product Quality variable as a mediation variable, and the Customer Experience variable as a moderation variable. This study uses the method of distributing questionnaires to respondents directly who are consumers of Pepsodent toothpaste products. This type of research is quantitative research. The data processed is primary data obtained from the results of the questionnaire distribution using a simple random sampling technique. From 100 respondents, a sample of 102 respondents was obtained. The data analysis was used using the Smart PLS program. The analysis carried out in this study uses a hypothesis with a partial test. The results of the analysis research, the indicators in this study are valid. Price (X) has no effect on consumer Purchase Decision (Y), Price (X) has a positive effect on Customer Experience (Z), Customer Experience (Z) has a positive effect on Purchase Decision (Y), product quality (M) passed by price (X) has a significant positive effect on purchase decision (Y), and Price (X) strengthened by Customer Experience (Z) has a significant positive effect on purchase decision (Y). The results of this research can be used to design the right pricing strategy, product quality and Customer Experience to improve consumer purchasing decisions.

**Keywords:** Customer Experience, Price, Purchase Decision, Product Quality

### **Introduction**

Globalization can provide opportunities and threats for brands that are competitive in the global market. This makes many manufacturers compete with each other to improve the quality of their respective products. The change in concept from the producer market to the consumer market makes consumers have the freedom to choose the brand of similar products they want. Thus, manufacturers must improve the image of the brand and make manufacturers

know our products well. By being aware of the product brand promoted by the manufacturer, consumers will make considerations on the decisions that will be taken in purchasing products.

Toothpaste is one of the important needs for the maintenance and health of teeth and gums. Pepsodent is one of the pastes and toothbrush brands from Unilever. Pepsodent is the oldest toothpaste in Indonesia. Since its inception, it has always provided more than just maintaining the health and hygiene of teeth and mouth. Pepsodent is the first toothpaste in Indonesia to re-launch fluoride toothpaste in the 1980s and the only Indonesian toothpaste company to teach and promote proper brushing habits through hygiene programs in underserved areas of the city and free dental check-up services. Since then Pepsodent has completed its product lineup from basic cleaning to toothpaste with complete benefits (Widiana & Sukawati, 2016).

A purchase decision is a stage in the decision-making process where the consumer actually buys. Before actually buying, consumers will go through several stages of the purchase process. Decision-making is an individual activity that is directly involved in the process of purchasing goods offered by the company. (Kotler and Keller, 2014) in (Darmansah & Yosepha, 2020). Kotler & Armstrong (2016) in (Janah et al., 2023) Defining Consumer behavior is the study of how individual, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. which means that purchasing decisions are part of consumer behavior consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. From the above definition, it can be interpreted that a purchase decision is a response where consumers recognize a problem, seek information, evaluate an alternative, decide to buy and perform an action or behavior after purchase. Indicators of purchasing decisions according to Kotler & Armstrong (2016) in (Janah et al., 2023) Presenting a purchase decision has the following dimensions: a. Product selection b. Brand choice c. Choice d. Purchase time e. Purchase amount f. Payment method.

Kotler and Amstrong (2012) in (Gunarsih et al., 2021) Defines price as the amount of money billed for a product or service. Or it can be broadly defined as price as the amount of value that consumers exchange for the benefit of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. According to Kotler (2009) in (Xian, Gou Li, 2011), price indicators are as follows: 1. Price affordability 2. Price compatibility with product quality 3. Price competitiveness 4. Price compatibility with benefits. Based on previous research, it is stated that price has a significant influence on purchasing decisions (Laili et al., 2018). Other research results conducted by (Ilmiyah & Krishernawan, 2020) stating that price has a positive effect on purchase decisions. Inversely proportional to the results of research conducted by (Ernawati, 2021) and (Yuliana & Maskur, 2022) which states that the price has no effect on the purchase decision.

Product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy the stated or implied needs of Kotler (2009) in (Kusuma et al., 2022). The following are indicators of product quality: 1. Form 2. Features 3. Performance 4. Conformity 5. Durability 6. Reliability 7. Ease of repair services (repairability) 8. Style 9. Design. Based on previous research, it is stated that product quality has a significant influence

on purchasing decisions (Mustika Sari & Prihartono, 2021) Other research results conducted by (Aldini et al., 2022) stated that product quality has a positive effect on purchasing decisions. Inversely proportional to the results of research conducted by (Aini & Andjarwati, 2020) which states that the price has no effect on the purchase decision.

Businesses compete for sales by focusing on two types of competition. First, they will compete to improve the quality of the products/services provided. Second, the purpose of price competition Offer the best offer to customers. In the two main competitors, there is one thing that can make a difference, namely that extraordinary experiences are perceived consistently with the experiences offered by business people or known as customer experience (Septian & Handaruwati, 2021) in (Aqewno et al., 2023). There are 7 customer experience indicators according to Nilson and Wall in (Cholis et al., 2023) namely: 1. Ease of Use 2. Customer Review 3. Customization 4. Security 5. Fullfilment Reability, 6. Customer Service 7. Store Offerings. Based on previous research, it is stated that customer experience has a significant influence on purchase decisions (Aqewno et al., 2023). Inversely proportional to the results of research conducted by (Baiti & Kustiyah, 2020) and which states that customer experience has no effect on purchase decisions.

The purpose of this study is to find out and analyze the influence of price through product quality on purchase decisions moderated by customer experience on Pepsodent toothpaste products in Bekasi district both partially and simultaneously. Theoretically beneficial for researchers, this research is expected to be a theoretical input to the public in choosing toothpaste products in terms of price, product quality, and customer experience. Practical benefits, this research is expected to be an input for the public in determining the decision to buy toothpaste products related to the price and quality of products in buying pepsodent toothpaste products.

### **Purchase Decision**

A purchase decision is a stage in the decision-making process where the consumer actually buys. Before actually buying, consumers will go through several stages of the purchase process. Decision making is an individual activity that is directly involved in the process of purchasing goods offered by the Company (Kotler and Keller, 2014) in (Darmansah & Yosepha, 2020). Sudaryono, 2016 in (Aulia et al., 2023) argues that the purchase decision, i.e. the choice of two or more alternatives. It can be said that when making a decision one must determine one of the options among the others. When someone decides to buy because they have to decide whether to buy or not, this is the decisive point. Kotler & Armstrong (2016) in (Janah et al., 2023) Defining Consumer behavior is the study of how individual, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. which means that purchasing decisions are part of consumer behavior consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires. From the above definition, it can be interpreted that a purchase decision is a response where consumers recognize a problem, seek information, evaluate an alternative, decide to buy and perform an action or behavior after purchase. . Manufacturers cannot force consumers to like and buy the

products produced by the company because everyone has their own right to create purchasing decisions. Before making a purchase decision, the public will find out the advantages and disadvantages contained in the product so that the company must be able to produce products that meet consumer expectations and be able to attract consumers to buy the product.

Indicators of purchasing decisions according to Kotler & Armstrong (2016) in (Janah et al., 2023) Presenting a purchase decision has the following dimensions:

a) Product Options

Consumers can make the decision to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they are considering.

b) Brand Choice

Consumers have to make decisions about the brand, the name to buy, each brand has its own differences. In this case, the company must know how consumers choose a brand.

c) Distributor Options

Consumers must make decisions about which distributors to visit. Each consumer is different in terms of determining a distributor due to the proximity of the location, low prices, complete inventory, convenience in shopping, the size of the place and others.

d) Purchase Time

Consumer decisions in choosing a purchase time can be different, for example, some buy every day, once a week, once every two weeks, and so on.

e) Purchase Amount

Consumers can make decisions about how much of a product to spend at any given time. Purchases may be made more than one. In this case, the company must prepare a number of products according to different desires.

f) Payment Methods

Consumers can make decisions about the payment method that will be made in making decisions using products or services. Nowadays purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in purchase transactions.

### Price

Kotler and Amstrong (2012) in (Gunarsih et al., 2021) Defines price as the amount of money billed for a product or service. Or it can be broadly defined as price as the amount of value that consumers exchange for the benefit of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates. Malau (2017) in (Ilmiyah & Krishernawan, 2020) Price is defined as the size or monetary unit of a product, goods or other services that are exchanged to obtain ownership or use of the goods or services. From this definition, it is concluded that price is an exchange rate that is equivalent to money in order to get ownership rights or use rights from goods or services.

Price indicators according to Kotler (2009) in (Xian, Gou Li, 2011) which are as follows:

- a. **Affordability**  
Affordable prices are the expectations of consumers before they make a purchase. Consumers will look for products whose prices are within their reach.
- b. **Price Compatibility with Product Quality**  
For certain products, consumers usually do not mind if they have to buy at a relatively high price as long as the quality of the product is good. However, consumers prefer products with low prices and good quality.
- c. **Price Competitiveness**  
The company sets the selling price of a product by considering the price of the product sold by its competitors so that its products can compete in the market.
- d. **Price Compatibility with Benefits**  
Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

### **Product Quality**

Product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy the stated or implied needs of Kotler (2009) in (Kusuma et al., 2022). Meanwhile, the definition of product quality according to Tjiptono (2012) in (Yuliana & Maskur, 2022) Declaring a product is all that can be offered in the market intends to get attention, demand, use or consumption that can meet the wants or needs of the buyer.

The following are indicators of product quality according to Kotler (2009) in (Kusuma et al., 2022) as follows:

- a) **Form**  
Products can be clearly distinguished from others based on the shape, size, or physical structure of the product.
- b) **Features**  
The characteristics or traits of this brand are easy to recognize and get a lot of fans from the product.
- c) **Performance**  
The brand's products produce their usefulness (daily use or for specific activities).
- d) **Conformity**  
This brand sells products that are guaranteed quality.
- e) **Durability**  
The product has good color and material fastness
- f) **Reliability**  
This brand has a base material that can be excelled.
- g) **Ease of repair service (repairability)**  
The level of ease in repairing the product in the event of damage.

h) Style

The appearance and impression caused by the product so that in using this product it makes you more confident.

i) Design

The overall features that affect the appearance and function of the product according to the customer's needs are visually appealing.

### Customer Experience

Customer Experience is as a cognitive recognition or perception that stimulates customer motivation. Such recognition or perception can increase the value of products & services. Customer Experience is the result of consumer interaction with the company physically and emotionally According to Chen & Lin (2014) in (Janah et al., 2023). Businesses compete for sales by focusing on two types of competition. First, they will compete to improve the quality of the products/services provided. Second, the purpose of price competition Offer the best offer to customers. In the two main competitors, there is one thing that can make a difference, namely that extraordinary experiences are perceived consistently with the experiences offered by business people or known as customer experience (Septian & Handaruwati, 2021) in (Aqewno et al., 2023).

There are 7 customer experience indicators according to Nilson and Wall in (Cholis et al., 2023) that is:

a) Ease of Use

It is a waiver of access to a product or application of the Company

b) Customer Review

It is a consumer assessment of use and purchase

c) Customization

It is an existing feature and useful for customizing menus that suit consumer needs

d) Security

It is the security that customers get, both personal data security and transactions

e) Fullfilment Reability

It is the consumer's trust in a product purchased through a page even though they have not seen the product before the transaction or payment activity occurred.

f) Customer Service

Services provided to provide solutions to customer problems or questions related to the products or services of a Company

g) Store Offerings

It is an offer of product diversity and its suitability to market demand.



## Conceptual Framework

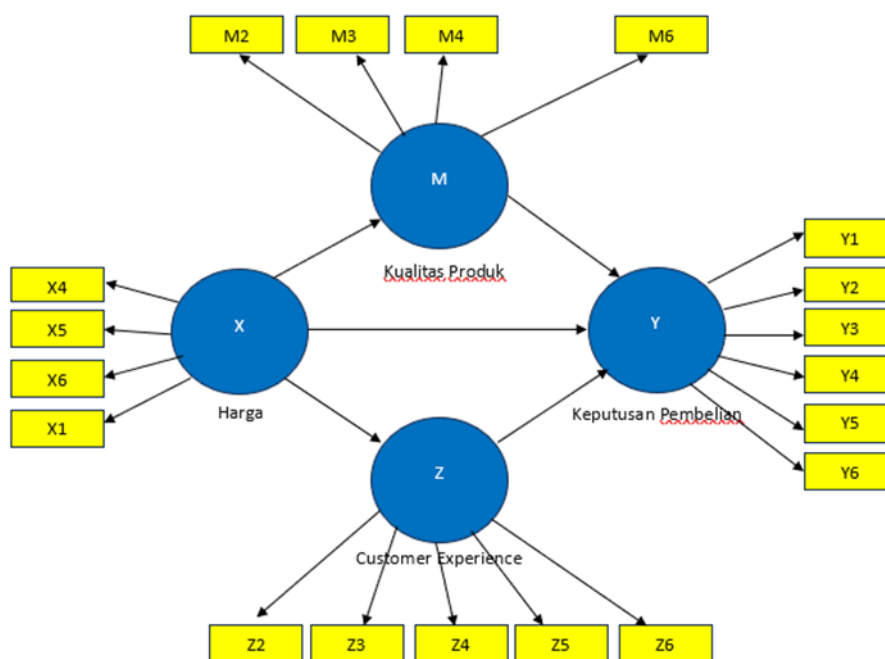


Figure 1. Research Model  
Source: Data Processed Using SEM-PLS3

## Hypothesis:

- H1 : Price has a positive and significant effect on purchase decisions
- H2 : Price has a positive and significant effect on customer experience
- H3 : Customer experience has a positive and significant effect on purchasing decisions
- H4 : Price through product quality has a positive and significant effect on purchasing decisions
- H5: Moderated customer experience prices have a positive and significant effect on purchasing decisions

## Method

The type of research used in this research is a quantitative research method with a survey being the research method used. Quantitative research is a research that uses statistical methods or by measurement to obtain research results (Wiratna Sujarweni, 2014) in (Meutia et al., 2021). The data collection method uses data sources obtained from primary data, where primary data means first-hand data collected by going directly into the research area. Primary data can be collected or carried out using questionnaires and literature studies. The questionnaire in this study uses a Likert model scale based on research characteristics categorized by gender, age, education and occupation. Meanwhile, literature studies are

collections of data that are used as the theoretical basis for research, for example, scientific articles, journals, books, and other similar literature. The population in this study is Pepsodent toothpaste users in Bekasi Regency, where the number of the population is unknown. The sampling used is *NonProbability Sampling* with *Engineering Accidental Sampling*. *Accidental sampling* namely the subjective determination of sampling objects according to the will of the researcher and not based on certain criteria (Sujarweni 2018) in (Meutia et al., 2021) So this study uses a sample of buyers who have bought Pepsodent toothpaste products. The sample in this study is the people of Bekasi regency who use Pepsodent toothpaste using 102 respondents. The research data analysis methods used are validity test, reliability test and t-test (hypothesis). Data is analyzed using Smart PLS3.

## Results and Discussion

### Respondent Profile

Table 1. Individual Characteristics of Respondents

Characteristics Respondents	of Person	Proportion
Man	38	36,3%
Woman	64	63,7%
<b>Sum</b>	102	100%
Age 20-25	98	96,1%
Age 26-30	3	2,9%
Age 31-40	1	1%
<b>Sum</b>	102	100%
Students/Students	76	74,5%
Housewives	3	2,9%
Employee	16	15,7%
Other	7	6,9%
<b>Sum</b>	102	100%

Source: Google Form Questionnaire (2024)

## Validity Test Results

Table 2. Validity Test

Variable	Items	R Calculate	Information
Price (X)	X1.1	0.795	Valid
	X1.4	0.804	Valid
	X1.5	0.845	Valid
	X1.6	0.748	Valid
Product Quality (M)	M.2	0.819	Valid
	M.3	0.824	Valid
	M.4	0.759	Valid
	M.6	0.722	Valid
Customer experience (Z)	Z.2	0.740	Valid
	Z.3	0.773	Valid
	Z.4	0.859	Valid
	Z.5	0.850	Valid
	Z.6	0.839	Valid
Purchase Decision (Y)	Y.1	0.697	Valid
	Y.2	0.742	Valid
	Y.3	0.699	Valid
	Y.4	0.806	Valid
	Y.5	0.773	Valid
	Y.6	0.777	Valid

Source: Data Processed by Researchers (2024)

The results of the validity test showed that all statement items in each variable were declared valid with a value above 0.6 and a positive value.

## Reliability Test

Reliability testing involves measuring questionnaires that represent variable indicators or constructs. A survey is considered reliable if the public's reaction is consistent or stable over time. A variable is said to be reliable if it gives a value of Cronbach's alpha  $>0.60$ . And vice versa, if Cronbach's alpha value is  $<0.60$ , then a variable is said to be unreliable.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reability (rho-a)	Composite Reability (rho-c)	Average variance extracted (AVE)	Information
Price (X)	0.811	0.816	0.876	0.638	Reliable
Product Quality (M)	0.787	0.790	0.863	0.612	Reliable
Customer Experience (Z)	0.871	0.874	0.907	0.732	Reliable
Purchase Decision (Y)	0.844	0.847	0.885	0.563	Reliable

Source: Data Processed by Researchers (2024)

Based on the above research from the table above, we can see that this test is carried out on variables that are not itemized in the statement that a variable is said to be reliable when it has a Cronbach's alpha value greater than 0.6, therefore this study meets the requirements for reliability, namely for the value of Cronbach's alpha X 0.811, M 0.787, Z 0.871 and Y 0.844, but on the other hand if the value of Cronbach's alpha is less than 0.6, then it can be concluded that the value of the result The research is not reliable.

Table 4. R Square

Variable	R Square	R Square Adjusted
M	0.563	0.559
Y	0.776	0.769
Z	0.621	0.618

Source: Data Processed by Researchers (2024)

The result of R-Square 0.563 shows that 56.3% of product quality variables can be explained or influenced while the remaining 43.7% will be explained or influenced by other variables, 0.776 shows that 77.6% of the variables of purchase decisions can be explained or influenced while the remaining 22.4% will be explained and influenced by other variables and 0.621 shows that 62.1% of customer experience variables can be influenced or explained while 37.9% are influenced by other variables.

## Hypothesis Test

Table 5. Hypothesis Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X -> Y	-0.036	-0.039	0.099	0.359	0.719
X -> Z	0.788	0.789	0.045	17.565	0.000
Z -> Y	0.681	0.685	0.118	5.785	0.000
X -> M -> Y	0.217	0.220	0.071	3.075	0.002
X -> Z -> Y	0.537	0.541	0.103	5.221	0.000

Source: Data Processed by Researchers (2024)

### Hypothesis 1

#### Price to Purchase Decision

From the results of the hypothesis test in the table above, it can be concluded that the original sample is -0.036 with a satatistic t of 0.359. The provision of whether the decision is accepted or rejected is based on the magnitude of the P-Values. If the p-values have a value less than or equal to 0.05 then the hypothesis made is acceptable. The results of the study obtained that the p-value is 0.719, it can be interpreted that the price (X) has no effect on the purchase decision (Y).

### Hypothesis 2

#### Pricing vs. Customer Experience

From the results of the hypothesis test in the table above, it can be concluded that the original sample is 0.788 with a satatistic t of 17.565. The provision of whether the decision is accepted or rejected is based on the magnitude of the P-Values. If the p-values have a value less than or equal to 0.05 then the hypothesis made is acceptable. The results of the study were obtained that the p-value was 0.000, so it can be interpreted that the price (X) has a significant positive effect on customer experience (Z).

### Hypothesis 3

#### Customer Experience on Purchase Decisions

From the results of the hypothesis test in the table above, it can be concluded that the original sample is 0.681 with a satatistic t of 5.785. The provision of whether the decision is accepted or rejected is based on the magnitude of the P-Values. If the p-values have a value less than or equal to 0.05 then the hypothesis made is acceptable. The results of the study were obtained that the p-value was 0.000, so it can be interpreted that customer experience (Z) has a significant positive effect on purchase decisions (Y).

#### **Hypothesis 4**

##### **Price through product quality to purchasing decisions**

From the results of the hypothesis test in the table above, it can be concluded that the original sample is 0.217 with a satatistic t of 3.075. The provision of whether the decision is accepted or rejected is based on the magnitude of the P-Values. If the p-values have a value less than or equal to 0.05 then the hypothesis made is acceptable. The results of the study obtained that the p-value is 0.002, it can be interpreted that the quality of the product (M) passed by the price (X) has a significant positive effect on the purchase decision (Y).

#### **Hypothesis 5**

##### **Customer experience-moderated pricing on purchase decisions**

From the results of the hypothesis test in the table above, it can be concluded that the original sample is 0.537 with a satatistic t of 5.221. The provision of whether the decision is accepted or rejected is based on the magnitude of the P-Values. If the p-values have a value less than or equal to 0.05 then the hypothesis made is acceptable. The results of the study obtained that the p-value is 0.000, it can be interpreted that the Price (X) strengthened by Customer Experience (Z) has a significant positive effect on the purchase decision (Y).

#### **Discussion**

In this study, there are 2 variables that are the object of research, namely the price variable as an independent variable, the purchase decision variable as a dependent variable, the Product Quality variable as a mediation variable, and the Customer Experience variable as a moderation variable. This study used 102 respondents.

The results obtained in this study show that Price has no effect on consumer purchasing decisions. The results of this study are in line with previous research which stated that there was no influence of price on purchase decisions (Ernawati, 2021) in the journal "Analysis of the Influence of Promotion, Price, and Brand Image on the Decision to Apply on the Zalora E-commerce site in Jakarta". The price set adjusts to the purchasing power of consumers, will greatly affect the purchase decision. This also has an impact on consumer satisfaction.

The results obtained in this study show that Price has a positive effect on Customer Experience. This result is in line with previous research stating that price has a significant effect on Customer Experience in the study (Makkiyah & Andjarwati, 2023) entitled "The effect of product quality, price, and halal labels on the repurchase intention of local cosmetic brands for adolescents with customer experience as a mediating variable". The price set adjusts to the purchasing power of consumers, will greatly affect the purchase decision. This also has an impact on consumer satisfaction. Therefore, the pricing of Pepsodent toothpaste is adjusted to the purchasing power of relatively standard consumers.

The results obtained in this study show that Customer Experience has a positive effect on Purchase Decisions. This result is in line with previous research stating that Customer Experience has a significant effect on purchase decisions in journals (Aqewno et al., 2023) entitled "The influence of customer experience on purchase decisions at Teko healthy resto,

Medan". Customer Experience has an impact on purchase decisions so that it can increase consumer satisfaction.

The results obtained in this study show that the quality of the product (M) passed by the price (X) has a significant positive effect on the purchase decision (Y). The price of pepsodent toothpaste that is in accordance with the purchasing power of consumers and in accordance with the benefits of the product obtained makes consumers willing to spend their money to buy the product and get a pleasant experience in the process of purchasing and consuming the product so that consumers will also be interested in re-buying.

The results obtained in this study show that Price (X) reinforced by Customer Experience (Z) has a significant positive effect on purchase decisions (Y). The price of pepsodent toothpaste that is in accordance with consumer purchasing power and in accordance with the pleasant customer experience in the process of purchasing and consuming products can increase consumer purchasing power.

## Conclusion

Based on research that has been conducted in Bekasi district, regarding the influence of brand image and price on purchase decisions on Pepsodent toothpaste products, it can be concluded based on the results of the analysis of hypothesis tests that Price (X) has no effect on consumer Purchase Decisions (Y), Price (X) has a positive effect on Customer Experience (Z), Customer Experience (Z) has a positive effect on Purchase Decisions (Y), product quality (M) passed by price (X) has a significant positive effect on purchase decisions (Y), and price (X) strengthened by Customer Experience (Z) has a significant positive effect on purchase decisions (Y). Customer Experience has a considerable influence on purchasing decisions. So it can be said that every purchase decision made by a consumer is determined by the customer experience (Customer Experience) at a company, the better the customer experience (Customer Experience) attached to the product, the more interested consumers will be in buying, because consumers think that a product with a good Customer Experience is more reliable and provides a sense of security when the consumer uses the product that is will be purchased.

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