



## The effect of promotion and service quality on purchase decisions with price as a mediation variable at wizzmie in surakarta city

Fauzan Janothama<sup>1\*</sup>, Edy Purwo Saputro<sup>2</sup>

<sup>1,2</sup>Management, Universitas Muhammadiyah Surakarta, Indonesia

### ARTICLE INFO

### ABSTRACT

#### Article history:

Received Nov 22, 2025  
Revised Dec 04, 2025  
Accepted Dec 16, 2025

#### Keywords:

Price;  
Promotion;  
Purchase Decision;  
Service Quality;  
Wizzmie.

This study examines the influence of promotion and service quality on consumers' purchase decisions at Wizzmie in Surakarta, with perceived price positioned as a mediating variable. A quantitative approach was employed, collecting primary data through a structured questionnaire distributed to consumers with verified purchasing experience using purposive sampling. All constructs were measured with a five-point Likert scale and analyzed using SmartPLS, which included measurement model assessment and structural model testing with bootstrapping procedures. The findings indicate that promotion does not directly influence purchase decisions, while service quality and perceived price demonstrate significant effects. The results also show that both promotion and service quality significantly affect perceived price, which in turn mediates their indirect influence on purchase decision-making. These findings suggest that perceived value plays a pivotal role in shaping consumer behavior. Practically, the results imply that marketers should design promotional strategies that strengthen price perception for example through discount bundles, loyalty programs, and targeted offerings. The study is geographically limited to Surakarta; therefore, future research is recommended to expand sample coverage and explore alternative promotional variables.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



#### Corresponding Author:

Fauzan Janothama,  
Management,  
Universitas Muhammadiyah Surakarta,  
A. Yani, Pabelan, Kartasura, Sukoharjo, Central Java 57169 Indonesia.  
Email: [b100220108@student.ums.ac.id](mailto:b100220108@student.ums.ac.id)

### 1. INTRODUCTION

Recent discussions surrounding the determinants of consumer purchasing decisions have gained renewed attention, largely because prior studies report conclusions that often contradict one another (Astarini & Fachrodji, 2023; Eklesia et al., 2021; Jaya, 2023; Kumoro & Krisprimandoyo, 2023; Rahayu et al., 2021; Tran et al., 2020; Wasik, 2023; Yoyo & Listen, 2020). While Pranoto et al., (2022) highlight promotional activities as a strategic force that strengthens consumers' likelihood to purchase and this perspective is echoed in the works of Adriansyah et al., (2020), Prianggoro, (2019), Putri, (2025) other scholars report divergent outcomes. For instance, Arief, (2022) demonstrate that promotional efforts may fail to exert any meaningful influence on purchase decision-

making, revealing the persistent inconsistency within the empirical landscape. These inconsistencies may stem from contextual differences in consumer behavior patterns, product categories, market maturity, brand perception, and methodological variations across studies.

A substantial body of research has emphasized the pivotal function of price in stimulating consumers' intention to purchase, although the evidence is not universally consistent. Several studies such as those by (Darmawan, (2024), Novitasari, (2023), Zararosa, (2023) demonstrate that higher price attractiveness tends to strengthen customers' likelihood to proceed with a purchase. In contrast, Supu et al. (2021) offer a counterpoint by showing that price does not necessarily exert a positive or statistically meaningful influence on purchasing decisions. Similar variations appear in investigations examining service quality. While Elok et al., (2025), Fachrul Rizal, (2017), Fadhilah et al., (2022) conclude that superior service quality often translates into stronger purchasing decisions, Lolowang, (2019) reports that service quality may fail to produce a significant effect, suggesting that its impact can be context dependent and not uniformly observable across studies. This further reinforces the existence of theoretical and empirical gaps requiring deeper examination under different business models and consumer contexts.

Drawing on insights from more than fifteen prior studies which collectively reveal inconsistent empirical findings this research positions itself as a renewed examination within the field of marketing management by applying the inquiry to a distinct object of study. The present investigation focuses on Wizzmie, a gelato brand operating in Surakarta, situated within Indonesia's rapidly expanding culinary landscape. Wizzmie currently faces fluctuating customer retention, marketing inefficiencies, and inconsistent purchasing patterns, indicating strategic gaps in pricing perception, promotional effectiveness, and perceived service quality. As consumer preferences increasingly emphasize product excellence and continuous innovation, dessert-based businesses such as Wizzmie must refine strategic components encompassing promotional activities, pricing approaches, and service quality to remain competitive and sustain their market presence. Therefore, the objective of this study is to empirically examine the extent to which promotion, service quality, and price influence purchasing decisions in the context of Wizzmie consumers. These factors are expected to play a pivotal role in shaping consumer purchasing decisions and strengthening Wizzmie's foothold in Surakarta's marketplace. Conceptually, this study extends and adapts the framework proposed by Rozikin, (2025) to suit the context of Wizzmie, while offering methodological novelty through the use of PLS-SEM and a localized consumer behavioral lens.

## 2. RESEARCH METHOD

This study employs a quantitative survey approach to examine the influence of promotion, service quality, and price on consumer purchase decisions for Wizzmie products in Surakarta. Primary data were collected through structured questionnaires distributed offline using a purposive sampling technique, with eligibility criteria limited to consumers who had previously purchased and used the product. A total of 120 valid responses were obtained, satisfying the minimum sample size requirements for PLS-SEM analysis. The measurement indicators used in the questionnaire were adapted from established prior studies and underwent expert judgment and pilot testing to ensure content validity before full deployment. Data collection was carried out within a controlled time frame and included an informed consent statement, ensuring adherence to ethical research standards. Data analysis was conducted using SmartPLS, selected over CB-SEM due to its suitability for predictive analysis, moderate sample size, and non-normally distributed data characteristics. The analytical procedure included evaluation of the outer model, where validity and reliability were assessed using criteria of outer loading  $\geq 0.70$ , AVE  $\geq 0.50$ , Cronbach's Alpha and Composite Reliability  $\geq 0.70$ , and

discriminant validity confirmed through the HTMT ratio ( $\leq 0.85$ ). Multicollinearity was examined using Variance Inflation Factor (VIF) values, which remained below the threshold of 5, indicating no multicollinearity concerns. The inner model assessment included examination of  $R^2$ ,  $Q^2$ , and overall model fit, followed by hypothesis testing conducted via the bootstrapping procedure, with statistical significance determined at  $p$ -value  $\leq 0.05$ . Potential methodological limitations, including self-report bias and geographic sampling constraints, are acknowledged as inherent to the study context.

### 3. RESULTS AND DISCUSSION

#### 3.1 Respondent Characteristics

Based on the accumulated dataset of 120 participants, a demographic overview of Wizzmie consumers in Surakarta can be constructed by examining several key attributes, including gender distribution, age brackets, occupational categories, and monthly income levels. These demographic dimensions, which collectively illustrate the profile of the respondent group, are presented in an organized manner through the subsequent tables.

Additionally, the conclusion regarding the "main consumer group" is based not only on the highest frequencies but also on consistency across variables (gender, age, occupation, and income), ensuring that the dominant segment reflects convergent demographic dominance rather than isolated counts.

Table 1. Demographic Profile of Wizzmie Consumers in Surakarta (N = 120)

Demographic Variable	Category	Frequency	Percentage
Gender	Male	57	47.5%
	Female	63	52.5%
Age	<20 years	18	15%
	20–25 years	93	77.5%
	>25 years	9	7.5%
Occupation	Student	5	4.2%
	University Student	76	63.3%
	Employee	27	22.5%
Monthly Income	Entrepreneur	12	10%
	<Rp2,000,000	45	37.5%
	Rp2,000,000–Rp4,000,000	47	39.2%
	>Rp5,000,000	28	23.3%

Source: Researcher's Processed Data (2025)

The demographic overview indicates that Wizzmie's predominant consumer base consists of young female university students aged 20–25 with a monthly income range of Rp2,000,000–Rp4,000,000 a conclusion drawn from cross-variable majority patterns rather than single-frequency observation.

#### 3.2 Analysis Results

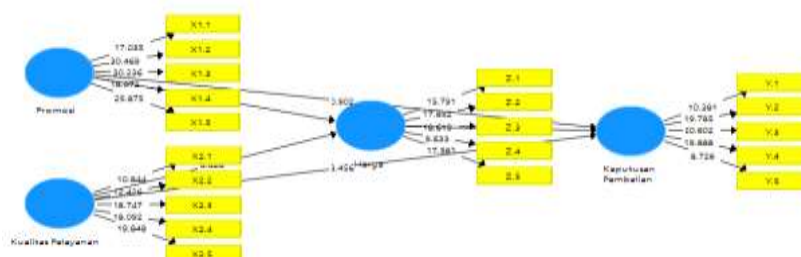


Figure 1 Path Analysis (Outer Model)  
Source: SmartPLS-3 Data Processing (2025)

The outer model was tested to define the relationship between latent constructs and their indicators, evaluating convergent and discriminant validity, composite reliability, and multicollinearity via VIF. These steps ensure that indicators consistently capture construct meaning while adequately distinguishing between constructs, resulting in a robust and reliable measurement model.

### 3.3 Outer Model Analysis

Convergent validity was confirmed through strong indicator construct relationships, with most outer loadings exceeding 0.70. Although one Purchase Decision indicator (Y.5) showed a loading of 0.689, it remained acceptable ( $>0.60$ ). However, the indicator with the lowest loading (Y.5 = 0.689) should be noted as a potential candidate for refinement or removal in future replications, depending on conceptual relevance and stability across samples. Reliability values (CR and Alpha) ranging from 0.872–0.927 and 0.803–0.902 demonstrate strong internal consistency, and VIF values between 1.532–2.456 confirm no multicollinearity.

### 3.4 Inner Model Analysis

Goodness of Fit evaluates how well a proposed conceptual model corresponds to the empirical data. The NFI value of 0.768 is interpreted as acceptable because values  $\geq 0.70$  are considered adequate for exploratory PLS-SEM models, although values approaching  $\geq 0.90$  are regarded as excellent (Hair, 2021). Thus, 0.768 reflects a moderately strong model fit not “high” in an absolute sense, but appropriate for the analytical context.

Table 2. NFI

	Saturated Model	Estimated Model
NFI	0.768	0.768

Source: SmartPLS-3 Data Processing (2025)

Based on the goodness of fit test above, it shows that the NFI value of the saturated model and estimated model has a value of 0.768, which is close to 1, which means that the model in this test has a high level of fit.

### 3.5 R-Square

In evaluating a conceptual model, the coefficient of determination ( $R^2$ ) indicates how well the independent variables explain variance in the dependent construct. According to Hair (2021), higher  $R^2$  values reflect stronger predictive power, while lower values suggest weak explanatory ability. Since  $R^2$  ranges from 0 to 1, values closer to 1 demonstrate that the model accounts for a substantial portion of the variance. The following table presents the  $R^2$  values obtained in this study as evidence of the model’s explanatory strength:

Table 3. R-Square

Variables	R-Square	R-Square Adjusted
Price (Z)	0.593	0.586
Buying decision(Y)	0.605	0.594

Source: SmartPLS-3 Data Processing (2025)

The R Square value for the Buying Decision construct (Y) is 0.605, indicating that 60.5% of its variance is explained by Promotion and Service Quality, while the remaining 39.5% is influenced by factors outside the model. The variable that contributes the most is Service Quality, as it shows the strongest standardized path coefficient in subsequent structural analysis. Similarly, the Price construct (Z) shows an R Square of 0.593, meaning that Promotion and Service Quality account for 59.3% of its variance, with the

remaining 40.7% explained by variables not included in the framework. For the Q Square assessment, this predictive relevance metric indicates how well the model reproduces observed data. According to Guenther (2023), Q<sup>2</sup> values above zero reflect adequate predictive capability, while negative values suggest poor predictive power. The Q Square calculation for this study is presented in the following section.

Table 4. Q-Square

Variables	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Price (Z)	600.000	394.831	0.342
Buying decision(Y)	480.000	307.584	0.359

Source: SmartPLS-3 Data Processing (2025)

Based on the analysis, the predictive relevance values (Q<sup>2</sup>) obtained for the Buying Decision variable (Y) and the Price variable (Z) were 0.359 and 0.342 respectively, both exceeding zero and therefore indicating that the model possesses adequate predictive capability. These values fall within the moderate predictive relevance category based on Hair et al. (2021), rather than simply being labeled “adequate.”

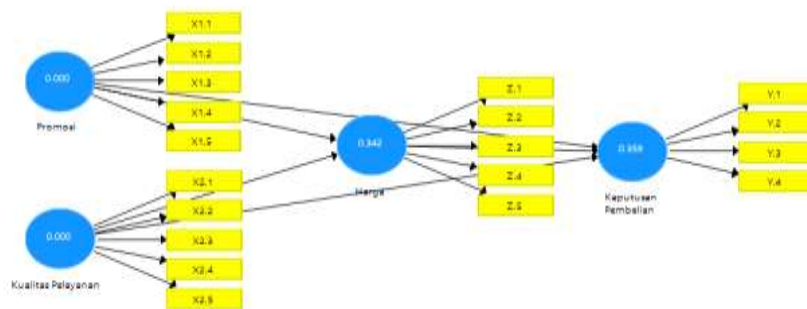


Figure 2 Path Coefficient  
Source: SmartPLS-3 Data Processing (2025)

Hypothesis testing was carried out by evaluating probability values and associated t-statistics, following the guidelines proposed by Ghozali (2021), which state that a hypothesis is statistically confirmed or rejected by comparing its p-value with the 5% significance threshold or by determining whether the computed t-statistic exceeds the critical value. In this study, a significance level of 0.05 was applied.

Table 5. Path Coefficient (Direct Effect)

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-Values
Promotion (X1) -> Buying decision(Y)	0.161	0.172	0.169	0.950	0.343
Quality of Service (X2) -> Buying decision(Y)	0.375	0.379	0.112	3.360	0.001
Price (Z) -> Buying decision(Y)	0.340	0.330	0.097	3.513	0.000
Promotion (X1) -> Price (Z)	0.406	0.411	0.119	3.420	0.001
Quality of Service (X2) -> Price (Z)	0.458	0.451	0.108	4.225	0.000

Source: SmartPLS-3 Data Processing (2025)

Bootstrapped analysis reveals that Promotion has no significant impact on Buying Decision (path = 0.161; p = 0.343; t = 0.950), leading to rejection of the first hypothesis. Meanwhile, Service Quality (0.375; p = 0.001; t = 3.360) and Price (0.340; p = 0.000; t = 3.513) significantly drive purchasing choices, confirming hypotheses two and three. Promotion (0.406; p = 0.001) and Service Quality (0.458; p = 0.000) also significantly influence Price, validating hypotheses four and five. The pathway with the strongest

substantive effect in the model is Service Quality  $\rightarrow$  Price ( $\beta = 0.458$ ). The lowest acceptable indicator loading in this study was 0.689 (Purchase Decision item Y5). Although slightly below the 0.70 ideal threshold, it was retained because reliability and AVE values remained above required limits.

Table 6. Path Coefficient (irect Effect)

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-Values
Promotion (X1)-> Price (Z)-> Buying decision(Y)	0.138	0.140	0.069	2.001	0.046
Quality of Service (X2) -> Price (Z)-> Buying decision(Y)	0.155	0.150	0.046	3.413	0.001

Source: SmartPLS-3 Data Processing (2025)

Based on the indirect pathways, Price acts as a significant mediator in both relationships. The indirect effect of Service Quality through Price is stronger than that of Promotion, indicating a greater influence of service attributes on purchasing decisions after price perception is considered.

### 3.6 Discussion

#### a. Promotion on Purchasing Decisions

The analysis suggests that promotional activities exert no meaningful influence on consumers' purchasing choices for Wizzmie products in Surakarta (path = 0.161;  $t = 0.950$ ;  $p = 0.343$ ), indicating a statistically insignificant relationship. This result aligns with the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which states that behavior is influenced only when individuals consider stimuli relevant and credible to their decision-making process.] In this case, respondents dominated by young university students aged 20–25 and price-sensitive consumer groups (52.5% female, 63.3% college students appear to rely more on inherent product attributes such as taste, affordability, and peer recommendations than on promotional media.

The insignificant outcome may also be influenced by misalignment between promotion channels and respondent media behavior, evidenced by the dominance of Gen-Z profiles who statistically favor TikTok, interactive digital content, and peer micro-influencers rather than generic banners or offline promotion formats. Although promotion is traditionally regarded as a core element of the marketing mix, its current execution at Wizzmie seems insufficient to generate persuasive value. A similar conclusion was reported by Gofur (2024), who found that increasing promotion intensity does not always guarantee decision-level behavioral responses when target audience expectations are unmet.

#### b. Quality of Service on Purchasing Decisions

The analysis reveals that service quality significantly influences purchasing behavior (path = 0.375;  $t = 3.360$ ;  $p = 0.001$ ), confirming its critical role in consumers' decision-making process. This finding is coherent with SERVQUAL theory (Parasuraman et al., 1988), which states that responsiveness, empathy, and reliability determine perceived value and behavioral intentions. Respondents mainly young buyers seeking fast service and convenience associate positive service encounters with trust and emotional satisfaction, increasing the likelihood of repeat purchase and favorable word-of-mouth.

This result aligns with Prakoso (2025), who found that strong service performance directly shapes consumer buying intention across food-service contexts. The statistical strength observed also positions service quality as the strongest direct contributor to purchase intention among all predictors.

c. Price on Purchasing Decisions

Price demonstrates a significant effect on purchasing decision (path = 0.340;  $t = 3.513$ ;  $p = 0.000$ ), confirming that consumers evaluate whether the cost corresponds with perceived benefit. This supports the Perceived Value Theory (Zeithaml, 1988), which proposes that purchase behavior is triggered when perceived benefits outweigh perceived sacrifice. For the sample group dominated by low-to-moderate income earners earning Rp4,000,000 price acts as both a rational evaluation tool and heuristic shortcut. This is consistent with Vianita et al. (2025), who concluded that pricing, when aligned with perceived fairness, drives purchase intention and loyalty in competitive retail settings.

d. Promotion Against Price

Promotion significantly influences price perception (path = 0.406;  $t = 3.420$ ;  $p = 0.001$ ). This indicates that although promotion does not directly influence buying decisions, it successfully modifies value interpretation through price perception. Instead of merely functioning as marketing communication, well-designed promotions such as targeted discounts, complementary bundling, and structured loyalty incentives reconstruct the perceived fairness and rationality of the price, creating a psychological narrative that the monetary cost is justified or even outweighed by the benefits received. Through this pathway, promotion strengthens the evaluative role of price, meaning its influence on buying behavior does not always occur directly but rather through an enhanced perception of value. Consumers exposed to promotional information tend to appraise the product's price more favorably, increasing their likelihood of making a purchase. This pattern aligns with findings reported by Candra et al., (2023), who observed that students using GoFood viewed prices as more reasonable when discounts, vouchers, or cashback were offered, especially given their limited budgets. For Wizzmie, constructing promotional strategies that consistently elevate the perceived value of its offerings becomes essential for maintaining competitiveness within Surakarta's increasingly saturated fast-food market.

e. Quality of Service Against Price

The findings reveal that service quality strongly influences price perception (path = 0.458;  $t = 4.225$ ;  $p = 0.000$ ), marking it as the strongest predictor among all tested relationships. This mediation route indicates that consumers justify price based on overall service experience, a concept grounded in the Equity Theory of Exchange (Adams, 1965). Accordingly, high-quality service reframes price from merely a cost into a justified exchange. When customers encounter attentive staff, prompt order delivery, and a hygienic environment, these service attributes collectively elevate the perceived value of the offering. Under such conditions, the price no longer functions merely as a monetary figure but becomes intertwined with the overall experience, making customers feel that the amount paid is justified sometimes even reasonable compared with alternative brands. This dynamic demonstrates that high-quality service strengthens the interpretive lens through which consumers evaluate price, thereby encouraging stronger purchase intentions. Consistent with the conclusions of Leovina, (2023), the results affirm that service quality plays a decisive role in shaping the cognitive construction of acceptable pricing, acting as a catalyst that legitimizes monetary expectations and enhances customers' willingness to pay. Consequently, for restaurant operators, refining service standards becomes a strategic lever for maintaining or adjusting prices without diminishing consumer interest, ensuring alignment between perceived value and sustainable purchasing decisions.

f. Promotion Through Price Against Buying Decision

Bootstrapping results confirm that promotion affects purchasing decision indirectly through price indirect effect = 0.138;  $t = 2.001$ ;  $p = 0.046$ ). This validates

mediation based on Baron & Kenny (1986), where a previously insignificant direct effect becomes significant when a mediator is introduced. Thus, promotion becomes meaningful only when it modifies value perception, not when presented as direct persuasive messaging. Discounts, coupons, and bundling programs do not directly trigger a purchase; instead, they first alter the perceived economic value of the product, making the price appear more advantageous and ultimately encouraging consumers to buy. This mechanism demonstrates that the success of promotional strategies depends on their ability to generate a favorable price perception, which then mediates the effect of promotion on the final decision to purchase. These findings align with Eklesia et al., (2021), who emphasizes that promotional stimuli become significantly impactful only when the price is cognitively reconstructed as fair or beneficial. When consumers regard the product as high-quality, promotional incentives intensify their inclination to buy; however, when product quality is perceived as inferior, the influence of promotion weakens substantially. Therefore, the study highlights that businesses must strengthen product quality as a strategic foundation so that promotional efforts can meaningfully shape value perceptions and translate into stronger, more sustainable consumer acquisition decisions.

g. Quality of Service Through Price on Purchasing Decisions

The model confirms that price partially mediates the effect of service quality on purchase decision indirect effect = 0.155;  $t = 3.413$ ;  $p = 0.001$ ). This statistical pattern confirms partial complementary mediation as classified by Hair et al. (2021). These findings imply that service excellence not only increases satisfaction but also strengthens perceived fairness of pricing. Instead of functioning merely as a complementary factor, the service environment covering staff conduct, responsiveness, cleanliness, and the overall atmosphere quietly reconstructs the consumer's internal judgment regarding whether the monetary cost feels justified. When these service encounters are consistently positive, customers tend to translate the offered price into a fair exchange for the experiential benefits they receive, allowing price to operate as a meaningful mediating mechanism that channels service quality into purchase decisions. This dynamic illustrates that price perceptions are not formed in isolation but are filtered through the service-based impressions accumulated during the interaction process. Consequently, even higher price points can be perceived as reasonable when supported by superior service delivery. For Wizzmie, strengthening service standards is therefore a crucial strategic pathway for elevating perceived price value and stimulating stronger buying intentions. These conclusions align with the final hypothesis and resonate with insights from Wasik, (2023), who observed that service quality exerts its influence on consumer purchasing choices partly by shaping how price is evaluated and by reinforcing post-purchase satisfaction that sustains long-term buying behavior.

#### 4. CONCLUSION

This study contributes to marketing literature by demonstrating that Promotion does not directly influence purchasing decisions, but instead operates through perceived value, with Service Quality and Price emerging as the strongest direct predictors of consumer buying behavior. The findings refine existing models by positioning perceived economic value as a mediating mechanism that explains why promotional efforts succeed or fail in converting attention into purchase intention. All research objectives have been addressed, offering both empirical confirmation and theoretical nuance regarding the interplay among Promotion, Service Quality, Price, and purchase decisions. However, the study's geographic scope and limited exploration of promotional formats suggest the need for future research with broader samples and mixed-method approaches to deepen understanding of these relationships.



## REFERENCE

- Adriansyah, D., Saputri, M. E., Bisnis, P. A., Komunikasi, F., & Telkom, U. (2020). Pengaruh Promosi Penjualan Terhadap Kepuasan Pelanggan Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Pengguna Go-Food Di. *Journal Of Entrepreneurship, Management, And Industry (Jemi)*, 3(3), 123–128.
- Arief, M. Y. (2022). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Wo. Favorit Decoration Di Situbondo. *Jurnal Mahasiswa Entrepreneur (Jme)*, 1(3), 585–602.
- Astarini, Y., & Fachrodji, A. (2023). The Effect Of Promotion , Quality Of Service And Price On Patient Loyalty With Patient Satisfaction As Mediation ( Outpatient At Premier Bintaro Hospital ). *International Journal Of Social And Management Studies (Ijomas)*, 4(2), 37–45.
- Candra, F., Ellitan, L., & Rosita, Y. (2023). Pengaruh Kualitas Produk Dan Kualitas Layanan Terhadap Niat Beli Kembali Melalui Kepuasan Pelanggan Wizzmie Di Surabaya. *Ekoma: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(1), 218–237.
- Darmawan, A. (2024). Pengaruh Promosi Dan Persepsi Nilai Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi Pada Konsumen Cici.Co.Id Di Kota Semarang). *Jae: Jurnal Akuntansi Dan Ekonomi*, 2, 1–10.
- Ekleisia, J., Sujarwo, A., Suseno, E., & Riyadi, H. (2021). The Impact Of Product Promotion And Innovation On Purchase Decisions At Prices As Intervening Variables. *International Journal Of Social Science And Business*, 5(2), 200–206.
- Elok, B., Mahendra, P., & Purwo, E. (2025). Pengaruh Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Konsumen Shoope Food Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Economic Resources*, 8(2), 982–991.
- Fachrul Rizal, M. A. (2017). Pengaruh Harga, Desain Dan Lokasi Terhadap Keputusan Pembelian Serta Dampaknya Pada Kepuasan Pasca Pembelian Perumahan Di Kota Banda Aceh. *Jurnal Manajemen Dan Inovasi*, 8(3), 76–87.
- Fadhilah, M., Cahya, A. D., & Ardiansyah, M. J. (2022). Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Mediasi Pada Konsumen Alfamart. *Economos: Jurnal Ekonomi Dan Bisnis*, 5(2), 125–131.
- Gofur, A. (2024). Price-Quality Interaction On The Formation Of Buying Interest Of Apartment Customers. *Jurnal Manajemen Strategi Dan Aplikasi Bisnis Vol*, 7(1).
- Jaya, S. L. (2023). The Influence Of Price , Service Quality , And Product Quality On Purchase Decisions Mediated By Purchase Intention ( Empirical Study: Kriss Store Consumers In Tangerang Regency ). *Jrssem*, 03(03), 798–823. <https://doi.org/10.59141/Jrssem.V3i03.575>
- Kumoro, W. B., & Krisprimandoyo, D. A. (2023). The Effect Of Service Quality , Reputation , And Perceived Price On Purchase Decisions With Customer Satisfaction As An Intervening Variable ( Study On Parents Of Students At Ciputra School Surabaya ). *Sinergi: Jurn Al Il Miah Il Mu Man Ajemen*, 13(2), 83–94.
- Leovina, R. (2023). Pengaruh Kualitas Layanan, Promosi, Dan Kepuasan Pelanggan Terhadap Keputusan Pembelian Wizzmie Di Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, 12(12).
- Lolowang, I. (2019). Pengaruh Persepsi Dan Preferensi Konsumen Terhadap Keputusan Pembelian Rumah Tipe Premium (Studi Pada Konsumen Kawanua Emerald City Akrland Manado. *Jurnal Riset Bisnis Dan Manajemen*, 7(1).
- Novitasari, D. A. (2023). Pengaruh Kualitas Produk, Harga, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Nilna Mukena Ngunut Tulungagung. *Jurnal Manajemen Dan Sains*, 8(1), 962–975. <https://doi.org/10.33087/Jmas.V8i1.1044>
- Prakoso, D. (2025). Pengaruh Kualitas Pelayanan Dan Fasilitas Terhadap Minat Berkunjung Kembali Melalui Kepuasan Konsumen Hotel Comercial Bizpark. *Jurnal Samudra Ekonomi & Bisnis*, 16(225), 16–28. <https://doi.org/10.33059/Jseb.V16i1.10074>.Article
- Pranoto, F., Haryono, P. M. B., & Assa, A. F. (2022). The Effect Of Service Quality And Price On Purchase Decisions Mediated By Brand Image. *Journal Of Humanities, Social Science, Public Administration And Management (Husocpument)*, 2(2), 67–77.
- Prianggoro, N. F. (2019). Effect Of Service Quality And Promotion On Purchase Decisions And Their Implications On Customer. *International Journal Of Engineering Technologies And Management Research*, 6(3). <https://doi.org/10.5281/Zenodo.3251747>
- Putri, M. N. (2025). Pengaruh Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Jimea | Jurnal Ilmiah*

- Mea (Manajemen, Ekonomi, Dan Akuntansi)*, 9(1), 2547–2577.
- Rahayu, S., Limakrisna, N., & Purba, J. H. V. (2021). The Influence Of Brand Image , Online Service Quality , And Of Use On Purchase Decisions On With Trust As A Mediation Variable. *International Journal Of Science, Technology & Management*, 629–639.
- Rozikin, A. M. (2025). Analisis Pengaruh Harga, Kualitas Produk, Promosi Dan Lokasi Terhadap Keputusan Pembelian Rumah (Studi Kasus Pada Pembeli Perumahan Havaland Malang). *Jurnal Riset Manajemen*, 7(1), 28–45.
- Tran, T. A., Pham, N. T., Pham, K. Van, Cam, L., & Nguyen, T. (2020). The Roles Of Health Consciousness And Service Quality Toward Customer Purchase Decision. *Journal Of Asian Finance, Economics And Business*, 7(8), 345–351. <https://doi.org/10.13106/Jafeb.2020.Vol7.No8.345>
- Vianita, R., Hidayati, N., Agus, N., & Zamzam, N. (2025). Pengaruh Inovasi Produk , Brand Image , Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Gtt Pusat Oleh-Oleh Kediri The Influence Of Product Innovation , Brand Image , And Service Quality On Purchasing Decisions At The Gtt Kediri Souvenir Center. *Jurnal Samudra Ekonomi & Bisnis*, 16(225), 132–146. <https://doi.org/10.33059/Jseb.V16i1.10804>.Abstrak
- Wasik, Z. (2023). The Effect Of Price Perception , Product Quality And Promotion On Purchasing Decisions Mediated By Brand Image. *International Journal Of Advanced Engineering And Management Research*, 8(05), 16–29. <https://doi.org/10.51505/Ijaemr.2023.8502>
- Yoyo, T., & Listen, G. (2020). The Effect Of Promotion , Price , And Quality Of Service In Decision Making Using Online Transportation. *Eco-Fin*, 2(3).
- Zararosa, G. A. (2023). Peran Minat Beli Sebagai Variabel Intervening Pada Pengaruh Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Gracia. *Jurnal Studi Manajemen Organisasi*, 20(2), 59–72.