

# **The Influence of Products Quality and Price on The Purchasing Decisions Process of Myrubbylicious Bandung Fashion Products**

Dikky Ramdani Kusdiat \*

dikky.ramdani@widyatama.ac.id

Program Pascasarjana Magister Manajemen Widyatama University Bandung

Eka Diana Putri

eka.diana@widyatama.ac.id

Faculty of Economics and Business, Widyatama University Bandung

Mariana Rachmawati

mariana.rachmawati@widyatama.ac.id

Program Pascasarjana Magister Manajemen Widyatama University Bandung

*\*Correspondent Writer: dikky.ramdani@widyatama.ac.id*

## **Abstract**

*The purpose of this study was to determine The Influence of Product Quality and Price on the Purchasing Decision Process of Myrubbylicious Bandung Fashion Products. This type of research is quantitative research. The research method used is descriptive and verification. The sampling method used by the author in this study is the Non-Probability Sampling method. The sample used was 100 respondents. Data processing is done by multiple linear regression analysis, hypothesis testing and coefficient of determination. Based on the results of the study, it was found that the product quality variable ( $X_1$ ) and price variable ( $X_2$ ) simultaneously had a significant effect on the purchasing decision process at Myrubbylicious Bandung. The results based on the partial hypothesis test show that Product Quality ( $X_1$ ) has a significant effect on the Purchasing Decision Process and the Price variable ( $X_2$ ) has a significant effect on the Purchase Decision Process. Based on the results of the study simultaneously showed that product quality and price had a significant effect on the purchasing decision process, namely 40.80% and the remaining 59.20% were influenced by other factors outside of this study.*

**Keywords:** *product quality, price, purchasing decision process*

## **1. Introduction**

One of the cities that has rapid development in the world of fashion is the city of Bandung, which is the capital of West Java Province. The city of Bandung is also known as a city of culinary, tourism and creative industries. Many domestic tourists come to Bandung City to shop for clothes and accessories made by creative entrepreneurs in Bandung City. Creative entrepreneurs in the city of Bandung open businesses by setting up factory outlets and distros. Compared to other cities, clothing textile products require the creativity of fashion designers, diversity of raw materials, brand specificity and the uniqueness of a product. The city of Bandung is one of the cities that has succeeded in developing the fashion industry and creative fashion industry which has become an icon of the city of Bandung.

Table 1. Myrubylicious Competitors

Myrubylicious
Leviora
This is April
Saturn.djournal
Mayoutfit

Source: Prempuan.zine.id

Myrubylicious is one of the local brands present in Indonesia. Myrubylicious was founded in 2009 and is based in Bandung City. Myrubylicious has offline stores in the cities of Bandung, Yogyakarta, Purwokerto, Malang, Solo and Surabaya. The products produced by Myrubylicious are T-shirts, shirts, trousers, jackets, sweaters and accessories including wallets, shoes, sandals, hats and bags under the Myrubylicious brand. The company also pays great attention to things that greatly influence the purchasing process, directly or indirectly affecting product sales.



Figure 1. Myrubylicious products

Every consumer makes various kinds of decisions regarding searching, purchasing, using various products and brands at any given period (Schiffman and Kanuk, 2015). Based on this opinion, the term purchasing decision process can be interpreted as part of consumer behavior. Namely consumer behavior which aims to determine the development of decisions in purchasing a good or service offered.

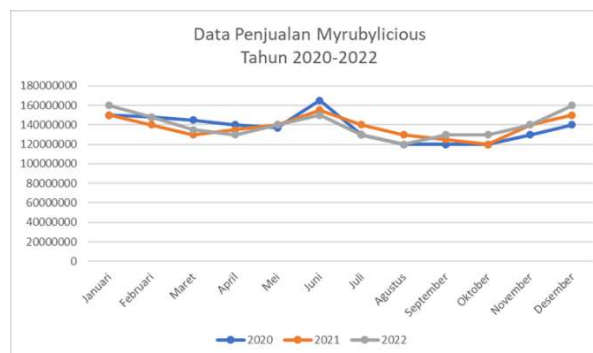


Figure 2. Myrubylicious Sales Data 2020-2022

Based on Figure 2, it can be seen that sales have still not reached the target. The only high sales in 2020 occurred in July at 156.05%, while in the following year the lowest sales decline in 2021 occurred in July with a decline rate of -38.65%. Then there will be another decline in 2022 in August with a decline of -41.80%. The factors that are stated to influence the purchasing decision process are the marketing mix itself. This is in line with the theory put forward by Lupiyoadi (2016: 58) where the theory says that the factors

that influence the purchasing decision process are the marketing mix itself. As is known, the marketing mix in manufacturing companies consists of product, price, location, place, promotion.

Product quality is a marketer's main positioning tool. Quality products can make consumers feel satisfied with their choice. To achieve the desired product quality, quality standardization is needed. This method is intended to ensure that the products produced meet predetermined standards so that consumers will not lose confidence in the product in question and remain loyal to using the product, without intending to turn to other products. Tjiptono (2016) said that customer mood and response are significantly influenced by product quality, design and layout of service facilities. According to Zeithaml (2015), stated that product quality is one of the situational factors that influences purchasing decisions.

This is supported by research by Yastawil Bahraen (2021) regarding the influence of product quality and price on purchasing decisions for Fashion Sycho products. The results of this research show that product quality and price have a significant influence on the purchasing decision process for Sycho fashion products. Then research by Anugrah Janwar Tunis and Sopa Martina (2016) regarding the influence of product quality and price on the purchasing decision process at Thesecret Factory Outlet. The results of this research show that product quality and price have a significant influence on purchasing decisions at Thesecret Factory Outlet. So researchers are interested in examining product quality and prices of other fashion products, namely Myrubbylicious. So far, Myrubbylicious has taken steps to improve product quality, but this has not achieved what consumers expected so it has not been able to increase sales.

Apart from product quality, the influence of the price offered by the company is also very important in the consumer purchasing decision process. Setting the right price will get a lot of attention from consumers. falls on the product. (Tjiptono, 2016). So far, the company management has tried to maintain good quality and quality by setting prices that make it affordable for all consumers. But here the problem faced by Myrubbylicious Bandung is not only how to make costs efficient itself, but also Myrubbylicious Bandung's accuracy in setting prices for each of its products so that it is able to satisfy the needs and desires of its consumers through prices that are acceptable to consumers. If the price set by a company is not in accordance with the benefits of the product then this can reduce the level of customer shopping decisions, and conversely if the price set by a company is in accordance with the benefits received it will lead to shopping decisions. Understanding how pricing influences consumer purchasing decisions will help in determining prices by companies. In this way, companies can develop effective pricing strategies to attract consumers to decide to purchase the next product.

**Table 2. Price Comparison List for Fashion Brands**

<b>Jenis Produk</b>	<b>Myrubbylicious</b>	<b>Leviora</b>	<b>This Is April</b>	<b>Saturn.djournal</b>	<b>Mayoutfit</b>
T-Shirt	Rp. 150.000	Rp. 125.000	Rp. 110.000	Rp. 120.000	Rp. 110.000
Kemeja	Rp. 200.000	Rp. 175.000	Rp. 239.000	Rp. 159.000	Rp. 239.000
Dress	Rp. 150.000	Rp. 125.000	Rp. 269.000	Rp. 169.000	Rp. 269.000
Jaket	Rp. 259.000	Rp. 290.000	Rp. 200.000	Rp. 299.000	Rp. 200.000
Sweater	Rp. 165.000	Rp. 139.000	Rp. 157.000	Rp. 155.000	Rp. 157.000
Celana	Rp. 129.000	Rp. 150.000	Rp. 189.000	Rp. 135.000	Rp. 189.000
Dompot	Rp. 170.000	Rp. 161.000	Rp. 150.000	Rp. 179.000	Rp. 150.000
Sepatu	Rp. 260.000	Rp. 210.000	Rp. 259.000	Rp. 300.000	Rp. 259.000

Sandal	Rp. 125.000	Rp. 115.000	Rp. 136.000	Rp. 139.000	Rp. 136.000
Tas	Rp. 250.000	Rp. 229.000	Rp. 180.000	Rp. 180.000	Rp. 180.000

Source: Shopee, 2023

Based on the data in Table 2 above, it can be seen that the prices of Myrubylicious products are more expensive than their competitors. With regard to price comparisons across several fashion brands, the researchers also conducted preliminary research on 30 respondents who were consumers of the Myrubylicious fashion brand. The following are the results of preliminary research regarding prices at the fashion brand Myrubylicious

Based on the background that has been described, regarding the influence of product quality and price on the Myrubylicious Bandung Fashion Purchasing Decision Process, the following problems can be identified: The product quality of the fabric is considered to be poor because the fabric used is easily torn and the quality of the Myrubylicious product is considered to be poor. comfortable. The high level of competition between companies in the fashion brand industry in Bandung is increasingly sharpening competition, so that Myrubylicious's revenue decreases every year. Based on the pre-survey, it shows that the product quality in the eyes of consumers is still not good. Apart from product quality, the influence of the price offered by the company is also very important in the consumer purchasing decision process, where the price offered is more expensive.

### 1.1. Objective

This research aims to determine and The purpose of this study was to determine The Influence of Product Quality and Price on the Purchasing Decision Process of Myrubylicious Bandung Fashion

## 2. Literature Review

Marketing management is an activity planned and carried out by the company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products by selecting the company's expected market share and promoting new products to potential buyers. According to Kotler & Keller (2017) marketing management is a target market to attract, retain and increase consumers by creating and providing good sales quality.

According to Kotler and Armstrong (2016), product quality is the product's ability to perform its function, this includes the product's useful life, reliability, ease, use and repair, and other values. Product Quality Dimensions: Performance, Additional features or characteristics, Reliability, Conformity to specifications, Durability, Ease of service, Aesthetics, and Impression of quality. Product quality is a characteristic possessed by a product which contributes to the ability to meet specified demands. A product made by a company is offered to the market with the aim of gaining attention, expertise, use or consumption by looking at consumer needs or desires (Razak et al., 2016).

According to Kotler and Keller (2016) the definition of price is one element of the marketing mix that generates income, other elements generate costs. Price is the easiest element in a marketing program to customize, product features, channels, and even requires a lot of communication. Price dimensions: Affordability of price, suitability of price to product quality, suitability of price to benefits, and price according to capability or price competitiveness. According to Tjiptono (2019) states that price is the only element of the marketing mix that brings income or revenue to the company. According to Oentoro (2016) states that price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place.

According to Kotler and Keller (2016) the purchasing decision process is the stage of the decision process where consumers actually purchase products. Purchase Decision Process Dimensions: Problem recognition, Information search, Information evaluation, Purchase decision, Post-purchase behavior. In a company's management, the pricing objectives must first be determined. The pricing objectives chosen by the management of a company must be in accordance with the company's objectives in the marketing program. According to Kotler and Keller (2016: 146), a company must think about where it will position its market offering and explained that there are four measures that characterize prices, namely price affordability, price suitability to product quality, price suitability to benefits, and price suitability or price competitiveness.

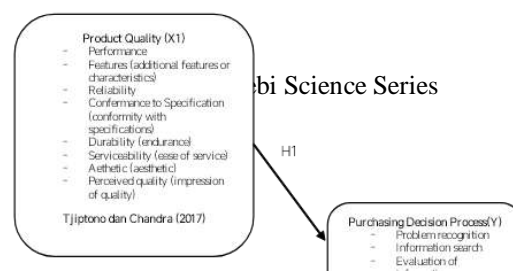


Figure 3, Research Design

Hypotesis :

H<sub>1</sub>: Product quality has a positive and significant effect on the purchasing decision process

H<sub>2</sub>: Price has a positive and significant effect on the purchasing decision process

### 3. Methods

This research uses quantitative research methods. Quantitative research methods are research approaches that have data in the form of numeric or numbers and exact knowledge to answer research hypotheses (Waruwu, 2023). This research is included in descriptive research. Descriptive research is research that uses data or samples collected accurately to present or share descriptions of the research object (F. N. Aulia et al., 2023). The research was conducted in 2023 by testing allegations regarding : The Influence of Product Quality and Price on the Purchasing Decision Process for Myrubbylicious Bandung Fashion Products.. Multiple Linear Regression Analysi To analyze the relationship between dependent and independent variables (Hendayana & Afifah, 2021), multiple linear regression analysis is needed in this research. According to (Sulton et al., 2023) multiple regression analysis can determine the dominance of the independent variable which influences the dependent variable. F Test (Model Test) (Ghozali, 2018 in (F. N. Aulia et al., 2023) states that the F test aims to find out whether the independent variable has an influence on the dependent variable when they are considered together. If F count > F table, then there is a simultaneous influence or research model test Fit, the F test is as follows: : The Influence of Product Quality and Price on the Purchasing Decision Process for Myrubbylicious Bandung Fashion Products.. T Test (Model) T test (Partial) The t test is used in this research to answer the hypothesis. If t count > t table then the hypothesis is accepted, conversely if t count < t table then the hypothesis is rejected (Azizah & Fikriyah, 2023). Sampel 100 responden. : Coustomer The Influence of Product Quality and Price on the Purchasing Decision Process for Myrubbylicious Bandung Fashion Products.

## 4. Result And Discussion

### 4.1. Validitas and Reabilitas

- Validity Test

It is known that all question items for the Product Quality *variable*, Price *variable* , Purchase Decision Process *variable* , Repurchase Interest *variable* are declared valid. By paying attention to the r count in the validity test, it can be obtained that each indicator is higher than the r table of 0.195.

- Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
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Product Quality	0.873	Reliabel
Price	0.892	Reliabel
Purchase Decision Process	0.846	Reliabel

Based on table 2 Reliability tests are carried out to show the extent to which a measurement result is relatively consistent when measuring the same aspect on the same measuring instrument. A set of questions to measure a variable is said to be reliable and successful in measuring the variable we are measuring if the reliability coefficient is more than or equal to 0.6. ( $> 0.60$ ) The results of reliability testing were carried out using the SPSS for Windows program with a total of 100 respondents.

#### 4.2 , Table Results

- Characteristics of Respondents

The data collected in this research were 100 respondents, namely consumers at Myrubylicious Bandung. Data regarding the characteristics of these respondents is presented as follows:

**Table 3. Distribution of Respondents Based on Gender**

No	Jenis Kelamin	Frekuensi	Persentase
1.	Laki-laki	0	-
2.	Perempuan	100	100%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data processed, 2023

Based on gender as presented in table 4.1, it can be seen that the majority of respondents in this study were female. This shows that those who purchase Myrubylicious Bandung are predominantly female. Because Myrubylicious Bandung products prioritize women.

**Table 4. Distribution of Respondents Based on Age**

No	Usia	Frekuensi	Persentase
1.	Kurang dari 18 tahun	13	13%
2.	19 – 24 tahun	50	50%
3.	25 – 30 tahun	20	20%
4.	Lebih dari 30 tahun	17	17%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data processed, 2023

Based on age as shown in table 4.2, it can be seen that most respondents were aged between 20 - 29 years, this shows that this age is a productive young age, who wants to look fashionable.

**Table 5. Distribution of Respondents Based on Last Education**

No	Pendidikan	Frekuensi	Persentase
1.	SMA	16	16%
2.	Diploma	24	24%
3.	Sarjana (S-1)	48	48%
4.	Lainnya	12	12%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data processed, 2023

Based on the latest education as presented in table 4.3, it can be seen that most respondents had a bachelor's degree (S-1). This shows that Myrubbylicious products are popular with adults who generally have a bachelor's level education.

**Table 6. Distribution of Respondents Based on Monthly Expenditures**

No	Pendidikan	Frekuensi	Persentase
1.	Kurang dari 1 juta	19	19%
2.	1 juta – 1,9 juta	27	27%
3.	2 juta – 2,9 juta	36	36%
4.	Lebih dari 3 juta	18	18%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data processed, 2023

Based on monthly income as presented in table 4.4, it can be seen that most respondents earn between IDR 2 million – IDR 2.9 million. This shows that consumers belong to the middle group.

**Table 7. Distribution of Respondents Based on Occupation**

No	Pendidikan	Frekuensi	Persentase
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1.	Pelajar/mahasiswa	41	41%
2.	Pegawai Negeri	20	20%
3.	Pegawai Swasta	22	22%
4.	Wiraswasta	17	17%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary data processed, 2023

Based on job income as presented in table 5.5, it can be seen that most respondents are students. This shows that consumers who make purchases are young consumers who generally look for fashion brand/distro products.

#### 4.3. Numerical Results

- *Analysis Linear Multiple Regression*

To be able to find out the multiple linear regression of the influence of product quality and price on the purchasing decision process, it can be seen in Table 8. As follows:

Table 8. Multiple Linear Regression Test Results on the Effect of Product Quality and Price Regarding the Purchasing Decision Process

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.690	.375		1.843	.068
	Product Quality	.618	.115	.504	5.367	.000
	Price	.177	.082	.202	2.150	.034
a. Dependent Variable: Buying decision						

From the table above, the following regression equation is obtained:

$$Y = 0.690 + 0.618X_1 + 0.177X_2 + \epsilon$$

Explanation of the equation:

- The constant of 0.690 states that if Product Quality and Price = 0 (equal to Zero) and there is no change, then the Purchase Decision Process is 0.690.
- Product quality (Variable X<sub>1</sub>) has a positive value of 0.618. This means that increasing product quality (Variable X<sub>1</sub>) by 1 unit will increase the purchasing decision process by 0.618.
- Price (Variable X<sub>2</sub>) has a positive value of 0.177. This means that increasing the Price variable (Variable X<sub>2</sub>) by 1 unit will increase the purchasing decision process by 0.177.



This is confirmed by Estu Mahanani's research which states that product quality is higher compared to the price

- Uji Hipotesis

To be able to find out whether there is an influence between the product quality (X1) and price (X2) variables on the purchasing decision process (Variable Y) partially, hypothesis testing is carried out based on the t test value.

Table 9. Partial Hypothesis Test (T Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.690	.375		1.843	.068
	Product Quality	.618	.115	.504	5.367	.000
	Price	.177	.082	.202	2.150	.034
a. Dependent Variable: Buying decision						

The significant level ( $\alpha$ ) is 5%,  $df = n-k-1$  or  $100-2-1 = 97$  so that the t table is 1.980.

1. Based on table 9, it can be seen that the test results using SPSS were obtained for the Product quality variable (X1), the tcount value was 5.367 and the ttable was 1.980. Because the tcount value is greater than ttable ( $5.367 > 1.980$ ) with a significance value of  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. This means that product quality has a significant influence on the consumer purchasing decision process at Myrubbylicious.
2. Based on table 9, it can be seen that the test results using SPSS were obtained for the Price variable (X2), the tcount value was 2.150 and the ttable was 1.980. Because the tcount value is greater than ttable ( $2.150 > 1.980$ ) with a significance value of  $0.034 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. This means that price has a significant influence on the Consumer Purchasing Decision Process on Myrubbylicious

- Coefficient of Determination

Table 9. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 <sup>a</sup>	.408	.396	.34676

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

b. Dependent Variable. Buying decision

From table 9, the coefficient of determination above shows that the coefficient of determination is 0.408 or 40.80%, meaning that the product quality (X1) and price (X2) variables have an influence on the purchasing decision process (Y variable) of 40.80%. and the remaining 59.20% is influenced by other factors. For example: promotions, product diversity, service quality and others.

#### 4.4. Proposed Improvements

The research results can be used as reference material for use in further research, especially regarding the basic implications of Marketing theory related : *product quality, price, purchasing decision process*, which can be applied especially to the fashion business or other businesses. as well as being input for other variables or basic marketing theories which in this research are not yet perfect

### 5. Discussion

1. Based on the results of the research and discussion, it can be concluded as follows. This means that product quality has a significant influence on the consumer purchasing decision process at Myrubbylicious. The influence of product quality on the purchasing decision process can be seen from the results of previous research conducted by Yastawil Bahraen (2021) with the title "The influence of product quality and price on the purchasing decision process for Syhco fashion products". The results of this research show that product quality and price influence the purchasing decision process.
2. Based on the research results, price has a significant influence on the consumer purchasing decision process for Myrubbylicious. "The prices offered by Myrubbylicious are in accordance with the quality obtained in each product." The influence of price on the purchasing decision process can be seen from the results of previous research conducted by Farisa Hasna Nadiya and Susanti Wahyuningsih (2020) with the title "The Influence of Product Quality, Price and Brand Image on the 3second Fashion Purchase Decision Process in the Marketplace". The results of this research indicate that product quality, price and brand image simultaneously have a significant influence on the purchasing decision process.

### 6. Conclusion

Based on the analysis of the hypotheses that have been carried out, the conclusions of this research are as follows:

1. This research aims to examine the influence of product quality and price on the purchasing decision process at Myrubbylicious Bandung. Based on the results of the research and discussion, it can be concluded as follows. This means that product quality has a significant influence on the consumer purchasing decision process at Myrubbylicious. Research results "Myrubbylicious products provide good service both online and offline". The increasingly developing digital world means that people are increasingly choosing to shop at online stores because they are considered more practical. However, there are still people who are loyal consumers of offline shops. This good service is proven, among other things, by Myrubbylicious providing services to consumers more easily, the payment system is safer, the goods displayed and pictured are appropriate, the delivery of goods is in accordance with consumer orders. Meanwhile, the lowest statement value is "Myrubbylicious products use materials whose colors fade easily." This shows that although in general the quality of Myrubbylicious products is good, there are some products that still use materials that fade easily.
2. Based on the research results, price has a significant influence on the consumer purchasing decision process for Myrubbylicious. "The prices offered by Myrubbylicious are in accordance with the quality obtained in each product." This shows that the price of Myrubbylicious products is in line with the quality that consumers expect. Competition is increasingly fierce where more and more producers are involved in fulfilling consumer needs and desires, causing every company to place an orientation on consumer satisfaction as the main goal. With the increasing number of manufacturers offering products and services, consumers have more and more choices to determine whether or not to purchase. Meanwhile, the lowest statement value is "The selling price

of the products offered by Myrubbylicious is competitive". This can be seen from the fact that the price of the products sold by Myrubbylicious is higher than similar products from other fashion brands.

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## **Biography**

The author, Dikky Ramdani, is the second of three siblings and was born in Purwakarta on April 29, 1988. He is a Muslim. His educational background includes graduating in 2000 from SD Negeri Balekambang in Purwakarta. He continued his studies at YPJ Tembagapura Middle School in Papua, graduating in 2003. He then attended SMA Negeri 3 Purwakarta and graduated in 2006 before pursuing a bachelor's degree in Civil Engineering at Atma Jaya University Yogyakarta, graduating in 2012.

After completing his undergraduate studies, he worked as a Civil Inspector with Jaya Construction Management, overseeing the construction of the Green Bay Pluit apartments, mall, and condominiums until 2020. He later joined Citanusa Group, a property development company in Karawang, as a Quality Control Supervisor until 2022. Subsequently, he worked at Agung Sedayu Group as a Supervisory Inspector for the PIK 2 development project in North Jakarta. In 2023-2024, the author pursued postgraduate studies in Management, specializing in Human Resources, at Widyatama University Bandung.

Dr. Mariana Rachmawati. SE. MM, born January 27, 1970, Unpad Undergraduate Education. Unpad Master of Management Program Graduated on October 19, 1998. Unpad Marketing Doctoral Program Graduated on March 11, 2009, Became a Permanent Lecturer at Widyatama University in 2003, is a Home Base Lecturer for the Postgraduate Program of the Master of Management at Widyatama University Bandung, Functional Position of Head Lecturer and Member of ISE, Member of FMI, and as a Lecturer for UMKM Advisors at KADIN West Java, Domiciled on Jalan Gegerkalong Hilir N0.92 Bandung 40153. Field of Expertise Retail Marketing Management.

Eka Diana Putri, born August 22, 2001. Bachelor Degree in Management at Widyatama University on July 21, 2023. Running a business in the field of Event Organizers.