
THE INFLUENCE OF SERVICE QUALITY AND PRICING STRATEGY ON PURCHASE DECISION AT JOJOMANADOADVENTUR3 TOURISM TRIP SERVICES**PENGARUH KUALITAS PELAYANAN DAN STRATEGI PENETAPAN HARGA TERHADAP KEPUTUSAN PEMBELIAN DI JASA PERJALANAN WISATA JOJOMANADOADVENTUR3**

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Abstract: This study investigates the impact of service quality and pricing strategy on purchase decisions among consumers utilizing Jojomanadoadventur3 tourism trip services. Employing a quantitative research method, a sample of 100 respondents was selected through simple random sampling to ensure representativeness. Data were collected using structured questionnaires assessing service quality dimensions, pricing strategies, and purchase decision variables. Statistical analysis, including correlation and regression techniques, was conducted to evaluate the relationships between the variables. The findings reveal a significant positive relationship between service quality and purchase decisions, indicating that higher service quality leads to increased consumer satisfaction and loyalty. Additionally, pricing strategy was found to significantly influence purchase decisions, suggesting that competitive pricing enhances consumer willingness to buy. This research contributes to the understanding of consumer behavior in the tourism sector and provides valuable insights for Jojomanadoadventur3 to optimize their service offerings and pricing strategy.

Keywords: service quality, pricing strategy, purchase decision

Abstrak: Penelitian ini menyelidiki pengaruh kualitas layanan dan strategi penetapan harga terhadap keputusan pembelian di kalangan konsumen yang menggunakan layanan perjalanan wisata Jojomanadoadventur3. Dengan menggunakan metode penelitian kuantitatif, sampel sebanyak 100 responden dipilih melalui pengambilan sampel acak sederhana untuk memastikan keterwakilan. Data dikumpulkan menggunakan kuesioner terstruktur yang menilai dimensi kualitas layanan, strategi penetapan harga, dan variabel keputusan pembelian. Analisis statistik, termasuk Teknik korelasi dan regresi, dilakukan untuk mengevaluasi hubungan antara variabel-variabel tersebut. Temuan menunjukkan adanya hubungan positif yang signifikan antara kualitas layanan dan keputusan pembelian, yang mengindikasikan bahwa kualitas layanan yang lebih tinggi meningkatkan kepuasan dan loyalitas konsumen. Selain itu, strategi penetapan harga juga ditemukan berpengaruh signifikan terhadap keputusan pembelian, yang menunjukkan bahwa penetapan harga yang kompetitif meningkatkan kesediaan konsumen untuk membeli. Penelitian ini memberikan kontribusi terhadap pemahaman perilaku konsumen di sektor pariwisata dan memberikan wawasan berharga bagi Jojomanadoadventur3 untuk mengoptimalkan penawaran layanan dan strategi penetapan harga mereka.

Kata Kunci: kualitas pelayanan, strategi penetapan harga, Keputusan pembelian

INTRODUCTION

Research Background

In the tourism services, purchase decision is a process that consumers go through before deciding to buy

a particular product or service. This process involves several stages where the complex process is influenced by various factors.

Understanding the stages and factors that influence this purchasing decision is very important for companies in designing effective marketing strategies and meeting consumer needs and preferences. This includes service quality and pricing strategy implemented by the service providers. Service quality is an effort to fulfill the expectations and desires of tourists, as well as the right delivery to balance with their customers (Nasution, 2004). Service quality in the tourism sector plays a crucial role in determining the success and reputation of a destination or service provider. According to research conducted by (Choi Y et al, 2017) a product or service is considered quality if it has the value expected by the user. Good service quality can increase the attractiveness of a destination and encourage an increase in the number of service buyers. Pricing Strategy is very important in customer purchasing decision because price become one of the factors that influence purchasing decision. Pricing strategy is the reason the author wants to highlight how price tactics affect consumers' purchasing decision. The right pricing strategy, companies can attract

potential customers, differentiate themselves from competitors, and increase profits. This is supported by Kotler (2011), pricing strategy is essential for each company that is involved in the production of goods and services because the pricing strategy can provide an overview to consumers about companies and the products they produce.

Tourism product is a form of tangible tourist facility or attraction offered to visitors so that visitors are willing to buy the services provided or visit the tourist attraction (Berkbekova et al, 2021). Indonesia has identified five super priorities tourist destinations as part of its strategy to develop the tourism sector and increase the country's global appeal. The five destinations are: Borobudur, Lake Toba, Likupang, Mandalika, and Labuan Bajo. One of the super priority tourist destinations are Likupang, located in Manado, North Sulawesi. Likupang is designated as one of Indonesia's super priority tourist destinations for several main reasons including its natural potential, cultural diversity, and its strategy in supporting the purpose of national tourism. Likupang is known for its natural beauty, especially its enchanting beaches, such as Paal Beach, Tanjung Beach, and Likupang Beach. This area offers various ecotourism activities such as snorkeling, diving, and trekking that allow tourists to explore the natural beauty that is still natural. Based on Ministry of Tourism and Creative Economy performance report the tourism sector is one of the sectors that contributes greatly to the national economy, as reflected in the contribution value of the Gross Domestic Product (GDP) of tourism and the workforce in the tourism sector. Even though the realization number of Tourism GDP Contribution in 2020 is far from the target that should be achieved, While the GDP realization in the tourism sector from 2021 to 2023 shows growth and. As time goes by and can be seen from figure above, Indonesian tourism has survived the challenges. Tourism GDP Contribution continues to increase from 2020 to 2023 which continues to progress and develop very quickly. In line with the previous researched by (González-Torres et al, 2021) tourism products are various places, services or services that are present at tourist attractions that aim to attract tourists to visit to increase income and economic growth in the region. And from the Manado Tourism Office, 603.370 local tourists were entering Manado in 2022. And in 2024 as expected Manado International arrivals will recover to pre-pandemic levels in 2024 at the earliest, the number of tourists entering Manado will increase along with the development of a number of tourist infrastructure. This research will focus more on the tourism activity services offered by Jojomanadoadventur3. Jojomanadoadventur3 is a travel agency business located in Manado that offers their services to local tourists such as providing tour guides, as well as providing open trip and private tip tour package services to selected island destinations such as Lihaga, Bunaken, New Bunaken, Siladen, and many others. With the services and choices of tour packages provided by Jojomanadoadventur3, tourists can more easily plan their holidays, their trip schedules and activities can also be more organized. At Jojomanadoadventur3, they provide open trips and private trips. Where open trip provides combined trip services. An open trip is one of the best choices if you are visiting alone or with 2 friends or more, the trip will feel more exciting and not feel lonely because the open trip is done together with other tourists. In addition, they also provide Private Trip, for those who want to travel with family, and friends and want to have some privacy or want to have an intimacy moment, this package is very suits to them. This business running through social media Instagram account. The customers or potential customers can see testimonials shared through Instagram posts and can make online bookings via Jojomanadoadventur3 Instagram account.

Research Objectives

Based on background of the problem, the objectives of this research are:

1. To analyze the influence of Service Quality and Pricing Strategy on purchase decision at Jojomanadoadventur3
2. To analyze the influence of Service Quality on purchase decision at Jojomanadoadventur3

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Armstrong (2018:29), "marketing as the process by which companies create value for customers and build strong customer relationship to capture value from customers in return". Marketing refers to the actions that a company or an individual does to advertise their goods and services. Promotion, advertising, and customers sales of goods and services are all included in marketing

Purchase Decision

As Kotler (2007) notes out "consumer behavior including the way people, In choosing, buying, wearing and place in their products, services, ideas and experiences to meet their needs". Purchasing decisions made by consumers are greatly influenced by psychological factors and the characteristics of the consumers themselves.

Service Quality

According to Parasuraman A. Zeithaml Va, Berry Ll (1994:70). Two main factors influence service quality: expected service and perceived service. For example, if the perceived service meets customer expectations, then the service can be said to be good or satisfactory. In addition, if the perceived service exceeds customer expectations, then the service can be said to have an ideal service quality.

Pricing Strategy

Pricing strategy is something that is done to create a reasonable price for the products produced by a business or industry (Amaral et al, 2013).

Previous Research

Njeru et al. (2017) analyzed The Influence of Pricing Strategies on Consumer Purchase Decision: a case of Supermarkets in Nairobi Country. The study was conducted in order to address a gap in the literature by examining the impact of pricing strategies on customer purchasing decisions. Questionnaires were used to gather data. A representative sample was obtained using the random sampling technique. To examine the data, descriptive statistical techniques were applied. Regression and correlation analysis were done to determine whether pricing tactics and customer purchasing decisions are related. The findings indicated that pricing strategies played a substantial role in explaining the choice of product, store, amount, and timing of purchases.

Sari et al. (2022) Analyzed The influence of service quality on tourists interest in returning to visits the Kalilo Pine Forest tourist attraction, Purworejo, Central Java. This study aims to determine the service quality of the Kalilo Pine Forest tourist attraction, Purworejo, Central Java based on the dimensions of service quality, namely tangible, reliability, responsiveness, assurance, and empathy, on tourist visit interest. Based on the results of the study, the interest in returning to the Kalilo Pine Forest tourist attraction shows that tourists will return. Good service quality is shown from the results of the study and the distribution of questionnaires which show significant numbers. Thus, tourist visit interest is positively and significantly influenced by service quality. The quality of service at Kalilo Pine Forest, Purworejo Regency influences the desires of tourists

Pamuji et al. (2022) analyzed The Influence of Product Quality, Service Quality, and Brand Trust on Purchase Decisions and Their Implications on Customer Satisfaction on IndiHome Services. This study aims to determine how purchasing decisions are influenced by factors such as product quality, customer happiness with IndiHomeservices, and brand trust. Structural Equation Modeling (SEM) with the Smart-PLS analysis tool is the methodology employed. The results of this research show that while purchasing decisions have no significant impact on customer satisfaction, product quality, service quality, and brand trust all have a significant impact on decisions about what to buy.

Okokon et al. (2023) analyzed This study entitled The Influence of Electronic Word of Mouth and Perceived Value on Purchase Intention on Uniqlo Products in Surabaya, this study was carried out in the marketing department of Akwa Ibom State University in Nigeria to ascertain the relationship between pricing tactics and consumer product purchase decisions. The bivariate relationship between the research variables was examined using Pearson Product Moment Correlation (PPMC). The study's conclusions led to the recommendation that product marketers and manufacturers consistently employ a customer-friendly pricing approach to encourage

loyalty and repeat business.

Ali et al. (2021) analyzed This study entitled Marketing Strategy: Pricing Strategies and its influence on consumer purchasing decision. The aim of this research to investigate pricing tactics as a determining factor in consumer behavior. This study used a quantitative research design by modifying a questionnaire from scholarly sources. The findings indicate that price skimming influences consumer behavior at a 5% level in a significant positive way; penetration pricing influences consumer behavior at a 5% level in a significant positive way; blogging influences consumer behavior at a 5% level in a significant positive way; and competitive pricing influences consumer behavior at a significant positive way.

Conceptual Framework

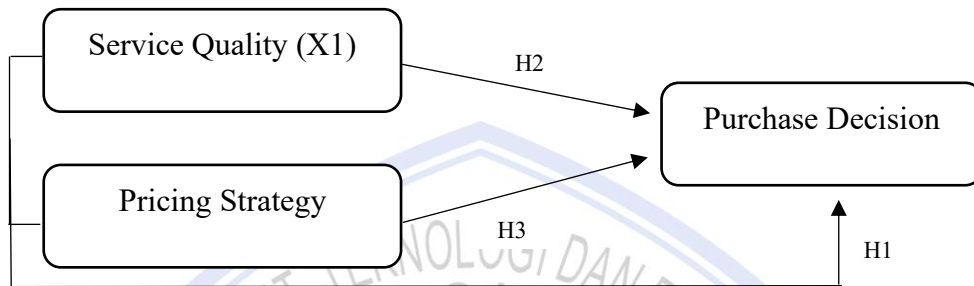


Figure 1. Conceptual Framework

Source: Data Processed, 2024

Research Hypothesis

H1: Service Quality and Pricing Strategy influence purchase decision Simultaneously

H2: Service Quality influence purchase decision partially

H3: Pricing Strategy influence purchase decision partially

RESEARCH METHOD

Research Approach

In order to determine the relationship between two or more variables, this kind of research uses associative research (Sugiono, 2008). The influence and correlation between the Service Quality (X1) and Pricing Strategy (X2) factors on the Purchase Decision (Y) variable will be investigated in this research.

Population and Sample

A population is an entire group of individuals, objects, or events with certain characteristics that research seeks to investigate. The population of this research is people who have rented Jojomanadoadventur3 trip tour services. Sample is part of the characteristics that are had by the population (Sugiono 2007). Paul Leedy's formula is used for unknown populations. In this research, researchers used probability sampling. According to Sugiyono (2017), Probability Sampling is a sampling technique that provides the same opportunity or chance for each element or member of the population to be selected as a sample. In this study, researcher used simple random sampling, which according to Sugiyono (2017), Simple Random Sampling is taking sample members from a population randomly without paying attention to the level or degree in that population.

Data Collection Method

To collect the data, researcher collect from respondents who had rented trip services at Jojomanadoadventur3. The research secondary data came from related parties, websites, journals, books, and institutes.

Operational Definition of Research Variables

Table1. Operational Definition and Indicator of Research Variables

Variable	Operational Definitions	Indicator
Service Quality (X ₁)	According to Jaiswal (2008), service quality is not only involved in the final product or service, but also in the production and delivery process, which requires the measurement of customers' perceptions after consumption.	1. Reliability 2. Responsiveness 3. Assurance Kotler and Keller (2016)
Perceived Quality (X ₂)	A pricing strategy is described by Sammut-Bonnici and Channon as a company's Price approach for figuring out how much its goods and services will cost.	1. Affordability 2. Competitiveness Price 3. Compatible with benefits Kotler and Armstong (2018)
Purchase Decision (Y)	The definition of purchasing decisions is explained by Schiffman and Kanuk (2007:285) such as when individuals have a choice between buying or not buying. A purchasing decision is an alternative behavior from two or more alternatives and is a good action, because it is carried out through a decision-making process. Decision making is important for consumers to evaluate alternatives in purchasing decisions.	1. Product Selection 2. Brand Selection 3. Payment Methods Kotler and Keller (2014)

Source: Data Proses, (2024)

RESULT AND DISCUSSION

Result

Validity Test and Reliability Test

Table 1. Validity Test

Variable	Indicators	Pearson Correlation	Sig. (2-tailed)	N	r table	Status
Service Quality (X ₁)	X1. 1	0.826	0.000	100	0.196	Valid
	X1. 2	0.814	0.000	100	0.196	Valid
	X1. 3	0.689	0.000	100	0.196	Valid
Pricing Strategy (X ₂)	X2. 1	0.673	0.000	100	0.196	Valid
	X2. 2	0.789	0.000	100	0.196	Valid
	X2. 3	0.704	0.000	100	0.196	Valid
Purchase Decision (Y)	Y1. 1	0.669	0.000	100	0.196	Valid
	Y1. 2	0.782	0.000	100	0.196	Valid
	Y1. 3	0.770	0.000	100	0.196	Valid

Source: Data Processed, 2024

The total Sig 2-tailed result is used to determine the validity of the questionnaire. The result is valid if it is less than 0.05. The total Sig 2-tailed in this data is 0.000 based on the processed data, indicating that the data is valid.

Table 2. Reliability Test

Reliability Statistics		
Cronbach's Alpha	N of Items	Status
.781	9	Reliable

Source: Data Processed, 2024

The table above shows the result of the Cronbach's Alpha is 0,781 which means more than 0.60. So, it can be stated that the measuring instrument is reliable.

Classical Assumption Test

Normality Test

The Kolmogorov-Smirnov method normality test is part of the classical assumption test which aims to determine whether the data obtained is normally distributed or not.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.17443344
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.039
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

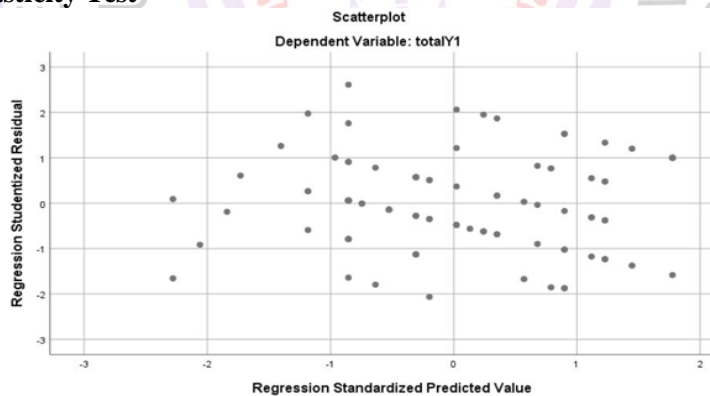
- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data Processed, 2024

Table above shows that the result of One-sample Kolmogorov-Smirnov test. The data is distributed normally if the significant value is more than 0.05% or 5%. In this research, the significant value is 0.200, means that the data is distributed normally,

Heteroscedasticity Test

Figure 1. Heteroscedasticity Test



Source: Data Processed, 2024

The figure above shows random points spread without a clear pattern, the points are spread above and below the number 0 on the Y-axis. This result shows that there are no symptoms of heteroscedasticity.

Multicollinearity Test.

Table 4. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
totalX1	.728	1.374	No Multicollinearity
totalX2	.728	1.374	No Multicollinearity

a. Dependent Variable: Total Y1

Source: Data Processed, 2024

Table 4 shows that the tolerance value of Service Quality (X1) and Pricing Strategy is 0.728 means that each tolerance value is over 0.10. While, VIF value of Service Quality (X1) and Pricing Strategy (X2) is at 1.374 and less than 10, means there is no multicollinearity symptom in those independent variables.

Multiple Linear Regression

The multiple linear regression equation in this study based on the table 5 below is as follows:

$$Y = 4.290 + 0.239 X1 + 0.398 X2 + e$$

The regression equation above can be explained as follows:

1. Purchase Decision (Y) has a positive constant value of 4,290. It means that if the variables Pricing Strategy (X2) and Service Quality (X1) are equal to 0, then Purchase Decisions value will also be 4,290.
2. The Purchase Decisions (Y) increase by 2.39% (0.239) for every 1% increase in the Service Quality (X1), according to the X1 coefficient of 0.239. However, in this case, it shows that other variables have a big chance in values that influence the Purchase Decision (Y). This shows that Service Quality has a positive influence on Purchasing Decisions (Y) but is not very significant.
3. The Purchase Decisions (Y) increase by 39,8% (0.398) for every 1% increase in the Pricing Strategy (X2), according to the (X2) coefficient of 0.398. The performance of the Pricing Strategy influences the Purchase Decision. This result shows that Pricing Strategy (X2) has a positive influence on Purchasing Decisions (Y).

Table 5. Result of Multiple Linear Regression

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	4.290	1.362		3.151	.002		
	totalX1	.239	.099	.244	2.407	.018	.728	1.374
	totalX2	.398	.113	.356	3.515	.001	.728	1.374

a. Dependent Variable: totalY1

Source: Data Processed, 2024

Coefficient Correlation Test (R)

Table 6. Coefficient Correlation (R)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.526 ^a	.277	.262	1.18648	.277

a. Predictors: (Constant), totalX2, totalX1

b. Dependent Variable: totalY1

Source: Data Processed, 2024.

From table 6 above, it can be seen that The R value is 0.526, this shows that there is a positive correlation between the variables. Means that the correlation of Service Quality (X1) and Pricing Strategy (X2) on Purchase Decision (Y) is positively correlated because the value is close to +1.

Coefficient Determination (R²) Test

Table above shows that the independent variables, Pricing Strategy (X2) and Service Quality (X1), account for 27.7% of the variation in the dependent variable Purchase Decisions (Y), with a Coefficient of Determination (R²) value of 0.277. This means that these factors explain a significant portion of the variability in purchasing decisions, while the remaining 72.3% of the variability is influenced by other factors not included in this model.

Hypothesis Testing Z-Test

Table 7. Z-Test

1. H0 is accepted and H1 is rejected if sig > 0.05
2. H1 is accepted and H0 is rejected if sig < 0.05

Source: Data Processed, 2024

Table 7 shows that the Z-count result is higher than the Z-table where the Z-table is equal to 1.984 and the Service Quality Variable (X1) is at 2.407 which means that H01 is rejected and H1 is stated to have an influence. Although, it can be said that the hypothesis is accepted but does not have a very significant influence. Pricing Strategy variable (X2) with Z-count at 3.515 which means that H2 Pricing Strategy influences purchase decision is partially accepted because the data above proves to have an effect, so H02 is rejected. From the data results above, H03 is rejected, and H3 Service Quality and Pricing Strategy influence purchase decision simultaneously is accepted and stated to have an effect.

F-Test

Table 8. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	52.200	2	26.100	18.540	.000 ^b
Residual	136.550	97	1.408		
Total	188.750	99			

a. Dependent Variable: totalY1

b. Predictors: (Constant), totalX2, totalX1

Source: Data Processed, 2024

The significant level is at 0.000 which means it is less than 0.05 (5%). In this case proves that H3 accepted because the independent variables Service Quality (X1) and Pricing Strategy (X2) have a positive influence on the dependent variable Purchase Decisions (Y).

Discussion

The Influence of Service Quality on Purchase Decision

Based on the research results, it was found that the Service Quality variable (X1) does have an effect on the Purchase Decision variable (Y), but the effect is not very significant. This means that although service quality has an effect on purchasing decisions, it does not have a dominant effect in influencing consumer decisions in making purchases. Several other variables such as Lifestyle, Location and word of mouth variables have a strong and significant effect on purchasing decisions (Research by Audina Nurrahmanita, Erna Sofriana Imaningsih I 2023).

The Influence of Pricing Strategy on Purchase Decision

The results of this study indicate that the Pricing Strategy variable (X2) has a significant influence on the Purchase Decision variable (Y). This means that the pricing strategy implemented by the company greatly determines whether consumers will decide to buy a product or service. Consumers associate price with the value they get from a product or service. If the pricing strategy is considered friendly and in accordance with the value or quality of the product, consumers are more likely to make a purchase. Previous research conducted by (Okokon Basseyy Attih in 2023) also recommends that marketers and product manufacturers consistently use a customer-friendly pricing approach to encourage loyalty and repeat business.

The Influence of Service Quality and Pricing Strategy on Purchase Decision

This study found that both variables, namely Service Quality (X1) and Pricing Strategy (X2), have an effect on Purchase Decision (Y). This shows that both service quality and pricing strategy play an important role in influencing consumer decisions to use Jojomanadoadventur3 Tourism Trip Services. Service Quality can provide a good travel experience for customers and competitive prices can attract customers. Previous research done by (Oktarini Riri, Kencana Putri, Wahidah Nur in 2022) implies that service quality and price are in line with purchasing decisions so that they have a positive effect on purchasing decisions at Mr. Restaurant. FOX South Jakarta Branch.

CONCLUSION AND RECOMMENDATION**Conclusions**

The results of this research can be seen from the following conclusion:

1. Service Quality have an influence the Purchase Decision partially. Good service quality, such as friendliness, reliability, comfort, and professionalism of staff, has been shown to have an influence in encouraging customers to make purchasing decisions at Jojomanadoadventur3. although there were several factors that can significantly influence Jojomanadoadventur3 purchasing decisions such as Brand Image, promotion, past experience, EWOM factors.
2. The pricing strategy implemented by Jojomanadoadventur3 also have an influence on customer purchasing decisions. The competitive prices offered by Jojomanadoadventur3 make customers feel that they are getting value for money. A good pricing strategy considers the purchasing power of customers and how the price reflects the quality and benefits provided.
3. This study proves that service quality and pricing strategy are two combined factors that influence purchasing decisions at Jojomanadoadventur3. The combination of superior service quality and appropriate pricing strategy creates a high value perception in the eyes of customers. In this study, the influence of both variables together is proven to be strong in influencing purchasing decisions. Customers will be more motivated to choose a service when they feel that what they pay is commensurate with the quality and comfort they get during their travel. Therefore, companies need to continue to improve these two aspects to attract more customers, retain existing customers, and increase loyalty.

Recommendation

1. Jojomanadoadventur3 is advised to consider other factors along with improving their service quality. so that the company can gain a more comprehensive understanding of how customers make purchasing decisions
2. The company must continue to maintain customer trust through consistent service with competitive prices with customers. Providing superior quality assurance and additional services can improve customer perception of the brand and encourage loyalty
3. To get more comprehensive picture, further research can compare Jojomanadoadventur3 with similar tourism service companies in the same or different areas. This will help understand the competitive advantages and weaknesses that need to be improved.

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