



The Influence Of Product, Service Quality And Location On Purchasing Decisions For Wardah Products At Batara Pontianak Cosmetic Shop

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ABSTRACT

This study aims to analyze the effect of product, service quality, and location on purchasing decisions for Wardah products at Batara Pontianak Cosmetic Shop. The background of this research is based on the high competition in the cosmetics business in Pontianak City and Kubu Raya Regency, as well as the importance of product, service, and location factors in influencing consumer decisions. This research uses a quantitative approach with associative methods. Primary data was obtained through a questionnaire distributed to 100 respondents who were consumers of Batara Cosmetic Shop. The data analysis technique uses multiple linear regression analysis with the help of SPSS software. The results showed that simultaneously the variables of product, service quality, and location had a significant effect on purchasing decisions. Partially, the product and location variables have a significant influence on purchasing decisions, while service quality has no significant effect. The coefficient of determination of 76.3% indicates that the independent variables in this study are able to explain the dependent variable strongly. These findings provide implications for store managers to continue to increase product availability and maintain a strategic location in order to increase consumer purchasing power.

INTRODUCTION

The cosmetic business in Pontianak and Kubu Raya Regency has grown rapidly in recent years. Making competition between cosmetic stores increasingly tight and high so that cosmetic store owners always improve the quality of service, provide attractive products and provide trust to each consumer. In this era of increasingly tight competition, shop owners must always innovate so that their stores are always crowded with consumers. Cosmetic stores play a very important role in meeting consumer needs, especially women who want a beautiful appearance and healthy skin. However, in choosing a place to buy cosmetic products, consumers do not only

consider the type of product offered, but also other factors such as products, services, and locations.

The booming cosmetic industry in Pontianak City reflects the rapidly growing trend of consumerism, along with increasing public awareness of the importance of appearance and self-care. This can be seen from the proliferation of cosmetic stores, both offline and online, which offer various beauty and skin care products. The behavior of cosmetic consumers in Pontianak City shows a tendency that is influenced by religious factors, product quality, service quality and marketing strategies. The majority of consumers in Pontianak, who are Muslim, tend to choose halal-labeled cosmetics. In addition, price is also an important factor in purchasing decisions, with consumers preferring affordable but quality products. The quality of cosmetic products, especially those labeled halal, is a major consideration for consumers in Pontianak. In addition, marketing strategies such as the use of celebrities as endorsers and good product quality can influence purchasing decisions and consumer satisfaction. Research shows that celebrity endorsers and product quality have a positive effect on purchasing decisions and consumer satisfaction. Therefore, Batara cosmetic stores must improve the quality of service, provide attractive products where the products are always complete and available. Service in cosmetic stores is one of the important factors that influence consumer purchasing decisions. Good and friendly service is the key to influencing the level of service in the store. such as facilitating consultation on products that are suitable for consumers, speed of service, can increase customer satisfaction and loyalty. On the other hand, if the service is bad, it can reduce consumer purchasing power and has the potential to harm the store's reputation. Complete and always available products are also important factors in influencing consumer behavior in purchasing cosmetic products. Many consumers consider the unavailability of products, especially if they feel that the products offered are not comparable to their quality and benefits. With the various types of products in each cosmetic store, they must be different. Cosmetic stores need to offer competitive product variants in order to attract attention and retain customers.

The location of the Batara cosmetic shop is on the border between Pontianak City and Kubu Raya Regency, where the location is strategic, busy and densely populated. In addition to the quality of service and location, consumers will also look for stores that provide complete products and are always available according to their purchasing power. This also affects the amount of purchasing power at the Batara cosmetic store. If the product is always incomplete and not directly available which is determined according to the quality of service and the products offered, consumers will make purchases at other stores. Based on the results of interviews with the owner of the Koko Thomas Lim store and SPG Kaka Nova Chintya Lamato at the Batara cosmetic store, he explained that the Batara cosmetic store continues to improve the quality of service through an approach that is oriented towards consumer satisfaction. This includes the efforts of SPG Wardah and other SPGs to provide friendly, fast, and professional service. And ensure that every consumer feels comfortable and appreciated. Kaka Nova Chintya Lamato also emphasized the importance of building consumer trust through consistent and quality service. With this improvement, it is hoped that it will maintain customers and add new customers to shop at the Batara cosmetic store.

LITERATURE REVIEW

According to Anang Firmansyah (2019:169): "A product is anything that can be offered to the market to be noticed, owned, used, or consumed that can satisfy the desires or needs of its users". According to Indrasari (2019-6): "A product is any offering that can satisfy needs and desires". According to Kotler (2000:428) in Hurriyati (2020:50): "A service product is anything that a producer can offer to be noticed, requested, sought, purchased, used or consumed by the market as fulfillment of the needs or desires of the relevant market". According to Kotler and

Keller (2020:19) "The product concept holds that consumers favor products that offer the best quality, performance, or innovative features. Managers of these organizations focus on making superior products and continually upgrading them. However, these managers sometimes have an affair with their products. They may make the mistake of "a better mousetrap," believing that a better mousetrap will lead people to their door. A new product will not be successful if it is not supported by the right price, distribution, advertising, and sales". Service quality is closely related to customer satisfaction. High levels of quality will result in higher customer satisfaction. Therefore, the current market share views the task of improving service as a top priority in providing added value to consumers. According to Kotler and Keller (2016: 156), "Service quality is the totality of features and characteristics of a product or service that has the ability to satisfy stated or implied needs". So it can be concluded that all forms of activities carried out by business actors must be in accordance with expectations and increase the excellence of a service to meet the desires and expectations and satisfaction of consumers. According to Kotler & Keller (2016: 442) indicators of service quality are: 1) Direct Evidence, which is facilities, equipment, tools, support, personnel appearance. 2) Empathy, which is concern, individual or personnel attention given to customers. 3) Reliability, which is the ability of service providers to provide promised services responsibly and accurately. 4) Responsiveness, which is the willingness of employees to help and provide fast service. 5) Assurance, which is the knowledge, politeness and competence of employees and the willingness of employees to provide trust and confidence as service providers. According to Kotler and Keller (2008:24): "Place (place) Place or location is a variety of activity places that make products accessible to target consumers". According to Hurriyati (2020:55): "For manufacturing industry products, place is interpreted as a distribution channel (zero channel, two-level channels, and multilevel channels), while for service industry products, place is interpreted as a place of service. The location of the service used in supplying services to the target customers is a key decision.

The decision regarding the location of the service to be used involves considering how the service is delivered to the customer and where it will take place. Place is also important as the environment where and how the service will be delivered, as part of the value and benefits of the service". According to Hurriyati (2020:55): There are 3 types of interactions between service providers and customers related to location selection, namely:

- a. Customers come to the service provider
- b. Service providers come to customers
- c. Service providers and customers interact through intermediaries.

METHODS

Validity Test

According to Siregar (2019:75) "Validity or authenticity indicates the extent to which a measuring instrument is able to measure what it wants to measure (a valid measure if it successfully measures the phenomenon)". Validity comes from the word validity which means the extent to which a measuring instrument is fast and accurate in carrying out its measuring function, or providing measurement results that are in accordance with the purpose of the measurement.

Normality Test

According to Siregar (2019:87) "The purpose of conducting a normality test on a series of data is to determine whether the data population is normally distributed or not". The normality test is intended to determine whether the residuals of the regression model being studied are normally distributed or not. The method used to test normality is to use Kolmogorov-Sminov > 0.05 or 0.01, then the normality assumption is met.

Linearity Test

According to Ghozali (2016:159): "This test is used to see whether the model specifications used are correct or not". The linearity test in this study uses the test for linearity.

Multicollinearity Test

According to Ghozali (2020 p. 105): "The multicollinearity test aims to test whether the regression model shows a correlation between independent variables. A good regression model should not have a correlation between independent variables". To find out the symptoms of multicollinearity in the regression model, you can look at the Tolerance and Variance Inflation factor (VIF) values. According to Ghozali (2020 p.106): "The cut-off value commonly used to indicate multicollinearity is the Tolerance value > 0.10 or equal to the VIF value ≥ 10 ".

Multiple Linear Regression Analysis

In an effort to answer the problems in this study, multiple linear regression analysis was used. Regression analysis is basically a study of the dependence of dependent variables (bound) with one or more independent variables (explanatory/free variables), with the aim of estimating or predicting the population average and values of dependent variables based on the known values of the independent variables (Ghozali, 2005). For regressions whose independent variables consist of two or more, the regression is also called multiple regression. Because the independent variables above have more than two variables, the regression in this study is called multiple regression. The regression equation in this study is to find out how much influence the independent or free variables have, namely Product Influence (X1), Service Quality (X2), Location (X3), and Purchasing Decisions (Y).

Correlation Coefficient (R)

According to Siregar (2017:337) "The correlation coefficient is a number that states the strength of the relationship between two or more variables, it can also determine the direction of the relationship between the two variables. The correlation coefficient in this study is used to measure the strength of the relationship between variables (X) and (Y). "The technique used to find the correlation coefficient in this study is Pearson Product Moment.

RESULTS

Validity Test

Validity testing is done by correlating the question or statement item scores with the total statement or question item scores. The test results (r count) are then compared with r table. The r table value is obtained by the formula $df = n$ (number of samples) - 3 = 100 - 3 = 97, with a significance level of 0.05, then r table is 0.195. The results of the validity test of the statements in the Product variable can be seen in Table 4.6 below:

Table 1 Product Variable Validity Test Results (X1)

Item	r count	r table	Decision
Statement 1	0.735	0.195	Valid
Statement 2	0.823	0.195	Valid
Statement 3	0.709	0.195	Valid
Statement 4	0.759	0.195	Valid
Statement 5	0.676	0.195	Valid

Source: SPSS Processed Data, 2025

Table 1 shows that the calculated r value of the 5 statements submitted to respondents is greater than the r table (0.195), so it can be concluded that all statement items in the product variable are declared valid because the calculated r value is greater than the r table value. The results of the validity test of the statements in the Service Quality variable can be seen in Table 2 below:

Table 2 Results of Validity Test of Service Quality Variable (X2)

Item	r count	r table	Decision
Statement 1	0.715	0.195	Valid
Statement 2	0.689	0.195	Valid
Statement 3	0.771	0.195	Valid
Statement 4	0.504	0.195	Valid
Statement 5	0.767	0.195	Valid

Source: SPSS Processed Data, 2025

Table 2 shows that the calculated r value of the 5 statements submitted to respondents is greater than the r table (0.195), so it can be concluded that all statement items in the service quality variable are declared valid because the calculated r value is greater than the r table value. The results of the validity test of the statements in the Location variable can be seen in Table 3 below:

Table 3 Location Variable Validity Test Results (X3)

Item	r count	r table	Decision
Statement 1	0.747	0.195	Valid
Statement 2	0.739	0.195	Valid
Statement 3	0.675	0.195	Valid
Statement 4	0.827	0.195	Valid
Statement 5	0.730	0.195	Valid

Source: SPSS Processed Data, 2025

Table 4 Results of Validity Test of Satisfaction Variable (Y)

Item	r count	r table	Decision
Statement 1	0.789	0.195	Valid
Statement 2	0.886	0.195	Valid
Statement 3	0.724	0.195	Valid
Statement 4	0.738	0.195	Valid
Statement 5	0.742	0.195	Valid

Source: SPSS Processed Data, 2025

Reliability Test

The results of the reliability test on the statements in the product variables, service quality, location, and purchasing decisions can be seen in table 5 below:

Table 5 Reliability Test Results

Variables	Cronbach's Alpha	Reliability Standards	Information
Product	0.791	0.60	Reliable
Quality of Service	0.717	0.60	Reliable
Location	0.798	0.60	Reliable
Buying decision	0.835	0.60	Reliable

Source: SPSS Processed Data, 2025

Table 5 shows the *cronbach's alpha* value of the service product variable of 0.791, the *cronbach's alpha* value of the service quality variable of 0.717, the *cronbach's alpha* value of the location variable of 0.798, and the *cronbach's alpha* value of the purchasing decision variable of 0.835, which is greater than 0.60. Thus, it can be concluded that the items of the service quality, facilities, trust and satisfaction variables are reliable.

Normality Test

The results of the normality test can be seen in Table 6 below:

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		.99623163
Most Extreme Differences	Absolute		.055
	Positive		.043
	Negative		-.055
Test Statistics			.055
Asymp. Sig. (2-tailed)			.200 ^{c,d}
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: SPSS Processed Data, 2025

Linearity Test

Table 7 Product Linearity Test Results and Purchasing Decisions
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y. * X1.	Between Groups	(Combined) Linearity	10,549	8	1,319	19,896	.000
		Deviation from Linearity	9,854	1	9,854	148,669	.000
			.696	7	.099	1,499	.177
	Within Groups			6,031	91	.066	
Total			16,580	99			

Source: SPSS Processed Data, 2025

Table 8 Linearity Test Results of Service Quality and Purchasing Decisions
ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined) Linearity	10,319	6	1,720	25,547	.000
		Deviation from Linearity	9,290	1	9,290	137,992	.000
			1,029	5	.206	3,058	.013
	Within Groups			6.261	93	.067	
Total			16,580	99			

Source: SPSS Processed Data, 2025

Table 9 Location Linearity Test Results and Purchase Decisions
ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	13.285	6	2.214	62,484	.000
		Linearity	12,401	1	12,401	349,951	.000
		Deviation from Linearity	.884	5	.177	4,990	.227
Within Groups			3.296	93	.035		
Total			16,580	99			

Source: SPSS Processed Data, 2025

Multicollinearity Test

Table 10 Multicollinearity Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,364	.255		1.425	.157		
X1	.192	.085	.195	2.271	.025	.335	2,982
X2	.066	.101	.060	.655	.514	.297	3.362
X3	.670	.110	.657	6.075	.000	.211	4,734

a. Dependent Variable: Y.

Source: SPSS Processed Data, 2025

Table shows the results of the multicollinearity test in the table above that no independent variables have a *Tolerance value* of less than 0.10, and no independent variables have a VIF value of more than 10. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

Multiple Linear Regression Analysis

Table 11 Multiple Linear Regression Analysis Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,364	.255		1.425	.157
X1	.192	.085	.195	2.271	.025
X2	.066	.101	.060	.655	.514
X3	.670	.110	.657	6.075	.000

Dependent Variable: Y.

Source: SPSS Processed Data, 2025

Table 11 above can be arranged into a multiple linear regression equation as follows: $Y = 1.364 + 0.192X_1 + 0.066X_2 + 0.670X_3$ The equation can be explained as follows:

- a. The constant (a) of 1.364 shows that if the variables Service Quality (X1), Facilities (X2), and Trust (X3) have a value of 0 (zero), then Satisfaction (Y) is 1.364.

- b. The regression coefficient value (b1) of the Product variable shows a value of 0.192. This means that if the Product variable increases by 1 (one) unit, the Purchase Decision will increase by 0.192 units.
- c. The regression coefficient value (b2) of the Service Quality variable shows a value of 0.066. This means that if the Service Quality variable increases by 1 (one) unit, the Purchasing Decision will increase by 0.066 units.
- d. The regression coefficient value (b3) of the Location variable shows a value of 0.670. This means that if the Location variable increases by 1 (one) unit, the Purchasing Decision will increase by 0.670 units.

Correlation Coefficient (R)

Table 12 Correlation Coefficient (R) Results

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.763	.756	.20234

a. Predictors: (Constant), X3,X2, X1
Source: Processed Data, 2025

Table 12 above shows that the correlation coefficient value or R is 0.873. This value shows that the relationship between the variables Product, Service Quality, and Location on Purchasing Decisions is very strong because the value is in the interval 0.80 - 1,000.

Coefficient of Determination (R²)

Table 13 Coefficient of Determination (R²)

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.763	.756	.20234

a. Predictors: (Constant), X3,X2, X1
Source: SPSS Processed Data, 2024

Table 13 shows that the R² value is 0.763. This means that the contribution of the Product, Service Quality, and Location variables to Purchasing Decisions is 76.3%, while the remaining 23.7% is influenced by other variables not examined in this study.

Simultaneous Test (F Test)

Table 14 Simultaneous Test Results (F Test)

ANOVA ^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	12,650	3	4.217	102,999	.000 ^b
Residual	3.930	96	.041		
Total	16.5580	99			

a. Dependent Variable: Y
b. Predictors: (Constant),X3, X2, X1
Source: SPSS Processed Data, 2025

Partial Test (t-Test)**Table 15 Partial Test Results (t-Test)****Coefficients ^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,364	.255		1.425	.157
X1	.192	.085	.195	2.271	.025
X2	.066	.101	.060	.655	.514
X3	.670	.110	.657	6.075	.000

a. Dependent Variable: Y

Source: Processed Data, 2025

- The calculated t value of the Product variable is $2.271 > t$ table value (1.98472), so it can be concluded that H_0 is rejected and H_a is accepted, meaning that there is a significant partial influence between Product and Purchasing Decisions.
- The calculated t value of the Service Quality variable is $0.655 \leq$ the t table value (1.98472), so it can be concluded that H_0 is accepted and H_a is rejected, meaning that there is no significant partial influence between Service Quality and Purchasing Decisions.
- The calculated t value of the Location variable is $6.075 >$ the t table value (1.98472), so it can be concluded that H_0 is rejected and H_a is accepted, meaning that there is a significant partial influence between Location and Purchasing Decisions.

DISCUSSION**Analysis of Product Influence on Purchasing Decisions**

Based on the theory of Kotler and Tjiptono as a basis, products are assessed based on six indicators, namely: performance, durability, specifications, features, reliability, and aesthetics. Wardah products sold at the Batara Cosmetics Store are very diverse (there are 79 products available), showing product variety and completeness. This strengthens consumers' positive perception of Wardah products as quality products, especially because of the halal label, natural ingredients, and attractive packaging.

High sales in 2022 and a slight decline in 2023 indicate that product quality remains in demand, although external factors can influence this small decline. The availability of products in special display cases also increases consumer convenience in choosing, strengthening purchasing decisions.

Analysis of the Influence of Service Quality on Purchasing Decisions

Service quality is examined from five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The results of interviews with SPGs and shop owners indicate friendly, responsive, and professional service by store staff, especially Wardah SPGs. Consumers feel helped in choosing products according to their skin type, get promotional information, and feel well served. Services that prioritize consumer comfort and satisfaction directly increase loyalty and encourage repeat purchases.

Analysis of the Influence of Location on Purchasing Decisions

The location of the Batara Cosmetics Store, which is in a strategic area — right on the border of Pontianak City and Kubu Raya Regency, and close to the center of the crowd — is considered very profitable. Location indicators include accessibility, visibility, traffic conditions, parking availability, and the surrounding environment. Consumers admit that the store is easy to reach and safe to visit, either using two-wheeled or four-wheeled vehicles. This strategic location factor is the main reason in influencing purchasing decisions, because it provides convenience in access and time efficiency.

Interpretation of Statistical Test Results (If Quantitative Data is Available)

Based on the planned multiple linear regression method, the variables of product, service quality, and location are tested for their influence on purchasing decisions. If the significant value (sig) < 0.05 in the partial test (t test) and simultaneous test (F test), then each variable can be said to have a significant influence on purchasing decisions. The coefficient of determination (R^2) will also show how much the three variables are able to explain the variation in purchasing decisions.

CONCLUSION

1. Respondents in this study were mostly female (100%), aged 18-27 (59%), private employee (32%), income of Rp. 2,000,000-2,999,999 (34%), married (65%).
2. The multiple linear regression equation is: $Y = 1.364 + 0.192X_1 + 0.066X_2 + 0.670X_3$.
3. The correlation coefficient value or R is 0.873, which indicates that the relationship between the variables Product, Service Quality, and Location to Purchasing Decisions is very strong.
4. The R^2 value is 0.763, which means that the contribution of the variables Product, Service Quality, and Location to Purchasing Decisions is 76.3%, while the remaining 23.7% is influenced by other variables not examined in this study.
5. The results of the simultaneous test (F test) show that Product, Service Quality, and Location simultaneously influence the Purchase Decision of Wardah Products at Batara Cosmetics Store Pontianak.
6. The results of the partial test (t test) show that the product partially influences the purchase decision, service quality partially does not influence the purchase decision, and location partially influences the purchase decision.

SUGGESTIONS

1. Based on the results of the questionnaire from the product variable, it is expected that Batara Pontianak Cosmetics Store will pay more attention to the completeness of the product because the respondents' responses on this matter have a small value.
2. Based on the results of the questionnaire from the service quality variable, it is expected that Batara Pontianak Cosmetics Store will pay more attention to service to consumers to make it easier to choose the type of product because the respondents' responses on this matter have a small value.
3. Based on the results of the questionnaire from the location variable, it is expected that Batara Pontianak Cosmetics Store will pay more attention to the security of the parking area because the respondents' responses on this matter have a small value.
4. It is expected that Batara Pontianak Cosmetics Store will pay more attention to Products, Service Quality, and Location because they have a very significant influence on the Purchasing Decision of Batara Pontianak Cosmetics Store.

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