

The Effect of Product Features and After-Sales Service on Purchase Decisions of iPhone Smartphones

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ARTICLE INFO

Keywords: Smartphone, Feature, After Sales Service, Purchase Decisions

Received : 24 March 2026

Revised : 26 April 2026

Accepted: 28 May 2026

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ABSTRACT

This study aims to analyze the effect of product features and after-sales service on Samsung smartphone purchase decisions at Hallo Store. This research applied a quantitative approach with an explanatory design. The population consisted of Samsung smartphone consumers at Hallo Store, with 82 respondents selected through purposive sampling. Data were collected using questionnaires and analyzed using SPSS. The results show that product features significantly affect purchase decisions (Sig. = 0.009), while after-sales service has no significant effect (Sig. = 0.664). Simultaneously, both variables significantly influence purchase decisions (Sig. = 0.033). The findings indicate that product features are the dominant factor influencing consumers' purchase decisions.

INTRODUCTION

The global smartphone industry has become one of the most dynamic and competitive sectors in the technology market. Rapid technological advancements and evolving consumer expectations have forced manufacturers to not only focus on product innovation but also on the quality of their after-sales services. In the modern digital era, consumers increasingly perceive the purchase of smartphones as a long-term investment, where product features and post-purchase services play an equally important role in shaping purchasing decisions.

Samsung product line, has successfully positioned itself as a premium brand in the global smartphone market. According to Counterpoint Research (2023), Samsung captured approximately 49% of the global refurbished smartphone market in 2022, indicating strong consumer trust and high product retention. This performance is not solely the result of product innovation but also of Samsung comprehensive after-sales support system, which includes warranty services, authorized service centers, software updates, and customer care integration. Such services enhance consumer satisfaction and contribute to brand loyalty over time.

Empirical research consistently shows that after-sales service quality significantly influences customer satisfaction and repurchase intention. A study by Alqahtani and Clarke (2022) demonstrated that warranty policies, repair efficiency, and technical assistance have a direct and positive effect on consumer satisfaction and purchasing decisions in the mobile phone industry. Similarly, a survey conducted by Global Newswire (2022) revealed that more than 70% of smartphone buyers consider after-sales service as one of the top three criteria in their purchasing decisions. These findings suggest that post-purchase support is no longer merely an additional service but an integral component of consumer value perception.

In the context of Indonesia, smartphone penetration continues to rise, with over 78% of the population owning a smartphone as of 2024 (Statista, 2024). Indonesian consumers are highly responsive to both product quality and service reliability, particularly for premium brands such as Samsung. While Samsung advanced features—such as performance optimization, camera quality, and ecosystem integration—serve as strong purchase motivators, after-sales services, including warranty duration, repair convenience, and software update consistency, increasingly determine the final purchase decision.

Despite the significance of after-sales attributes, existing studies tend to focus predominantly on product innovation and marketing strategies, leaving a research gap in understanding how after-sales features and services collectively influence purchase decisions for high-end smartphones. Hence, this study aims to analyze the influence of after-sales features and services on consumers' purchase decisions regarding iPhone smartphones. The findings are expected to contribute to both academic understanding and managerial practice in the field of marketing management, particularly in improving customer experience strategies in the premium smartphone segment.

LITERATURE REVIEW

1. Product Features

Product features are defined as the specific attributes or characteristics that differentiate one product from another and fulfill consumer needs and preferences. According to Kotler and Keller (2022), product features represent one of the core elements of the product level model, which influences customer value perception and purchase decisions. Features function as the tangible or intangible benefits that create competitive advantage and shape consumer preferences.

The Product Attribute Theory explains that each product is a bundle of attributes that collectively influence consumer choice behavior. When these features align with customer expectations – such as design, performance, camera quality, operating system, and storage capacity – they enhance perceived product value (Kotler & Keller, 2022).

In the smartphone industry, features have become a primary determinant of consumer choice. Research by Statista (2024) reported that over 74% of smartphone users globally consider performance, camera quality, and battery life as the most influential factors in their purchase decisions. Similarly, a study by GlobalData (2023) showed that Apple's iPhone features – especially camera innovation, processor efficiency, and ecosystem integration – significantly contribute to its premium brand perception.

Furthermore, Consumer Perceived Value Theory (Zeithaml, 2020) supports the idea that consumers evaluate a product based on the trade-off between what they give (price) and what they receive (features and benefits). For Apple, unique attributes such as the iOS ecosystem, privacy protection, and regular software updates increase perceived value, thereby affecting the final purchase decision.

To provide a clearer measurement of the product features variable, this study uses several indicators that reflect the functional and technological advantages perceived by consumers in using the iPhone. The indicators used to measure product features in this study are as follows:

1. Completeness of applications/features
2. Suitability of features with consumer needs
3. Ease of access and use
4. Variety of applications available on the smartphone

Hence, in this research, product features are defined as the technological and functional attributes of the iPhone that directly influence consumer perception, satisfaction, and purchase intention.

2. After-Sales Service

After-sales service refers to the range of support activities provided by a company after the consumer purchases the product. This includes warranty service, repair and maintenance, technical assistance, customer service, and software support. According to Kotler and Armstrong (2021), after-sales service forms part of the augmented product, which creates added value and strengthens long-term customer relationships.

The theoretical foundation for after-sales service can be derived from the Service Quality (SERVQUAL) Model developed by Parasuraman, Zeithaml, and Berry (1988), which identifies five key service dimensions:

- a. Reliability – ability to deliver promised service dependably.
- b. Responsiveness – willingness to help customers promptly.
- c. Assurance – employees’ knowledge and courtesy that inspire trust.
- d. Empathy – individualized attention to customers.
- e. Tangibles – physical facilities, equipment, and appearance.

Empirical findings show that after-sales service plays a vital role in customer retention and decision-making. Alqahtani and Clarke (2022) found that warranty policies, complaint handling efficiency, and service accessibility have a significant positive effect on consumer satisfaction and repurchase intention. The Economic Times (2024) reported that the mobile handset after-sales service market has been growing by 20–25% annually since 2020, demonstrating the rising importance of post-purchase support.

In Apple’s case, the availability of AppleCare, authorized service centers, and efficient repair systems reflects a strong after-sales framework. According to Statista (2023), over 70% of iPhone users cited after-sales service quality as a key factor influencing their continued loyalty to the brand.

Thus, in this study, after-sales service is defined as the company’s post-purchase support activities designed to maintain customer satisfaction, product reliability, and trust in the iPhone brand.

3. Purchase Decision

Purchase decision refers to the final stage in the consumer decision-making process, where a buyer chooses a product after evaluating all available alternatives. According to Kotler and Keller (2022), the consumer decision-making process includes five stages:

- a. Problem recognition
- b. Information search
- c. Evaluation of alternatives
- d. Purchase decision
- e. Post-purchase behavior

The Consumer Behavior Theory proposed by Schiffman and Kanuk (2020) states that purchase decisions are influenced by psychological factors (motivation, perception, learning, and attitude) as well as social and situational factors. In modern markets, these decisions are increasingly shaped by perceived product value, technological sophistication, and service reliability.

Data from Statista (2024) show that global smartphone sales rose by 4% in 2024, after two years of decline, reflecting renewed consumer confidence in premium smartphone brands with strong feature and service portfolios. Additionally, Apple consistently ranks among the highest in customer satisfaction – scoring 82/100 in the American Customer Satisfaction Index (ACSI, 2024) – indicating that its product quality and service reputation heavily influence consumer purchase behavior.

Therefore, in this study, purchase decision is defined as the consumer's behavioral outcome in choosing to buy an iPhone smartphone based on evaluations of its features and after-sales service quality.

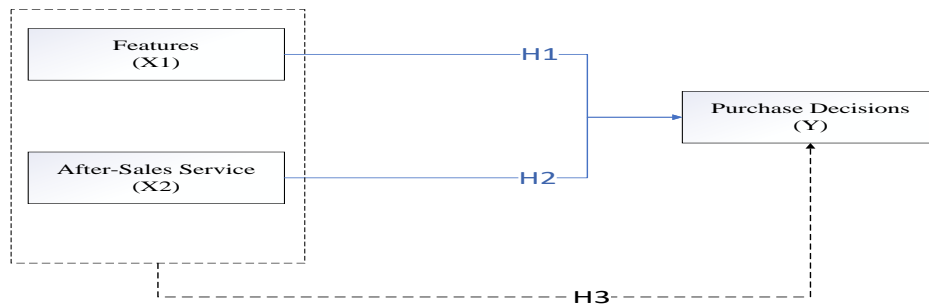


Figure 1. Conceptual Framework

A hypothesis is a statement or assumption proposed by a researcher as an answer to a research question or as a means to test a particular phenomenon. It is usually formulated based on existing theories, observations, or prior experiences and can be tested through data collection and analysis in the research process.

1. Features

H₀: Product features (X₁) have no significant effect on purchase decisions (Y).

H₁: Product features (X₁) have a significant effect on purchase decisions (Y).

2. After-sales service

H₀: After-sales service (X₂) has no significant effect on purchase decisions (Y).

H₂: After-sales service (X₂) has a significant effect on purchase decisions (Y).

3. Features and After-sales service

H₀: Product features (X₁) and after-sales service (X₂) simultaneously have no significant effect on purchase decisions (Y).

H₃: Product features (X₁) and after-sales service (X₂) simultaneously have a significant effect on purchase decisions (Y).

METHODOLOGY

1. Population

The population in this study consists of all consumers who have purchased or are currently using Samsung smartphones at Hallo Store. This group was selected because they have direct experience evaluating product features and after-sales services provided by Samsung. The population is considered relevant for examining how these variables influence purchase decisions.

2. Sample

The sample was determined using the Slovin formula with a margin of error of 5%. Based on the estimated population of Samsung smartphone users in the research area, a total of 82 respondents were selected as the sample. The sampling technique used was purposive sampling, which means respondents were selected based on specific criteria, such as:

- a. Having purchased a Samsung smartphone within the last two years.

- b. Having experience using Samsung after-sales services (e.g., warranty, service center).

This approach ensures that the collected data are relevant and reflect actual consumer perceptions.

3. Type of Research

This research uses a quantitative approach with an explanatory research design, aiming to examine the causal relationship between independent variables (features and after-sales service) and the dependent variable (purchase decisions). The data were collected using a structured questionnaire distributed online and offline to Samsung smartphone users.

4. Data Analysis Technique

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) software. In analyzing the data, this study utilizes instrument testing, classical assumption tests, correlation analysis, regression analysis, the coefficient of determination, and hypothesis testing to examine the relationships among variables

5. Variables and Data Measurement

According to Sugiyono (2017:33), “the independent variable is a variable that influences the dependent variable.” The independent variable acts as a stimulus or a factor that can affect other variables. It is a variable that is measured or selected by the researcher to determine its relationship with an observed phenomenon.

The independent variables examined in this study include Features (X_1) and After-Sales Service (X_2), while the dependent variable in this research is Purchase Decision (Y). The data for all variables were measured using a Likert scale.

RESEARCH RESULT

The respondents’ characteristics in this study at PT. Raflesia Abadi Gemilang are categorized based on several criteria including age, gender, and Years of service.

Table 1. Respondent Characteristics

No	Variable	Classification	Number of people	Persentase
1	Age	18-30	37	45,1%
		31-40	18	21,9%
		>40	27	33%
		Total	82	100%
2	Gender	Male	46	56,1%
		Woman	36	43,9%
		Total	82	100%
3	Years of service	0-1 Year	19	23,2%
		2-3 Year	27	32,9%
		>4 Year	36	43,9v%
		Total	82	100%

Source processed, 2026

Table 1 shows that respondents are categorized based on age, gender, and length of service. In terms of age group, 45.1% of respondents are between 18–30 years old. Furthermore, 56.1% of respondents are male. In addition, regarding length of service, 43.9% of respondents have Years of service for more than 4 years. An instrument is considered valid if it has a correlation coefficient between each item and the total score that is greater than the significance level of Alpha 0.50. The recapitulation results of the validity test in this study can be seen in Table 2 as follows:

Table 2. Validity Test Results

Variable	Correlation	Coefficient Question	Description
Features (X ₁)	X1.1	0, 348	Valid
	X1.2	0, 266	Valid
	X1.3	0, 246	Valid
	X1.4	0, 579	Valid
	X1.5	0, 472	Valid
	X1.6	0, 386	Valid
	X1.7	0, 370	Valid
	X1.8	0, 389	Valid
	X1.9	0, 283	Valid
	X1.10	0, 315	Valid
After-Sales Service (X ₂)	X2.1	0, 744	Valid
	X2.2	0, 784	Valid
	X2.3	0, 829	Valid
	X2.4	0, 787	Valid
	X2.5	0, 722	Valid
	X2.6	0, 841	Valid
	X2.7	0, 797	Valid
	X2.8	0, 828	Valid
	X2.9	0, 785	Valid
	X2.10	0, 815	Valid
Purchase Decision (Y)	Y1	0, 292	Valid
	Y2	0, 436	Valid
	Y3	0, 484	Valid
	Y4	0, 350	Valid
	Y5	0, 404	Valid
	Y6	0, 417	Valid
	Y7	0, 320	Valid
	Y8	0, 312	Valid
	Y9	0, 326	Valid
	Y10	0, 287	Valid

Source processed, 2026

Table 2 presents the results of the validity test, indicating that all research variables, namely Features (X₁), After-Sales Service (X₂) and Purchase Decision (Y) have correlation coefficient values with the total score of all statement items greater than 0.05. This shows that all statement items in the research instrument are valid..

The reliability test of this research instrument uses Cronbach's Alpha to determine the unidimensionality of the statement items for the latent variables under study (Features (X₁), After-Sales Service (X₂) and Purchase Decision (Y)).

A variable is considered reliable if the Cronbach's Alpha value is greater than or equal to 0.60. The recapitulation of the reliability test results of the research instrument can be seen in Table 3 as follows.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Batasan	Keterangan
Features (X ₁)	0,619	0,600	Realibel
After-Sales Service (X ₂)	0,781	0,600	Realibel
Purchase Decision (Y)	0,616	0,600	Realibel

Source processed, 2026

Table 3 presents the results of the reliability test, showing that all research instruments, namely Features (X₁), After-Sales Service (X₂) and Purchase Decision (Y) have Cronbach's Alpha coefficients greater than 0.60. This indicates that all instruments are reliable and can be used in this study.

The normality test aims to determine whether the residuals of the regression model are normally distributed or not. In this study, the normality test is conducted by examining the residuals using the Kolmogorov-Smirnov test. If the significance probability value of the residuals is greater than 0.05, the data are considered to be normally distributed.

Table 4. Hasil Uji Normalitas

		Unstandardized Residual
N		82
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4,355570438
Most Extreme Differences	Absolute	.059
	Positive	.056
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^c

Source processed, 2026

Based on the analysis results in Table 4, the significance value obtained is 0.200, which is greater than 0.05. Since the significance value of the Kolmogorov-Smirnov test exceeds 0.05, it can be concluded that the regression model is normally distributed.

A good regression model should not exhibit correlation among independent variables. To detect the presence of correlation among independent variables, the tolerance value and the Variance Inflation Factor (VIF) can be examined. If the tolerance value is greater than 0.10 or the VIF is less than 10, it can be concluded that the model is free from multicollinearity.

Table 5. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	24.747	4.491		5.510	.000		
	After-Sales Service (X ₂)	.277	.105	.283	2.628	.010	.998	1.002
	Features (X ₁)	.022	.067	.036	.334	.739	.998	1.002

Source processed, 2026

Based on Table 5, it can be observed that the tolerance and VIF values for all variables indicate that the tolerance value for each variable is greater than 0.10 and the VIF value is less than 10. This means that the regression model is free from multicollinearity.

The coefficient of determination analysis is intended to determine the percentage of the influence strength of independent variables on the dependent variable, both partially and simultaneously. In this study, the variables are Features (X₁), After-Sales Service (X₂) and Purchase Decision (Y).

Table 6. Results of the Coefficient of Determination

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate	Keterangan
Features (X ₁) and After-Sales Service (X ₂)	.287 ^a	.083	.059	2.678	Simultan
Features (X ₁)	.285 ^a	.081	.070	2.663	Partial
After-Sales Service (X ₂)	.049 ^a	.002	.010	2.775	Partial

Sumber diolah, 2024

Table 6 presents the results showing that the adjusted R-square (adjusted coefficient of determination) simultaneously is 0.083. This means that Purchase Decision (Y) can be explained by the variables Features (X₁), After-Sales Service (X₂) by 8,3%, while the remaining 91.7% is explained by other factors not included in the research model.

Furthermore, the adjusted R-square (adjusted coefficient of determination) for the partial effect of Features (X₁) is 0,081. This indicates that Features (X₁) explains 8.1% of the variation, while the remaining 91.9% is explained by other factors outside the model.

In addition, the adjusted R-square (adjusted coefficient of determination) for the partial effect of After-Sales Service (X₂) is 0.02. This means that After-Sales Service (X₂) explains 2% of the variation, while the remaining 98% is explained by other factors not included in the research model

Regression analysis is conducted to determine the magnitude of the influence of variables X₁ and X₂ on variabel Y. In this study, the variables are Features (X₁), After-Sales Service (X₂) and Purchase Decision (Y).

Table 7. Simple Linear Regression of Features Variables on Purchase Decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	25.610	3.656		7.005	.000
	Features (X ₁)	.278	.105	.285	2.660	.009

Sumber diolah, 2024

Based on the test results in Table 7, the regression equation can be obtained $Y = 25,610 + 0,278 X_1$

Table 8. Simple Linear Regression of After-Sales Service Variables on Purchase Decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	34.068	2.856		11.930	.000
	After-Sales Service (X ₂)	.030	.069	.049	.436	.664

Sumber diolah, 2024

Based on the test results in Table 8, the regression equation can be obtained $Y = 34,068 + 0,03 X_2$

Table 9. Multiple Linear Regression of Features and After-Sales Service Variables on Purchasing Decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.747	4.491		5.510	.000
	After-Sales Service (X ₂)	.277	.105	.283	2.628	.010
	Features (X ₁)	.022	.067	.036	.334	.739

Sumber diolah, 2024

Based on the test results in Table 9, the regression equation can be obtained $Y = 24,747 + 0,277 X_1 + 0,022 X_2$

Hypothesis testing of the variables Features (X₁) & After-Sales Service (X₂) on Purchase Decision (Y) was conducted using a t-test (partial test). In this study, a significance criterion of 5% (0.05) was used by comparing the calculated t_{value} with t_{table} . The t_{table} value 1,990.

In Table 9 a partial Hypothesis test (Uji t) is obtained between the Feature Variable (X_1) on the Purchase Decision (Y) by paying attention to $t_{count} = 2,660$ which is greater than t table, namely 1.990. So H_0 is rejected so that it can be concluded as a result of the study that there is a significant influence between Features (X_1) on Purchase Decision (Y) at Hallo Store. The results of this study align with previous research conducted by Lilisl Karmitasari (2022), which stated that features (X_1) have a positive and significant effect on purchasing decisions (Y). This feature will help businesses in stores increase purchases.

In Table 9, a partial Hypothesis test (Uji t) is obtained between the After-Sales Service Variable (X_2) on the Purchase Decision (Y) by paying attention to $t_{count} = 0,436$ which is greater than t table, namely 1.990. So H_0 is accepted so that it can be concluded as a result of the study that there is no significant influence between After-Sales Service (X_2) on the Purchase Decision (Y) at Hallo Store. The results of this study align with previous research conducted by Nur Intan Kanu (2020), which stated that After-Sales Service (X_2) does not have a positive and significant effect on Purchasing Decisions (Y). This means that After-Sales Service has not helped in-store businesses increase purchases.

Meanwhile, for the multiple or simultaneous Hypothesis test (F Test) between the Feature Variable (X_1) and After-Sales Service (X_2) on Purchasing Decisions (Y), this study used a significance criterion of 5% (0.05) by comparing the calculated F_{value} with F_{table} . The F_{value} is 3,112.

Table 10. Multiple Hypothesis Test (F Test) of Features & After-Sales Service Variables on Purchasing Decisions

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.981	2	25.491	3.555	.033 ^b
	Residual	566.397	79	7.170		
	Total	617.378	81			

Sumber diolah, 2024

H_0 In Table 10, a multiple or simultaneous Hypothesis test (F Test) was obtained between the Feature Variable (X_1) and After-Sales Service (X_2) on the Purchase Decision (Y) by paying attention to $F_{value} = 3,555$ which is greater than F table, which is 3.112. So H_0 is rejected so that it can be concluded as a result of the study that there is a significant simultaneous influence between Features (X_1) and After-Sales Service (X_2) on the Purchase Decision (Y) at Hallo Store. The results of this study are in line with previous research conducted by Wanudhyari Hamarto (2019) which stated that Features (X_1) and After-Sales Service (X_2) have a simultaneous influence on Purchasing Decisions (Y).

DISCUSSION

This study examined the influence of product features and after-sales service on Samsung smartphone purchase decisions at Hallo Store. The results

show that product features have a significant effect on purchase decisions, indicated by a significance value of 0.009 (<0.05). This finding suggests that consumers consider smartphone features such as functionality, ease of use, and technology as important factors when making purchase decisions. This result supports the theory of Kotler and Keller (2022) and previous research by Lilis Karmitasari (2022).

Meanwhile, after-sales service does not significantly affect purchase decisions, with a significance value of 0.664 (>0.05). This indicates that consumers may place greater emphasis on product characteristics rather than post-purchase services. This finding is consistent with previous research by Nur Intan Kanu (2020).

Simultaneously, product features and after-sales service significantly influence purchase decisions. However, the coefficient of determination indicates that these variables explain only 8.3% of purchase decisions, while the remaining 91.7% is influenced by other factors outside this study. Therefore, product features remain the dominant factor affecting Samsung smartphone purchase decisions at Hallo Store.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the research results, it can be concluded that product features have a significant effect on Samsung smartphone purchase decisions at Hallo Store. Meanwhile, after-sales service does not significantly affect purchase decisions. Simultaneously, product features and after-sales service have a significant influence on purchase decisions. Product features were found to be the dominant factor influencing consumers in making purchase decisions.

Recommendations

Hallo Store is recommended to emphasize and promote Samsung smartphone features that match consumer needs and preferences. In addition, although after-sales service did not show a significant effect, maintaining and improving service quality remains important to enhance customer satisfaction and loyalty. Future researchers are also encouraged to include additional variables such as price, brand image, and product quality to provide broader research findings.

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