

THE EFFECT OF SERVICE QUALITY, PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISIONS

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Abstract

This study aims to analyze the effect of Service Quality, Product Quality, and Price Perception on Purchasing Decisions of consumers at Butik Liza Tebing Tinggi. The research employed a quantitative approach with a total of 96 respondents selected using incidental sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression with the help of SPSS 25. The results showed that partially, Service Quality and Product Quality had a significant effect on Purchasing Decisions, with significance values of 0.046 and 0.010, respectively. However, Price Perception did not have a significant effect on Purchasing Decisions, with a significant value of 0.259. Simultaneously, the three variables (Service Quality, Product Quality, and Price Perception) have a significant influence on Purchasing Decisions, with an F-value of 30.079 and a significance level of 0.000. The adjusted R² value of 0.479 indicates that 47.9% of the variation in Purchasing Decisions can be explained by these three variables. These findings highlight the importance of improving service and product quality to influence consumer purchasing decisions, while price remains a relevant factor in a comprehensive marketing strategy.

Keywords: *Service Quality, Product Quality, Price Perception, & Purchasing Decision.*

INTRODUCTION

Currently, the industrial business in Indonesia is experiencing very rapid development, especially in the fashion business market which is able to offer diverse and attractive products for various groups. In the midst of these dynamics, the Tebing Tinggi community has shown a positive response by balancing a trendy lifestyle but not losing its local identity. Including Butik Liza Tebing Tinggi which is one real example of this adaptation. This boutique consistently presents clothing collections that are always adjusted to the latest trends, but still maintains a touch of local wisdom that makes each collection unique. Butik Liza is one of the fashion entrepreneurs located at Jl. Prof. Dr. Hamka No. 7, Tebing Tinggi, of course a very strategic location because it is located on the side of the road right in front of Bakso Mataram, so it is easy to recognize and reach.

This business combines modern design innovation with local design, so that every collection issued by Butik Liza not only looks stylish, but also always reflects the culture of trends that emerge every year which makes the Tebing Tinggi community always sensitive to trend developments. Butik Liza continues to innovate by listening to consumer inspiration, so that it always succeeds in meeting dynamic fashion tastes. In addition to offering a variety of clothing options such as dresses and shirts, Butik Liza also provides a variety of products such as bags, hijabs, shoes and sandals. From Monday to Friday, the shop operates from 09.00 am to 22.00 pm, while on Saturday and Sunday they serve customers from 09.00 am to 21.00 pm. The owner of Butik Liza also created a social media account, namely Zaa_lizashop (instagram), aiming to sell products online and promote products practically without having to visit the store directly, also to introduce the product to people outside Tebing Tinggi City. Due to the tight competition of fashion stores and boutiques in Tebing Tinggi City in recent years, this has an impact on the decline in the level of product demand or sales at Liza Fashion Boutique. The sales data of Liza Fashion Boutique Tebing Tinggi in the last four years are as follows:

Table 1 Sales Data of Liza Tebing Tinggi Boutique.

No.	Year	Total Income
1.	2021	170,000,000
2.	2022	185,000,000
3.	2023	165,000,000
4.	2024	159,000,000

(Data source: 2024)

Based on table 1, from the four years there was a decrease in income, where in 2021 it was IDR 170,000,000, in 2022 it was IDR 185,000,000, in 2023 it was IDR 165,000,000, and in 2024 it was IDR 159,000,000. It can be seen that the beginning of the decline in Liza Boutique's income was in 2023, about two years ago. Meanwhile, this incident was caused by a problem with purchasing decisions which can be influenced by several factors, such as service quality, product quality and price perception.

Service quality is one of the factors that influence consumers in making a purchasing decision. Every product offered must be introduced to consumers, so that consumers can know the specifications and convey their desires. The importance of good service quality is that it can create an emotional bond between customers and producers because consumers will make many choices and ask questions with their chosen products. Every company must present excellent service quality where a service or service provided is in accordance with expectations, then the quality of service is perceived well and can satisfy consumers. According to (Kotler & Keller, 2012) service quality is all efforts of response or response given by the company to consumers in the process of providing products or receiving products/services that meet or exceed consumer expectations. The phenomenon related to service quality at Liza boutique is the number of consumers who complain and feel dissatisfied because of the lack of friendliness in responding to consumers and the lack of responsiveness in providing services so that consumers feel neglected and do not buy products at Liza fashion boutique. This can also be seen from the table of pre-survey results conducted.

Table 2 Pre-survey of Service Quality at Liza Tebing Tinggi Boutique

No.	Question	Yes	Percent (%)	No	Percent (%)
1.	Liza Boutique employees always serve you in a friendly and polite manner	14	46.6	16	53.4
2.	Liza Boutique always provides fast information services related to the products being offered.	15	50	15	50
3.	Liza Boutique employees always help in choosing suitable products	14	46.6	16	53.4
	Average Amount	14.3	47.6	15.7	52.4

(Data processed, 2024)

Based on the pre-survey table above, it shows that consumers tend to choose no. This shows that consumers feel less satisfied with the quality of service provided by Butik Liza fasion, which has an impact on consumers so that they switch to other stores.

In addition to the quality of service, the quality of the offered product is also a factor that has a lot of influence on purchasing decisions, the quality of a product is also a comparison against competitors. According to (Tjiptono, 2012) The problem of the phenomenon related to product quality at Liza Fashion Boutique is the lack of variety of models offered, such as limited product colors, sizes on the models offered. Then there are also some products whose quality is not in accordance with the reviews provided. In addition, complaining that the color of the clothes purchased fades faster than expected. The pre-survey conducted regarding product quality is as follows:

Table 3 Pre-Survey of Product Quality at Liza Tebing Tinggi Boutique

No.	Question	Yes	Percent (%)	No	Percent (%)
1.	Liza Boutique provides a variety of sizes and models	13	43.3	17	56.7
2.	The clothes I bought at Liza Boutique have neat and durable stitching.	12	40	18	60
3.	The clothing designs at Liza Boutique always follow fashion trends.	11	36.7	19	63.3

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	Average Amount	12	40	18	60
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(Data processed, 2024)

Based on the pre-survey table above, it shows that consumers tend to choose no. This shows that consumers feel less satisfied with the quality of the products provided by Butik Liza fashion. This reflects more respondents who answered "No" than "Yes" to each survey question, this shows that the quality of the products at Butik Liza needs to improve even better.

In addition to service quality and product quality factors, price perception is also a determinant for consumers in making product purchases. Along with changes in shopping patterns and increasing price awareness among customers, many of them have begun to consider price factors before buying clothes. Price perceptions that are in accordance with the products offered will get consumer satisfaction and quick purchasing decisions. In addition, price plays a determining role in how consumers decide whether a product price is in accordance with the expenditure and benefits. According to (Kotler and Keller, 2016) price perception is how consumers view the price given by the company and assess whether the price set by the company is in accordance with the benefits or in accordance with the product being sold. Consumers often use price to assess the suitability of the quality and benefits of the product. The phenomenon at Liza Boutique related to price perception is that consumers feel that the price of products at Liza Boutique is not comparable to the quality offered. Some customers consider the price too expensive compared to other boutiques that offer similar products. In addition, the discounts or promos given are still less attractive to consumers. The pre-survey conducted regarding price perception is as follows:

Table 4 Pre-Survey of Price Perception at Liza Tebing Tinggi Boutique

No.	Question	Yes	Percent (%)	No	Percent (%)
1.	The price of clothes at Liza Boutique is in accordance with the quality I get.	12	40.0	18	60.0
2.	Liza Boutique often provides attractive promotions or discounts for its customers.	11	36.7	19	63.3
3.	The prices of products at Liza Boutique are in line with the fashion trends offered.	13	43.3	17	56.7
	Average Amount	12.0	40.0	18.0	60.0

(Data processed, 2024)

Based on the pre-survey table above, it shows that consumers tend to choose no. Because consumers feel that the price of products at Liza Boutique is not comparable to the quality offered. Therefore, Liza Boutique needs to fix this so that consumers do not feel disappointed to shop. This study aims to determine the factors that influence consumer purchasing decisions, especially in the fashion industry. Including the Liza Boutique business which must further improve marketing strategies such as service quality, product quality and price perception to suit customer needs. Based on research conducted by (Teguh Afwan & Budi Santosa, 2020) shows that Product Quality, Price Perception, and Service Quality have a positive and significant effect on Purchasing Decisions. And the results of research conducted by (Silvial & Rully Arifiansyah, 2023) It can be concluded that product quality, price perception, and service quality have a significant influence on customer satisfaction. (Khairaa et al, 2022) States that service quality, product quality and price perception have a positive and significant influence on purchasing decisions. Based on the explanation above, the researcher is interested in conducting a study entitled "The Influence of Service Quality, Product Quality, and Price Perception on Purchasing Decisions (Case Study on Consumers of Liza Tebing Tinggi Boutique)".

LITERATURE REVIEW

1. Buying decision

According to (Kotler and Armstrong, 2015) The purchase decision is to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The purchase decision is a process in which the consumer recognizes a problem, searches for information about a particular product or brand, and evaluates how well each alternative can solve the problem, which then leads to a purchase decision. (Tjiptono, 2019). According to (Kotler & Keller, 2013) that the indicators that consumers use to make purchasing decisions consist of:

- 1) Recognition of needs
- 2) Information Search
- 3) Alternative Evaluation

4) Buying decision

2. Quality of Service

According to (Kotler & Keller, 2012) Service quality is all efforts to respond or respond given by a company to consumers in the process of providing products or receiving products/services that meet or exceed consumer expectations.

Whereas (JB Santoso, 2019) states that service quality can be interpreted as an effort to fulfill consumer needs and desires and accuracy in delivery in balancing consumer expectations. According to ((Santoso, 2012) There are five indicators that can be used as a benchmark for service quality, namely as follows:

1. *Reliability* (reliability)
2. *Responsiveness* (Responsiveness)
3. *Assurance* (Guarantee)
4. *Empathy* (Empathy)
5. *Tangibles* (Physical Evidence)

3. Product Quality

Product quality is how the product has a value that can satisfy consumers both physically and psychologically, which indicates the attributes or properties contained in an item or product. (Kotler and Armstrong, 2016). Whereas (Assauri, 2015) Saying that product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item or result is intended. There are indicators of product quality according to (Kotler and Keller, 2016)

1. Performance
2. Durability (endurance)
3. Conformance to specifications (conformity to specifications)
4. Features (features)
5. Reliability (reliability)
6. Aesthetics (aesthetics)
7. Perceived quality (impression of quality)
8. Serviceability

4. Price Perception

According to (Kotler and Armstrong, 2018) states that price perception is the amount of money exchanged for a product or service. According to (Ta'an, 2017) states that price perceptions are related to how price information is used entirely by consumers and provides deep meaning to consumers. There are 4 indicators of price perception (Kotler and Armstrong 2015) as follows:

1. Price affordability
2. Price matches quality
3. Price competitiveness
4. Price match with benefits

METRESEARCH ODE

This research method is a type of quantitative research, namely a research method based on the philosophy of post-positivism, used to research a specific population or sample with the aim of testing a predetermined hypothesis, this research is classified as quantitative research, a type of research that produces findings based on statistical procedures or certain quantification methods (Juliandi, 2015). In this study, data processing is planned with SPSS software version 25. Data analysis used in this study using Instrument Test, Classical Assumption Test, Multiple Linear Analysis, Determinant Coefficient Analysis. The population in this study is all consumers of Liza Boutique in Tebing Tinggi City. The population in this study is not known for certain because there is no data related to the number of consumers. Population is the entire generalization consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions drawn. (Sugiono, 2012). To determine the unknown population size, the Cochran formula is used in determining the sample as follows: (Sugiono, 2012).

Where: $n = \frac{z^2 pq}{e^2}$

n = Number of samples required

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z_2 = The level of confidence required in the sample, namely 95%

p = True Chance 50%

q = 50% chance of being wrong

Moe: Margin of Error or the maximum level of error that can be tolerated The level of confidence used is 95% where the Z value is 1.96 and the maximum error level is 10%. The number of sample sizes in this study is as follows:

$$n = \frac{1,96^2(0,5)(0,5)}{0,1^2} = 96.04$$

Based on these calculations, the minimum sample size that must be used in research is 96 respondents which is determined by The incidental sampling method is a sampling technique based on coincidence, that is, anyone who meets the researcher by chance/incident can be used as a sample. (Sugiono, 2012).

RESULTS AND DISCUSSION

Instrument Test

Measuring tools in research are usually called research instruments. According to The Greatest Showman (2015) Research instruments are tools used to measure natural and social phenomena that are observed. Instrument testing is carried out using 2 tests, namely the validity test and the reliability test.

a. Validity Test

This test was conducted on 30 respondents, so $df = 30 - 3 = 27$, with $\alpha = 5\%$, the r table value was obtained as 0.367 (Ghozali, 2016), then the calculated r value will be compared with the r table value as in table 1 below:

Table 1. Validity Test Results

Variable Y (Buying decision)			
Statement	rhitung	rtable	Validity
1	0.849	0.367	Valid
2	0.869	0.367	Valid
3	0.712	0.367	Valid
4	0.905	0.367	Valid
Variable X1 (Quality of Service)			
Statement	rhitung	rtable	Validity
1	0.904	0.367	Valid
2	0.770	0.367	Valid
3	0.875	0.367	Valid
4	0.868	0.367	Valid
5	0.911	0.367	Valid
Variable X2 (Product Quality)			
Statement	rhitung	rtable	Validity
1	0.859	0.367	Valid
2	0.857	0.367	Valid
3	0.858	0.367	Valid
4	0.778	0.367	Valid
5	0.908	0.367	Valid
6	0.921	0.367	Valid
7	0.892	0.367	Valid
8	0.840	0.367	Valid
Variable X3 (Price Perception)			

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Statement	rhitung	rtable	Validity
1	0.904	0.367	Valid
2	0.766	0.367	Valid
3	0.875	0.367	Valid
4	0.868	0.367	Valid

Source: Processed Data 2025

Table 1. shows that all points of the statement are good variables. buying decision, variable quality of service, variable product quality, and variable Price perception has a calculated r value that is greater than the table r value, so it can be concluded that all statements for each variable are valid.

b. Reliability Test

This test is conducted to determine the extent to which a research instrument (questionnaire) provides consistent and stable results when used under the same conditions. An instrument is said to be reliable by looking at the value of Cronbach Alpha more than 0.6.

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Constants	Reliability
Variables Decision Purchase (Y)	0.820	0.6	Reliable
Service Quality Variable (X1)	0.820	0.6	Reliable
Product Quality Variable (X2)	0.796	0.6	Reliable
Price Perception Variable (X3)	0.778	0.6	Reliable

Source: Processed Data 2025

Based on the reliability test using Cronbach Alpha, all research variables are reliable because Cronbach Alpha is greater than 0.6, so the results of this study indicate that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring tool).

Classical Assumption Test

a. Normality Test

**Table 3. One Sample Kolmogorov Smirnov Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.62349415
Most Extreme Differences	Absolute	.124
	Positive	.124
	Negative	-.118
Test Statistics		.124
Asymp. Sig. (2-tailed)		.001 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.115 ^d
	99% Confidence Interval	Lower Bound .031
		Upper Bound .198

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 96 sampled tables with starting seed 2000000.

Source: Processed Data 2025

From the output above, it can be seen that the significance value (Monte Carlo Sig.) of all variables is 0.115. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

b. Multicollinearity Test

The multicollinearity test in this study is seen from the tolerance value or variance inflation factor (VIF). The calculation of the tolerance value or VIF with the SPSS 25.00 for windows program can be seen in table 4 below:

Table 4. Multicollinearity Test Results Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	quality of service	.410	2,438
	product quality	.257	3,890
	price perception	.347	2,882

a. Dependent Variable: purchasing decision

Source: Processed Data 2025

Based on the output, it can be seen that the tolerance value of the service quality variable is 0.410, the product quality variable is 0.257 and the price perception variable is 0.347 where all are greater than 0.10 while the VIF value of the service quality variable is 2.438, the product quality variable is 3.890 and the price perception variable is 2.882 where all are less than 10. Based on the calculation results above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there is no correlation symptom in the independent variables. So it can be concluded that there is no multicollinearity symptom between independent variables in the regression model.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another. A good regression model is one that is homoscedastic or does not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is by Glejser. In the Glejser test, if the independent variable is statistically significant in influencing the dependent variable, then there is an indication of heteroscedasticity. The results of data processing using SPSS 25.00 show the results in the following table:

Table 5. TestGlacier Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.404	1,024		4.301	.000
	quality of service	.043	.068	.096	.631	.530
	product quality	-.096	.057	-.325	-1.691	.094
	price perception	-.063	.094	-.111	-.671	.504

a. Dependent Variable: ABS RES

Source: Processed Data 2025

Table 5 shows the significance value of the service quality variable of 0.530, and the product quality variable of 0.094 and the price perception variable of 0.504 where all three are greater than 0.050 so that it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression

Multiple linear regression testing explains the magnitude of the role of more than one independent variable on the dependent variable. Data analysis in this study uses multiple linear regression analysis using SPSS 25.00 for windows. The analysis of each variable is explained in the following description:

Table 6. Multiple Linear Regression Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2,668	1,477	
	quality of service	.198	.098	.234
	product quality	.216	.082	.386
	price perception	.155	.136	.143

a. Dependent Variable: purchasing decision

Source: Processed Data 2025

Based on these results, the multiple linear regression equation has the following formulation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$, so that the equation obtained is: $Y = 2.668 + 0.198X_1 + 0.216X_2 + 0.155X_3 + \epsilon$

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 2.668 indicates the magnitude of the variable purchasing decision if the service quality variable, product quality variable, and price perception variable are equal to zero.
- The value of the regression coefficient of the variable service quality (b₁) of 0.198 indicates the magnitude of the role of the service quality variable on the purchasing decision variable with the assumption that the product quality variable and the price perception variable are constant. This means that if the service quality variable factor increases by 1 value unit, then it is predicted that the purchasing decision variable will increase by 0.198 value units with the assumption that the product quality variable and the price perception variable are constant.
- The value of the regression coefficient of the variable product quality (b₂) of 0.216 indicates the magnitude of the role of the product quality variable on the purchasing decision variable with the assumption that the service quality variable and the price perception variable are constant. This means that if the product quality variable factor increases by 1 value unit, then it is predicted that the purchasing decision variable will increase by 0.216 value units with the assumption that the service quality variable and the product quality variable are constant.
- The value of the regression coefficient of the variable price perception (b₃) of 0.155 shows the large role of the price perception variable on the purchasing decision variable with the assumption that the service quality variable and the product quality variable are constant. This means that if the price perception variable factor increases by 1 value unit, it is predicted that the purchasing decision variable will increase by 0.464 value units with the assumption that the service quality variable and the product quality variable are constant.

Coefficient of Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The coefficient of determination value can be seen in Table 7 below:

Table 7. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square
1	.704 ^a	.495	.479

a. Predictors: (Constant), price perception, service quality, product quality

b. Dependent Variable: purchasing decision

Source: Data processed 2025

Based on table 4.14, it can be seen that the adjusted R square value is 0.479 or 47.9%. This shows that the variable X₁, X₂, and X₃ can explain variable Y by 47.9%, the remaining 52.1% (100% - 47.9%) is explained by other variables outside this research model, such as promotion, product design and others.

Hypothesis Testing

T-Test (Partial)

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The t-statistic test is also called the individual significance test. This test shows how far the independent variable partially influences the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as in Table 8. below:

Table 8. Partial Test (t)

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2,668	1,477		1,807	.074
	quality of service	.198	.098	.234	2.025	.046
	product quality	.216	.082	.386	2,640	.010
	price perception	.155	.136	.143	1.137	.259

a. Dependent Variable: purchasing decision

Source: Data processed 2025

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From table 8, the t-count value is 2.025. With $\alpha = 5\%$, t-table (5%; nk = 93), the t-table value is 1.985. From this description, it can be seen that t-count 2.025 > t-table 1.9960, and the significance value is 0.046 < 0.05, so it can be concluded that the first hypothesis is accepted, meaning Service Quality Variables have an influence on Purchase Decision Variables.
- The Influence of Product Quality on Purchasing Decisions
From table 6, the t-count value is 2.640. With $\alpha = 5\%$, t-table (5%; nk = 95), the t-table value is 1.9960. From this description, it can be seen that t-count 2.640 > t-table 1.9960, likewise with the significance value of 0.010 < 0.05, it can be concluded that the second hypothesis is accepted, meaning Product Quality Variables Have an Influence on Purchase Decision Variables.
- The Influence of Price Perceptions on Purchasing Decisions
From table 6, the t-count value is 1.137. With $\alpha = 5\%$, t-table (5%; nk = 95), the t-table value is 1.9960. From this description, it can be seen that t-count 1.137 < t-table 1.9960, likewise with the significance value of 0.259 > 0.05, it can be concluded that the third hypothesis is accepted, meaning Price Perception Variable has no effect on Purchase Decision Variables.

F Test (Simultaneous)

This test basically shows whether all independent variables included in this model have a joint influence on the dependent variable. The results of the F test can be seen in table 9 below:

Table 9. Simultaneous Test Results (F)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	245,595	3	81,865	30,079	.000b
	Residual	250,395	92	2,722		
	Total	495,990	95			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), price perception, service quality, product quality

Source: Data processed 2025

From table 9, the F value is obtained. count of 30.079 With $\alpha = 5\%$, numerator df: k, denominator df: nk-1 (5%; Df1:2; Df2:92) the Ftable value is 2.70. From the description it can be seen that Fcount 30.079 > Ftable 2.70, and the significance value is 0.000 < 0.05, so it can be concluded that the third hypothesis is accepted, meaning The variables of Service Quality, Product Quality and Price Perception Variables have a simultaneous effect on the Purchase Decision Variable.

Discussion

1. Service Quality Influences Purchasing Decisions

Based on the results of the t-test obtained a t-value of 2.025 and a significance value of 0.046 (<0.05), then the first hypothesis is accepted. This proves that service quality has a significant effect on consumer purchasing decisions at Liza Boutique. Good service quality, such as employee friendliness, responsiveness in providing

product information, and assistance in choosing products, can increase customer satisfaction and trust. With increased satisfaction, consumers will be more motivated to make repeat purchases and recommend the boutique to others. This finding is in line with the theory of Kotler & Keller (2012) which states that responsive service and according to consumer expectations will strengthen the emotional bond between consumers and service providers.

2. Product Quality Influences Purchasing Decisions

The t-test results show that product quality has a significant effect on purchasing decisions, with a t-value of 2.640 and a significance value of 0.010 (<0.05), so the second hypothesis is accepted. Good product quality, including neat stitching, variations in sizes and models that follow trends, and material durability, will create a positive perception of the brand. Consumers will be more confident and satisfied when the product purchased is in accordance with expectations. On the other hand, if the product quality is inadequate, consumers tend to look for other alternatives even though the price is higher. Therefore, improving product quality is a crucial factor in marketing strategies.

3. Price Perception Does Not Influence Purchasing Decisions

The t-test results show that price perception does not have a significant effect on purchasing decisions, with a t-value of 1.137 and a significance value of 0.259 (> 0.05), so the third hypothesis is rejected. This indicates that price is not the main factor considered by consumers in making purchasing decisions at Liza Boutique. Although some consumers feel that the price is not in accordance with the quality offered, other factors such as service and product quality are more dominant in influencing purchasing decisions. This finding emphasizes that consumers are not only pursuing low prices, but also considering the value of the benefits they get.

4. The Simultaneous Influence of Service Quality, Product Quality and Price Perception on Purchasing Decisions

From the results of the F test, the F count value is 30.079 with a significance value of 0.000 (<0.05), which indicates that the variables of service quality, product quality and price perception simultaneously have a significant effect on purchasing decisions. This means that the three variables together have a large contribution to the formation of consumer decisions to buy products at Butik Liza. The Adjusted R Square value of 0.479 indicates that 47.9% of the variation in purchasing decisions can be explained by the three variables, while the remaining 52.1% is influenced by other factors outside the model such as promotion, brand image, or store design.

CONCLUSION AND SUGGESTIONS

Based on the research results, it can be concluded that service quality and product quality have a significant and positive influence on consumer purchasing decisions at Butik Liza Tebing Tinggi. This means that the better the service provided and the higher the quality of the product offered, the more likely consumers are to make a purchase. On the other hand, price perception does not show a significant influence on purchasing decisions, indicating that consumers prioritize service and product quality over price in determining their decisions. Simultaneously, the three variables—service quality, product quality, and price perception—have a significant influence on purchasing decisions with a contribution of 47.9%, while the rest is influenced by other factors outside the research model.

Based on these findings, the researcher suggests that Butik Liza improve the quality of its service, especially in terms of friendliness, responsiveness, and the ability to help consumers choose the right product. Regular employee training can be a strategic step to increase customer satisfaction. In addition, product quality also needs to be improved by increasing the variety of sizes, colors, and ensuring the quality of materials and neatness of stitching to meet consumer expectations. Although price perception does not have a significant effect, Liza Boutique is still advised to adjust prices to product quality and provide attractive promotions to increase consumer appeal and loyalty. Finally, periodic evaluations need to be carried out on other factors outside of research such as promotions, store displays, and digital marketing strategies that can influence overall purchasing decisions.

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