

The Influence of Product Quality and Price on the Purchase Decision of Conch Cement Products at Multi Karya Building Store in Pontianak

Nur Azufi Mauliani¹, Sukardi^{2*}

Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, Pontianak, Indonesia

Corresponding Author: Sukardi: sukardi82@unmuhpnk.ac.id

ARTICLE INFO

Keywords: Product Quality, Price, Purchase Decision.

Received : 12 March

Revised : 23 April

Accepted: 26 May

©2026 Mauliani, Sukardi: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this study is to examine how product quality and price affect people's choices about what Conch Cement goods to buy at the Multi Karya Building Store in Pontianak. The study uses an associative method and gathers information through interviews, surveys, observations, and written records. A purposive sampling method was used to choose the 100 individuals who made up the study group. The data was analyzed using SPSS software, which included validity and reliability tests, classical assumption tests, multiple linear regression, correlation coefficient, coefficient of determination, F-test, and t-test. The study determined that the price and quality of a product significantly influence individuals' purchasing decisions, as evidenced by a F value of 57.299 and a significance level of 0.000. It's possible that price has a bigger impact on buying choices than product quality. Product quality has a t value of 2.186 and a significance of 0.031, while price has a t value of 4.375 and a significance of 0.000. The correlation coefficient of 0.736 indicates a robust correlation between the quality of a product and its price in the context of purchasing decisions. The coefficient of determination of 0.542 indicates that the price and quality of the product can account for 54.2% of the purchase decisions. Other factors outside the study account for the other 45.8%.

INTRODUCTION

DOI : <https://doi.org/10.55927/ijbae.v5i3.41>

ISSN-E: 2963-6124

<https://journalijbae.my.id/index.php/ijbae>

Indonesia has experienced an increase in population from approximately 238.5 million in 2010 and is projected to reach 305.6 million in 2035. It is expected that the number of people living in West Kalimantan will rise to 6,377.38 thousand by 2035, from 5,398.40 thousand in 2020 (Badan Pusat Statistik Kalimantan Barat, 2025) when it was first reported. The increase in population is accompanied by infrastructure development and housing needs, which drive the demand for building materials, including cement as the main material in construction activities. Data from DJPB, Ministry of Finance West Kalimantan (2023) shows that the construction sector in West Kalimantan has experienced development that tends to increase in a fluctuating manner.

The development of the construction sector also affects the growth of building material providers in North Pontianak, especially in Siantan Hulu Subdistrict. The ease of licensing systems through the Online Single Submission (OSS) encourages the increase in building store businesses in the area. Data from the Investment and One-Stop Service Office of Pontianak in 2026 recorded six building stores operating in Siantan Hulu, including Multi Karya Building Store located on Jalan 28 Oktober, North Pontianak. The increase in similar businesses indicates competition in building material sales in the same area.

Multi Karya Building Store markets several cement brands, including Conch Cement, Tiga Roda Cement, Gresik Cement, and Dynamix Cement. Sales data show that Conch Cement sales increased during the 2022–2024 period. The sales value was recorded at IDR 56,250,000 in 2022, increased to IDR 67,860,000 in 2023, and increased again to IDR 93,840,000 in 2024. Increases were also seen in the store's total revenue, which rose from IDR 252,400,000 in 2022 to IDR 281,675,000 in 2023, and then reached IDR 296,850,000 in 2024 (Multi Karya Building Store, 2025). This data indicates an increase in sales transactions over the last three years.

The increase in cement product sales occurs alongside competition between building stores in the Siantan Hulu area. Under these conditions, consumers consider various aspects before making a purchase, especially product quality and price. Conch Cement products are chosen by consumers because they have a smooth texture, strong adhesive strength, and are easy to use in construction work. In addition, product pricing is adjusted to market conditions and consumer purchasing power. The variation in price and product types available shows an adjustment to consumer needs from various purchase segments (Multi Karya Building Store, 2025).

A lot of the research on purchase decisions in the building materials sector is still about how people behave and how to market products. There isn't a lot of research that looks specifically at how product quality and price affect people's decisions to buy Conch Cement in building stores in North Pontianak. Previous studies also show varied outcomes. Chaerunnisa & Safria (2024) said that price has a big impact on what people buy at Point Coffee Kebon Besar Tangerang. Joyo & Soedarsa (2025) asserted that the pricing of Indomie has a substantial and beneficial influence on the purchases made by students at Bandar Lampung University. However, Anjiardiansyah et al. (2019) found that price doesn't have a big effect on how loyal customers are who use the Griya Futsal Field in Pontianak City. Syamruddin and Al-Bustomi (2025) also found that the quality

of a product changes a person's choice to buy at CV. Ibrohim & Ariyanto (2025) said that price has a big impact on people's choices to buy Honda bikes at CV Kodis Motor Pagedangan Tangerang. Other sources say the same thing. The variation in research outcomes shows differences based on the research object, consumer characteristics, and the type of product studied.

This study places Multi Karya Building Store as the research object, focusing on Conch Cement products, which experienced an increase in sales during 2022–2024. The choice to buy is the dependent variable, and the quality and price of the object are the independent factors. The use of sales data, competition among building stores, and product characteristics is part of the development of research in the building material sales sector in North Pontianak.

As you can see, the purpose of this study is to examine how product quality and price affect people's choices about what Conch Cement goods to buy at Multi Karya Building Store in Pontianak. Based on real-world data from the study object, the analysis is done to find out how product quality and price affect people's decisions about what to buy.

LITERATURE REVIEW

Product Quality

Pahmi (2024) defines product quality as the extent to which a product satisfies or exceeds the customer's expectations. This includes goods, services, people, processes, and the environment. In addition, product quality is also viewed as a dynamic condition according to changes in consumer perception of a product. Kotler & Armstrong (2018) say that a product's quality depends on how well it meets customer needs. Conversely, Tjiptono (2019) asserts that the quality of products is contingent upon the environment, products, processes, and individuals. Tjiptono in Tonce & Rangga (2022) says that speed, features, conformity to design, dependability, longevity, looks, and perceived quality are all signs of a good product. These indicators are used to measure product characteristics based on function, durability, appearance, and consumer perception of the product used (Tonce & Rangga, 2022).

The study conducted by Syamruddin and Al-Bustomi (2025) elucidates the correlation between product quality and purchase decisions at CV. Macc Comp in Tangerang City. Mariam et al. (2025) also illustrate that product quality has a substantial and advantageous influence on purchase decisions. The results of this study indicate that the quality of a product has an impact on the purchasing decisions of consumers.

H1: Product Quality significantly affects the Purchase Decision of Conch Cement products at Multi Karya Building Store in Pontianak.

Price

The price of a product or service is the total of the money that customers pay to get the advantages of the product or service (Pahmi, 2024). Price is the amount of money paid for a product or service or the value that customers trade for the advantages of utilizing the product (Kotler & Armstrong, 2018). Indrasari (2019) explains that price is a value expressed in rupiah and used as part of product differentiation in marketing. Kotler in Indrasari (2019) states that pricing

indicators include prices that are affordable, prices according to product quality, competitive prices, prices according to benefits, and prices that influence customer purchase choices. The relationship between price, product benefits, and consumer considerations in the purchasing process is delineated by these indicators (Indrasari, 2019).

Ibrohim & Ariyanto (2025) in their research explain the relationship between price and purchase choices, stating pricing has a significant effect on these purchases. The study by Hendrawan & Sriminarti (2025) also shows that price significantly affects consumer purchase decisions on marketplaces. The results of the study indicate that pricing is one of the important elements affecting customers' purchase choices.

H2: Price significantly affects the Purchase Decision of Conch Cement products at Multi Karya Building Store in Pontianak.

Purchase Decision

Purchase decision is the selection process carried out by consumers for a product or service after going through various considerations. Schiffman and Kanuk in Indrasari (2019) define purchase decision as the choice among two or more alternatives available to consumers in determining a purchase action. Arfah (2022) explains that purchase decision is the behavioral stage before and after the purchase process, while Wardhana (2024) states that purchase decision involves a series of choices before consumers make a purchase. Based on the statement of Kotler and Armstrong (2012) the indications of buying choice include need identification, information search, alternative assessment, purchase decision, and post-purchase behavior. These five indications (Indrasari, 2019) show the five stages experienced by consumers in the decision-making process of product purchases.

The purchasing decision is the dependent variable in this study, while the independent variables are the price and quality of the product. Purchase choice is also used as dependent variable by Aliffa & Wardani (2025) and Sari & Kurniawaty (2025). Both studies consider purchasing decision as a dependent variable driven by product quality and price. The measurement of the purchase choice in this study is based on the stages of consumer decision making as indicated by the indicators utilized in the research framework.

H3: Product Quality and Price significantly affect the Purchase Decision of Conch Cement products at Multi Karya Building Store in Pontianak.

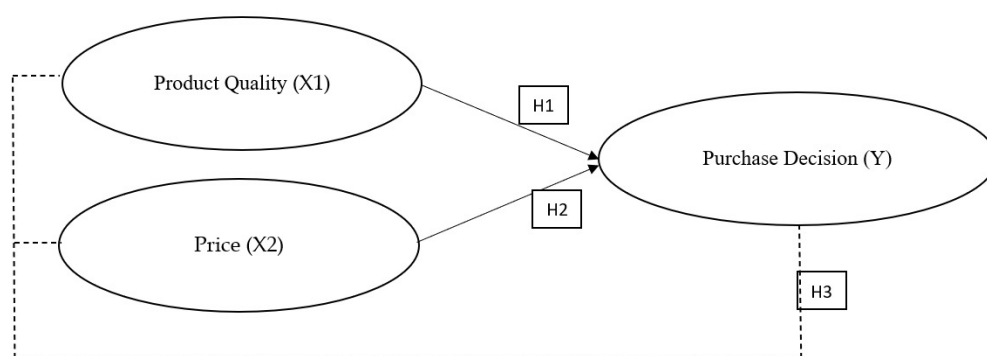


Figure 1. Conceptual Framework

METHODOLOGY

The impact of Product Quality (X1) and Price (X2) on the Purchase Decision (Y) of Conch Cement products at Multi Karya Building Store in Pontianak City is examined in this study using an associative method. Primary data, which are collected through questionnaires, and secondary data, which are derived from company archives and documents, comprise the research data. Consumers who have previously acquired Conch Cement from Multi Karya Building Store comprise the research population. The Rao Purba formula and purposive sampling technique are employed to determine the sample size, which is 100 participants (Sugiyono, 2023). Product Quality (X1) and Price (X2) are the independent variables in this study, while Purchase Decision (Y) is the dependent variable. A five-point Likert scale, which spans from Strongly Disagree to Strongly Agree, is employed for data measurement (Sugiyono, 2023).

The data analysis approach was performed using instrument test, classical assumption test, multiple linear regression analysis, determination coefficient, simultaneous test (F) and partial test (t). Validity and reliability evaluations are conducted using Cronbach Alpha in instrument testing. Included in classical assumption testing are the normality test, linearity test, and multicollinearity test. Multiple linear regression analysis is carried out by using the equation $Y = a + b_1X_1 + b_2X_2 + e$. The multiple linear regression analysis used is to determine the direction and size of the effect of independent variables on the dependent variable (Ghozali, 2018). The significance level used in the hypothesis testing is 0.05. The F test is used to test the simultaneous effects and the t test is used to test the partial effects.

RESEARCH OUTCOME

Test Research Instruments

a. Validity Test

The validity test aims to determine if the questionnaire instrument is able to assess the study variables correctly. The test is accomplished by comparing the estimated r-count value with the r-table value. The r-table value in the table is 0.196 determined using the formula $df = n - 2$ ($100 - 2 = 98$) at the 0.05 level of significance. The results of the validity test for the variables of Product Quality (X1), Price (X2), and Purchase Decision (Y) are shown below.

Table 1. Validity Test Outcomes

Variable	Indicator	r-count	r-table	Description
Product Quality (X1)	X1.1	0.752	0.196	Valid
	X1.2	0.772		
	X1.3	0.745		
	X1.4	0.816		
	X1.5	0.742		
	X1.6	0.649		
	X1.7	0.689		
	X1.8	0.689		
	X1.9	0.713		
	X1.10	0.730		
	X1.11	0.773		

	X1.12	0.804		
	X1.13	0.704		
	X1.14	0.647		
	X1.15	0.439		
	X1.16	0.626		
	X1.17	0.703		
	X1.18	0.617		
	X1.19	0.731		
	X1.20	0.677		
	X1.21	0.642		
	X2.1	0.711		
	X2.2	0.657		
	X2.3	0.484		
	X2.4	0.604		
	X2.5	0.712		
	X2.6	0.643		
	X2.7	0.740		
Price (X2)	X2.8	0.724	0.196	Valid
	X2.9	0.706		
	X2.10	0.776		
	X2.11	0.801		
	X2.12	0.774		
	X2.13	0.784		
	X2.14	0.663		
	X2.15	0.779		
	Y.1	0.803		
	Y.2	0.839		
	Y.3	0.684		
	Y.4	0.615		
	Y.5	0.663		
	Y.6	0.743		
	Y.7	0.631		
Purchase Decision (Y)	Y.8	0.700	0.196	Valid
	Y.9	0.739		
	Y.10	0.753		
	Y.11	0.652		
	Y.12	0.632		
	Y.13	0.801		
	Y.14	0.839		
	Y.15	0.688		

Source: Processed Data, 2026

The r-count values of all statement items on the variables Product Quality (X1), Price (X2), and Purchase Decision (Y) exceed the r-table (0.196), as indicated by the validity test outcomes in Table 1. Hence, all the items are considered to be genuine and acceptable to be used as research tools.

b. Reliability Test

The reliability test is done to measure the consistency and trustworthiness of the research instrument. The reliability requirement is Cronbach's Alpha value better than 0.60 and the test is administered using Cronbach's Alpha technique. Table 2. Reliability test results of all study variables.

Table 2. Reliability Test Outcomes

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Product Quality (X1)	0.948	21		
Price (X2)	0.927	15	0.60	Reliable
Purchase Decision (Y)	0.832	15		

Source: Processed Data, 2026

The reliability test results show that the Cronbach's Alpha value of all study variables is more than 0.60, namely Product Quality (X1), Price (X2), and Purchase Decision (Y). Consequently, all statement items are deemed reliable and appropriate for use as research instruments.

Classical Assumption Test

a. Normality Test

The objective of the normality test is to ascertain whether the research data are normally distributed. The Kolmogorov-Smirnov method is implemented at the test site with the aid of SPSS. Table 3 displays the outcomes of the normality test.

Table 3. Normality Test Outcomes

Test	Value
N (Sample)	100
Test Statistic	.078
Asymp.Sig.(2-tailed)	.135 ^c

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value is 0.135, which is greater than 0.05. Consequently, the data in this analysis are classified as normally distributed.

b. Linearity Test

Linearity test is used to determine the linear connection between independent and dependent variables. The Linearity method test is used to conduct the exam. If the Significance of Linearity is less than 0.05 and the Deviation from Linearity is more than 0.05, then the connection is linear. The linearity test results are shown below.

Table 4. Linearity Test Outcomes

Variable	Linearity	Deviation from Linearity	Description
Purchase Decision * Product Quality	.000	.119	Linear

Purchase Decision *	.000	.138
Price		

Source: Processed Data, 2026

Table 4 shows the linearity test results, which demonstrate that the variables of Product Quality (X1) and Price (X2) on Purchase Decision (Y) exhibit Linearity Sig. values < 0.05 and Deviation from Linearity Sig. Values > 0.05. Consequently, the dependent variable and both independent variables are pronounced to be linearly related.

c. Multicollinearity Test

The multicollinearity test is to check whether the independent variables have a strong link in the regression model. The SPSS test is performed to ensure that there are no significant correlations between independent variables in the regression model. The results of multicollinearity test are shown below.

Table 5. Multicollinearity Test Outcomes

Variable	Tolerance	VIF
Product Quality	.344	2.908
Price	.344	2.908

Dependent Variable: Purchase Decision

Source: Processed Data, 2026

The variables Product Quality (X1) and Price (X2) have VIF values of 2.908 (< 10.00) and Tolerance values of 0.344 (> 0.10), as indicated by the multicollinearity test outcomes above. Consequently, it can be inferred that this investigation does not contain any issues with multicollinearity.

Hypothesis Test

a. Multiple Linear Regression Analysis

The goal of multiple linear regression analysis is to build a model that predicts the association between variables and also to see the influence of independent variables on the dependent variable concurrently and partly. The results of the regression coefficients are shown below, obtained using SPSS analysis.

Table 6. Multiple Linear Regression Analysis Outcomes

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.042	.232		4.489	.000
	Product Quality	.221	.101	.256	2.186	.031
	Price	.476	.109	.513	4.375	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

The equation obtained is $Y = 1.042 + 0.221 X1 + 0.476 X2$, as indicated by the outcomes of the multiple linear regression analysis above.

The following explanation is provided:

- 1) The Purchase Decision (Y) remains 1.042 units when Product Quality (X1) and Price (X2) are zero, as indicated by the constant (a) of 1.042.
- 2) According to the regression coefficient (b1) for the Product Quality (X1) variable, a positive direction is indicated. This means that a one-unit increase in Product Quality will result in a 0.221 increase in Purchase Decision.
- 3) The Price (X2) variable has a positive regression coefficient (b2) of 0.476, which means that a one-unit increase in Price will result in a 0.476% increase in Purchase Decision.

b. Correlation Coefficient Analysis (R)

The correlation coefficient is used to express the direction and intensity of the association between variables. In this research correlation analysis was done by using the Product Moment technique. The results of correlation coefficient test are shown below.

Table 7. Correlation Coefficient Test Outcomes (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736 ^a	.542	.532	.54183

Predictors: (Constant), Price, Product Quality.

Source: Processed Data, 2026

The correlation value (R) is 0.736, as indicated by the correlation coefficient test outcomes above. This value suggests that the relationship between the variables Product Quality and Price on Purchase Decision is classified as strong, as it is within the range of 0.60-0.799.

c. Determination Coefficient (R²)

The R-Square value is 0.542. The result shows that the factors of Product Quality and Price have a contribution of 54.2% to the Purchase Decision on this investigation. The remaining 45.8% is associated with other factors not included in this research.

d. Simultaneous Test

The simultaneous test is used to assess if all the independent factors simultaneously have a significant effect on the dependent variable. The results of the simultaneous test with SPSS are shown below.

Table 8. Simultaneous Test Outcomes

Model	Sum of Squares	Mean Square	F	Significance
Regression	33.643	16.822	57.299	.000 ^b
Residual	28.477	.294		

Dependent Variable: Purchase Decision
 Predictors: (Constant), Price, Product Quality

Source: Processed Data, 2026

As can be seen in the simultaneous test above, the estimated F-value is 57.299, which is more than F-table 3.09 and the significance value is 0.000 which

is less than 0.05. Thus, H3 is accepted that purchase decision is highly impacted by both product quality and price.

e. Partial Test

The goal of the partial test (t test) is to find out the effect of each independent variable on the dependent variable. The results of the partial test using SPSS are shown below.

Table 9. Partial Test Outcomes

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.042	.232		4.489	.000
	Product Quality	.221	.101	.256	2.186	.031
	Price	.476	.109	.513	4.375	.000
a. Dependent Variable: Purchase Decision						

Source: Processed Data, 2026

The following outcomes are derived from the partial test above, which yielded a t-table value of 1.660:

- 1) The hypothesis H1 is accepted, as the Product Quality (X1) variable has a t-count value of 2.186 > 1.660 and a significance of 0.031 < 0.05. Consequently, the purchase decision is significantly and positively influenced by product quality.
- 2) The t-count value of the Price (X2) variable is 4.375, which is greater than 1.660, and the significance is 0.000, which is less than 0.05. Consequently, H2 is accepted. Consequently, the purchase decision is significantly and positively influenced by the price.

DISCUSSION

The Effect of Product Quality (X1) on Purchase Decision (Y)

Based on the results of the partial test, the Product Quality (X1) variable has a t-count value of 2.186 which is more than the t-table value of 1.660 and the significance value of 0.031 which is less than 0.05. These results indicate that H1 is accepted which means that the Product Quality of Conch Cement items on Multi Karya Building Store, Pontianak City has a favorable and substantial impact on the Purchase Decision. This suggests that people are more likely to buy Conch Cement goods when the quality of the product is better. The results of the research performed by Syamruddin & Al-Bustomi (2025) show the effect of product quality on buying choices at CV. The results shown here are in accordance with theirs. At CV. Macc Comp, Tangerang City, product quality has a positive and significant effect on buying choices, as shown in the study of Mariam et al. (2025). These results indicate that customers examine the quality of the products while making purchasing choices, including the application of the advantages they would experience after using the product, as well as its durability and performance.

The Effect of Price (X2) on Purchase Decision (Y)

The Price (X2) variable has a t-count value of 4.375, which is greater than the t-table value of 1.660, and a significance value of 0.000, which is less than 0.05, as determined by the outcomes of the partial test. These outcomes suggest that H2 is accepted, indicating that the Purchase Decision of Conch Cement products at Multi Karya Building Store in Pontianak City is positively and significantly influenced by price. This research demonstrates that price is a significant factor in consumers' purchasing decisions. The purchase decision will be more favorable when the price is more appropriate in relation to the benefits that consumers receive. This investigation is consistent with the research conducted by Ibrohim & Ariyanto (2025), which demonstrated that price has a substantial impact on buyers' purchasing decisions. A study conducted by Hendrawan & Sriminarti (2025) also demonstrated that consumers' purchasing decisions on the marketplace are substantially influenced by price. These outcomes suggest that consumers consider price as one of the factors in making purchase decisions, particularly in terms of price affordability, price suitability with product quality, and the benefits they derive from the products they purchase.

The Effect of Product Quality (X1) and Price (X2) on Purchase Decision (Y)

In the simultaneous test, the F-count value of 57.299 is higher than the F-table value of 3.09 at a significance level of 0.000, and H3 is accepted. These results indicate that the Purchase Decision of Conch Cement goods at Multi Karya Building Store in Pontianak City is substantially impacted by Product Quality and Price. Furthermore, the determination coefficient R-Square value of 0.542 suggests that the variables Product Quality and Price may explain 54.2% of the impact on Purchase Decision. While the remaining 45.8% is affected by other factors outside of this research. These study results indicate that the quality of the product as well as the provided pricing impact the consumer's buying choices. Aliffa & Wardani (2025) did a research that proved that the price and product quality simultaneously have a positive and significant effect on purchase decisions. This is in agreement with their results. Sari & Kurniawaty (2025) shown that product quality and price simultaneously have a major effect on consumer buying choices. The results show the customer buying choice is impacted by the given price and the quality of the goods. Consumers assess the advantages of the product and its price appropriateness before purchasing.

CONCLUSIONS AND RECOMMENDATIONS

This research proves that Product Quality and Price have a substantial effect on the Purchase Decision of Conch Cement goods at Multi Karya Building Store in Pontianak City. This is proven based on the correlation coefficient value of 0.736 which is in the "strong" classification. Based on the results of the analysis, the value of F count is 57.299 with a significance level of 0.000, meaning that the effect of the two variables simultaneously on the Purchase Decision is significant. Product quality and price have an effect of 54.2% on purchase decisions, while the remaining 45.8% is influenced by other factors outside this study. Product Quality partially has a significant effect on Purchase Decision with a value of t-

count of 2.186 and a significance of 0.031. Conversely, Price has a substantial effect on Purchase Decision with a t-count value of 4.375 and significance of 0.000.

The regression model $Y = 1.042 + 0.221 X_1 + 0.476 X_2$ demonstrates that the Purchase Decision of Conch Cement consumers is influenced by Product Quality and Price, as demonstrated by the empirical outcomes of this study. The research also demonstrates that the majority of participants are male, aged 31–36, and have a high school or vocational education. They are employed as laborers. These outcomes demonstrate that consumers prioritize product quality and pricing when making purchasing decisions for Conch Cement products at Multi Karya Building Store in Pontianak.

ADVANCED RESEARCH

Future studies can be developed by including other variables suspected to influence Purchase Decision, considering that 45.8% of the influence still comes from factors outside the research model. Variables that can be considered include promotion, service quality, brand image, business location, and consumer trust level. Furthermore, it is anticipated that the research outcomes will be more precise, comprehensive, and broad as an outcome of the expansion of the research area, the use of a broader range of analytical methods, and the increase in the number of participants.

ACKNOWLEDGMENT

The author expresses gratitude to the owner of Multi Karya Building Store in Pontianak and all participants who provided data for this study. Thanks are also extended to the Faculty of Economics and Business, Universitas Muhammadiyah Pontianak, for the academic support provided during the implementation of this research.

REFERENCES

- Aliffa, S. P., & Wardani, S. (2025). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian pada J. Co Donuts & Coffee Ramayana Mall Kota Serang. *Cakrawala: Jurnal Ekonomi, Manajemen Dan Bisnis*, 2(1), 189-199. <https://doi.org/10.70451/cakrawala.v2i1.340>
- Anjiardiansyah, Suryadi, E., & Sukardi. (2019). Pengaruh Lokasi, Harga, dan Physical Evidence terhadap Loyalitas Konsumen Menggunakan Lapangan Griya Futsal di Kota Pontianak. *Jurnal Produktivitas*, 6(1). <https://doi.org/10.29406/jpr.v6i1.1742>
- Arfah, Y. (2022). *Keputusan Pembelian Produk*. PT Inovasi Pratama Internasional.
- Badan Pusat Statistik Provinsi Kalimantan Barat. (2025). Provinsi Kalimantan Barat dalam angka 2025 (Nomor Publikasi 61000.25004; Vol. 42). BPS Provinsi Kalimantan Barat.
- Chaerunnisa, K. A., & Safria, D. (2024). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian pada Point Coffee di Kebon Besar

- Tangerang. *Jurnal Ekonomi, Manajemen dan Perbankan (Journal of Economics, Management and Banking)*, 10(3), 249–264. <https://10.35384/jemp.v10i3.650>
- Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Pontianak. (2026). Data usaha toko bangunan Kecamatan Pontianak Utara. Pemerintah Kota Pontianak. <https://onlineptsp.pontianak.go.id/v2/>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS (Edisi ke-9)*. Badan Penerbit Universitas Diponegoro.
- Hendrawan, A. A., & Sriminarti, N. (2025). Pengaruh Harga dan Gratis Ongkos Kirim terhadap Keputusan Pembelian Konsumen Marketplace. *Jurnal Muhammadiyah Manajemen Bisnis*, 6(1), <https://64-75.10.24853/jmmb.6.1.64-75>
- Ibrohim, M., & Ariyanto, A. (2025). Pengaruh Harga dan Promosi terhadap Keputusan Pembelian Sepeda Motor Honda pada CV Kodis Motor Pagedangan Tangerang. *Cakrawala: Jurnal Ekonomi, Manajemen dan Bisnis*, 2(1), 103-112. <https://doi.org/10.70451/cakrawala.v2i1.314>
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Unitomo Press.
- Joyo, A. A., & Soedarsa, H. G. (2025). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Indomie Mahasiswa Universitas Bandar Lampung. *eCo-Fin*, 7(1), 298–308. <https://doi.org/10.32877/ef.v7i1.2082>
- Kanwil Ditjen Perbendaharaan Provinsi Kalimantan Barat. (2023). Kajian fiskal regional Kalimantan Barat Triwulan II Tahun 2023. Kementerian Keuangan Republik Indonesia.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (17th ed.)*. Pearson Education.
- Mariam, S. R., amas Lahat, M., & chandra Utama, D. (2025). Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian pada Produk Sepatu Adidas. *Jurnal Manajemen Ekonomi Dan Akuntansi*, 2(1), 17-23. <https://doi.org/10.63921/jmaeka.v2i1.198>
- Pahmi. (2024). *Kualitas Produk dan Harga Mempengaruhi Minat Beli Masyarakat*. PT. Nas Media Indonesia.
- Sari, E. T., & Kurniawaty, E. (2025). Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Konsumen pada Camilan Kulpikers di Kampung Bali Jakarta Pusat. *Journal of Research and Publication Innovation*, 3(1), 155-166. <https://jurnal.portalpublikasi.id/index.php/JORAPI/article/view/1363/1051>
- Siregar, S. (2017). *Metode Penelitian Kuantitatif Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. PT Fajar Interpratama Mandiri.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta. Jakarta.

- Syamruddin, S., & Al-Bustomi, A. Y. (2025). Pengaruh Kualitas Produk dan Promosi terhadap Keputusan Pembelian pada CV. Macc Comp, Kota Tangerang. *SOCIORA: The Journal of Social Sciences, Economics, and Humanities*, 1(3), 242-256. <https://doi.org/10.33753/sociora.v1i3.9>
- Tjiptono, F., & Diana, A. (2022). *Manajemen dan Strategi Kepuasan Pelanggan*. Andi Offset.
- Tonce, Y., & Rangga, Y. (2022). *Minat dan Keputusan Pembelian: Tinjauan Melalui Persepsi Harga & Kualitas Produk*. Penerbit Adab.
- Wardhana, A. (2024). *Perilaku Konsumen dan Strategi Pemasaran*. Media Sains Indonesia.