

Analysis of Factors Influencing Consumer Purchase Decisions on HNI-HPAI Herbal Products in Samarinda

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Abstract:

The growth of the herbal industry in Indonesia has driven increased consumer interest in halal products, including HNI-HPAI, which are certified by MUI. This study aims to analyze the influence of halal labeling, price, and product quality on consumers' purchase decisions of HNI-HPAI herbal products in Samarinda. The study uses a quantitative approach with a survey method through Google Form questionnaires administered to 100 respondents selected using purposive sampling from a population of 8.450 consumers. The data were analyzed using multiple linear regression with t-tests and F-tests. The results indicate that partially, halal labeling and product quality significantly influence purchase decisions, whereas price does not have a significant effect. Simultaneously, the three variables significantly affect purchase decisions with a coefficient of determination of 0.425, meaning that 42.5% of the variation in purchase decisions is explained by these three factors. These findings emphasize the importance of halal label credibility and product quality in building consumer trust and loyalty, while price is not a primary consideration. This study implies that HNI-HPAI companies need to maintain halal standards and product quality as a key strategy to enhance market competitiveness.

Keywords: *Halal label, Price, Product Quality, Purchase Decision*

A. INTRODUCTION

The herbal product industry in Indonesia has experienced rapid growth alongside increasing public awareness of a healthy lifestyle and the

consumption of natural ingredients. In this context, the halal dimension of products has become an important factor for the majority Muslim population. Halal Network International–Herbal Penawar Alwahida Indonesia (HNI-HPAI) is one of the producers of halal-certified herbal products by the National Sharia Council–MUI, striving to meet consumer demand for safe and Sharia-compliant products. (Danang, 2022). However, in the field, there are still diverse perceptions regarding the price and availability of HNI-HPAI products compared to their competitors, such as As-Syifa. This phenomenon indicates the existence of dynamics in consumer behavior that need to be studied further. The main problem of this research lies in how halal labeling, price, and product quality affect the purchasing decisions of consumers of HNI-HPAI herbal products in Samarinda. (Herlina et al., 2019).

The HNI-HPAI halal label not only serves as a legal requirement but also functions as a guarantee of product quality and safety. Muslims need to be aware of the halal and haram status of the products they consume, ranging from food and drinks to medicines and cosmetic products. A lack of understanding in this regard can lead to the consumption of prohibited products. (Hasibuan, 2021). Price factors also influence consumer purchasing decisions. Price can be interpreted as the exchange value, either in the form of money or other goods, to obtain the benefits of a product or service at a certain time and place. (Kumalasari, 2019) Product quality refers to the advantages of the products offered by a company, based on their suitability with customer tastes or conformity with customer needs and requirements. Therefore, meeting consumer expectations depends on the company's ability to provide products that are considered high-quality by customers. (Islahani Andang Fazri, 2023).

The main objective of this study is to determine whether there is an influence of halal certification, pricing, and product quality on consumer purchasing decisions regarding HNI-HPAI herbal products in Samarinda. Furthermore, this study also aims to measure the extent of the influence of these three factors on consumer purchasing decisions for HNI-HPAI herbal products in Samarinda. It is expected that this research can provide contributions in the form of input to address various issues related to the influence of halal certification, pricing, and product quality on consumer purchasing decisions for HNI-HPAI herbal products in Samarinda, in order to achieve the established targets. This study is also expected to function as a practical learning tool for the theories that have been studied, as well as to enhance analytical insight in problem-solving.

B. LITERATURE REVIEW

Marketing Theory

Marketing is an activity aimed at creating, communicating, and delivering value to consumers. The foundation of modern marketing theory originates from the 4P marketing mix concept Product, Price, Place, and Promotion which serves as a framework for developing effective marketing strategies. (Tjiptono, 2019) emphasizes that in the consumer goods industry, the two main factors influencing customer satisfaction and loyalty are product quality and pricing that aligns with consumers' perceived value.

Purchase Decision

Decision-making is a process that begins with the background of the problem, identifies the problem, and then produces conclusions or recommendations. The recommendations derived from this process are then used as the basis for decision-making. Therefore, if the resulting recommendations are incorrect or contain hidden errors due to a lack of careful analysis of the problem, this can have detrimental consequences (Nur Khalidah, 2020).

Purchase decisions are the process by which consumers choose and determine products to buy in order to satisfy their needs and desires. This process involves the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Rizan et al., 2015). Decisions are influenced by internal factors (psychological and personal) as well as external factors (social, cultural, and marketing).

Halal Label

According to Alfian, a halal label is a written sign indicating that a product has halal status. This label can be in the form of Arabic script, other scripts, or a special code from the minister, and is issued by a halal inspection agency established by the MUI, such as through halal fatwas or MUI halal certificates. The presence of this label provides legal assurance that the product is safe for consumption and use by the public in accordance with the provisions set by the MUI. The inclusion of a halal label on product packaging directly impacts customers when using the product. The sense of safety and comfort when using the product will lead customers to decide to purchase it. (Ian Alfian, 2017).

Price

Price is the exchange value that can be compared with money or goods in terms of usefulness for obtaining goods or services from an individual or group of people at a certain time. High or low prices are always a primary concern for consumers looking for products because, therefore, the price offered is carefully considered before they decide to purchase a product, based on the prices of products that have long been available in the market (Ade Maulana, 2022).

According to Husain Umar in Ade Syarif Maulana's journal, price is the value given to consumers as a reward for the benefits possessed or used by a good or service (Maulana, 2022). In this regard, Muslims have the freedom to determine

what should be eaten and made. They can also choose what is needed and how to fulfill it.

Product Quality

According to Wijaya, a quality product is a product that meets customer expectations. Therefore, both goods and services must be able to meet customer expectations and fulfill customer needs. Service quality is essentially related to providing the best service, which refers to the attitude or manner in which employees satisfy customers or the community. Therefore, the quality of service depends on the service provider's ability to meet customer expectations (Nurdin, 2019).

C. RESEARCH METHODOLOGY

This research uses a quantitative approach with a survey method to analyze the influence of halal labels, price, and product quality on consumers' purchasing decisions. The research subjects are consumers of HNI-HPAI herbal products in the city of Samarinda, with a population of 8,450 consumers. From this population, 100 respondents were selected as a sample using purposive sampling, which is the selection of respondents based on the criteria of having purchased and used HNI-HPAI herbal products in Samarinda.

Research data were collected through closed questionnaires based on Google Forms, which were distributed online to selected consumers. The research instrument consisted of statements measuring the variables of halal label, price, product quality, and purchase decisions using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The collected data were then analyzed using multiple linear regression analysis to test the partial and simultaneous effects between variables.

Before hypothesis testing is conducted, the data is tested through validity and reliability tests, as well as classical assumption tests including normality, multicollinearity, and heteroscedasticity. Furthermore, hypothesis testing is carried out using the t-test (partial) and F-test (simultaneous), with the help of statistical software to determine the significance of the effect of each variable on consumer purchasing decisions.

D. RESULTS AND DISCUSSION

Result

The Influence of Halal Labels on Purchase Decisions

The analysis results indicate that the halal label has a significant effect on the purchasing decisions of consumers of HNI-HPAI herbal products in Samarinda, with a t-value of $3.753 > 1.985$ and a significance level of $0.000 < 0.05$. This means

that the stronger the consumers' belief in the product's halal status, the higher their tendency to purchase it.

These findings reinforce that halal labels are not only a religious symbol but also an indicator of trust and quality assurance for Muslim consumers. The results support the research by Nukha (2021), which stated that halal labels influence consumer perceptions and decisions when choosing consumer products. Academically, these results highlight the importance of ethical dimensions and spiritual values in modern consumer behavior, especially in markets with a Muslim majority.

The Influence of Price on Purchase Decisions

Contrary to initial assumptions, the research results indicate that price does not have a significant effect on purchasing decisions ($t \text{ count} = 0.843 < 1.985$; $\text{sig.} = 0.401 > 0.05$). This suggests that consumers of HNI-HPAI herbal products focus more on the aspects of halal certification and quality rather than price. In the context of marketing products based on religious values, the perception of "halal and high quality" seems to be more decisive in purchasing decisions than economic considerations.

These findings are in line with the theory of customer perceived value, which states that purchasing decisions are more influenced by emotional benefits and trust in the brand than by the nominal price. Thus, price is not the main factor as long as consumers perceive that the product provides spiritual and health benefits that they believe in (Hidayatullah, 2020).

The Influence of Product Quality on Purchase Decisions

The analysis shows that product quality has a significant effect on purchase decisions, with a t -count of $2.643 > 1.985$ and a significance of $0.010 < 0.05$. Consumers perceive that the authenticity of ingredients, consumption safety, and effectiveness of herbal products are the main reasons for purchase decisions. These results support the theory (Kotler, P. & Keller 2012) that quality is a key factor in shaping customer satisfaction and loyalty. Empirically, this study aligns with the research (Parasari, 2022), which states that product quality plays an important role in driving local brand purchase decisions. These findings confirm that in the herbal industry, perceptions of product quality remain a decisive factor for long-term trust.

The Simultaneous Influence of Halal Label, Price, and Product Quality

The simultaneous test shows that the three variables collectively have a significant effect on consumer purchase decisions with an F count value of $23.690 > 3.09$ and a significance of $0.000 < 0.05$. Overall, the regression model explains 42.5% of the variation in purchase decisions ($R^2 = 0.425$). This means that halal labels and product quality are the main combination influencing purchase decisions, while the price factor plays a smaller role. These findings contribute academically by suggesting that marketing strategies based on religious values and product

quality can be an effective approach to enhancing consumer loyalty in the halal industry sector.

Discussion

The Influence of Halal Labels on Purchase Decisions

The findings demonstrate that halal labeling has a significant positive influence on the purchasing decisions of consumers of HNI-HPAI herbal products in Samarinda. This result indicates that consumers who place greater importance on the halal status of a product tend to have a stronger intention to purchase it. The finding is particularly relevant in the context of herbal products, where consumers are not only concerned with the functional benefits of the product but also with the religious and ethical dimensions associated with its ingredients, processing, and consumption.

The significant influence of halal labeling can be understood from the perspective of consumer trust. For Muslim consumers, a halal label provides an external form of assurance that a product has fulfilled certain religious requirements. The label reduces uncertainty regarding the origin and composition of the product and provides consumers with greater confidence when making purchasing decisions. In this sense, halal labeling functions beyond its role as a religious symbol; it also serves as a form of information that helps consumers evaluate product suitability. When consumers encounter a clearly displayed and credible halal label, they may perceive the product as more trustworthy and consistent with their religious values.

This finding supports Nukha (2021), who found that halal labeling influences consumer perceptions and purchasing decisions. The consistency between the present finding and previous research suggests that halal information remains an important consideration in Muslim consumer markets. However, the significance of halal labeling should not be interpreted merely as a consequence of religious obligation. Rather, it reflects the interaction between religious values, consumer confidence, perceived risk, and product evaluation. Consumers may use halal certification as one of the signals through which they assess whether a product is appropriate for consumption.

From the perspective of Islamic consumer behavior, this finding demonstrates that purchasing decisions may incorporate spiritual considerations alongside conventional economic considerations. The consumer does not necessarily evaluate a product solely based on its price or functional attributes but also considers whether the product is consistent with Islamic principles. This provides an important contribution to the understanding of consumer behavior in the halal industry because it demonstrates that religious values can become an integral component of the consumer decision-making process.

The finding also has practical implications for producers and marketers of herbal products. Companies should ensure that halal certification and related information are clearly communicated to consumers and consistently maintained. However, halal labeling should not be treated merely as a marketing instrument. Its effectiveness depends on the credibility and transparency of the certification and on the company's ability to maintain compliance throughout the production process. Therefore, strengthening halal assurance systems, providing transparent product information, and communicating halal values responsibly may contribute to greater consumer confidence and ultimately strengthen purchasing decisions.

The Influence of Price on Purchase Decisions

In contrast to halal labeling, the findings indicate that price does not have a significant partial influence on the purchasing decisions of HNI-HPAI herbal product consumers in Samarinda. This result suggests that variations in perceived or offered price are not sufficient to explain differences in consumers' purchasing decisions within the context of this study. The finding is important because price is conventionally considered one of the fundamental elements influencing consumer behavior. However, its insignificant effect indicates that consumers may prioritize other forms of value when evaluating herbal products.

One possible explanation is that consumers perceive herbal products through a broader value framework rather than evaluating them solely according to their monetary cost. When consumers believe that a product is halal, safe, useful, and of good quality, the perceived benefits may become more important than the nominal price. In this situation, consumers may be willing to pay a certain price because they perceive that the product provides benefits that justify the expenditure. Thus, the absence of a significant price effect does not necessarily mean that consumers disregard price completely. Rather, price may become a secondary consideration when other attributes are perceived to provide stronger value.

This finding can be related to the concept of customer perceived value, in which consumers evaluate a product based on the balance between the benefits they receive and the costs they incur. In the context of halal herbal products, perceived value may include functional benefits, health-related expectations, religious compliance, trust, and psychological comfort. Consequently, a product with a relatively higher price may still be considered worthwhile if consumers perceive that it offers stronger benefits and greater assurance than alternatives.

The finding is also relevant to the characteristics of products associated with health and personal well-being. Consumers may be more cautious when purchasing herbal products because they are concerned with the safety, authenticity, ingredients, and expected effectiveness of the products. Under such circumstances, extremely low prices may not necessarily generate stronger purchase intentions. In fact, consumers may associate quality and reliability with the overall value of the product. Therefore, the relationship between price and purchasing decisions may

depend on how consumers interpret price in relation to quality and expected benefits.

However, the insignificant effect of price should not be interpreted as evidence that pricing strategy is unimportant for businesses. Price remains a component of the overall marketing strategy and can influence affordability, market accessibility, and consumers' perceptions of value. The implication of this finding is that companies should avoid relying exclusively on price reductions or discount strategies to stimulate purchasing decisions. Instead, pricing should be supported by strong product value, credible halal assurance, and consistent quality. This approach may be particularly relevant for businesses operating in the halal herbal product market, where consumer trust and perceived benefits can be more influential than price alone.

The Influence of Product Quality on Purchase Decisions

The results further demonstrate that product quality has a significant positive influence on purchasing decisions. This finding indicates that consumers who perceive HNI-HPAI herbal products as having good quality are more likely to make purchasing decisions in favor of the products. Product quality is particularly important for herbal products because consumers generally expect products consumed for health-related purposes to meet standards concerning ingredient authenticity, safety, consistency, and effectiveness.

The significant influence of product quality confirms that consumers do not base their purchasing decisions solely on the religious status of a product. Although halal assurance is important, consumers also need confidence that the product itself provides the expected functional value. This suggests that halal status and product quality can operate as complementary attributes. A product may fulfill religious requirements, but consumers are still likely to evaluate whether the product is safe, reliable, and capable of providing the expected benefits.

This finding is consistent with the argument of Kotler and Keller (2012), who emphasize the importance of product quality in shaping consumer satisfaction and subsequent behavioral responses. It also supports Parasari (2022), who found that product quality plays an important role in influencing consumers' purchasing decisions toward local brands. The consistency of these findings indicates that product quality remains a fundamental component of consumer evaluation across different product categories.

In the context of herbal products, quality may be interpreted through several dimensions, including the authenticity of ingredients, production processes, packaging, safety, durability, consistency, and perceived effectiveness. Consumers may develop stronger purchasing intentions when they believe that these dimensions are adequately fulfilled. This is particularly important because

consumers cannot always directly verify the quality of herbal ingredients or production processes before purchasing. Consequently, they may rely on observable product attributes, brand reputation, recommendations, certification, and previous consumption experiences as signals of quality.

The significant effect of product quality also has implications for consumer trust and long-term relationships. A positive purchasing experience can reinforce consumers' confidence in the product and encourage repeat purchasing. Conversely, inconsistent quality may undermine trust even when the product possesses valid halal certification. Therefore, halal compliance should be accompanied by continuous quality control. In the halal herbal industry, maintaining product quality is not only a matter of satisfying consumer expectations but also an important component of sustaining trust in the brand.

The finding therefore suggests that companies should integrate halal assurance with quality management. Rather than communicating halal status independently from product attributes, marketers can emphasize the combination of halal compliance, product safety, ingredient quality, and product reliability. Such an integrated value proposition may be more effective in strengthening consumers' confidence and encouraging purchasing decisions.

The Simultaneous Influence of Halal Label, Price, and Product Quality on Purchase Decisions

The simultaneous test demonstrates that halal labeling, price, and product quality collectively have a significant influence on consumers' purchasing decisions. The regression model explains 42.5% of the variation in purchasing decisions, indicating that the three variables together provide a meaningful explanation of consumer behavior. At the same time, the remaining 57.5% suggests that purchasing decisions are also influenced by other factors that are not included in the present model.

The simultaneous finding provides an important perspective because consumer purchasing decisions are multidimensional and cannot always be adequately explained by examining individual variables independently. In the present study, halal labeling and product quality emerge as significant individual predictors, while price does not demonstrate a significant partial effect. Nevertheless, the combined model is statistically significant, indicating that these variables collectively contribute to explaining purchasing decisions. This suggests that consumers evaluate products through a combination of religious, functional, and economic considerations, even though the relative importance of each consideration may differ.

The contribution of 42.5% also indicates that halal labeling and product quality constitute important elements in understanding consumer purchasing decisions for HNI-HPAI herbal products in Samarinda. The result strengthens the argument that halal marketing should not be limited to communicating religious

compliance. Instead, halal positioning can be integrated with product quality and consumer value. Consumers may be more responsive when halal assurance is accompanied by convincing evidence of product quality and reliable benefits.

From the perspective of Islamic economics and halal business, these findings demonstrate the relevance of integrating ethical and religious values into contemporary marketing practices. Halal products compete not only on conventional market attributes but also on their ability to provide consumers with assurance regarding religious compliance, quality, and trustworthiness. Therefore, companies operating within the halal industry need to develop strategies that recognize the multidimensional nature of Muslim consumers' purchasing decisions. The findings also provide implications for marketing strategy. First, companies should maintain credible halal certification and communicate halal information transparently. Second, continuous improvement of product quality should become a strategic priority, particularly regarding ingredient quality, safety, consistency, and product reliability. Third, pricing strategies should be designed in accordance with consumers' perceived value rather than relying primarily on low-price positioning. Since price was not found to have a significant partial effect, aggressive price competition may not necessarily be the most effective strategy for increasing purchase decisions among the consumers examined in this study.

Nevertheless, the explanatory power of 42.5% indicates that considerable variation in purchasing decisions remains unexplained. Future research should therefore examine other variables that may be relevant in the halal herbal product market, such as religiosity, halal awareness, brand image, consumer trust, perceived value, health consciousness, product knowledge, promotion, social influence, customer satisfaction, and brand loyalty. Examining these variables may provide a more comprehensive understanding of the mechanisms underlying Muslim consumers' purchasing decisions.

Overall, the findings indicate that purchasing decisions for HNI-HPAI herbal products in Samarinda are shaped more strongly by halal assurance and product quality than by price alone. The study consequently reinforces the view that successful marketing in the halal herbal industry requires more than competitive pricing. It requires the development of credible halal assurance, consistent product quality, and consumer trust. The integration of these elements can strengthen the value proposition of halal products while simultaneously supporting the development of a more trustworthy and competitive Islamic consumer market.

E. CONCLUSION

This study concludes that halal labeling and product quality play significant roles in influencing consumers' purchasing decisions for HNI-HPAI herbal products in Samarinda, while price does not have a statistically significant influence

on purchasing decisions. These findings indicate that consumers tend to place greater emphasis on the assurance of halal status and the perceived quality of herbal products when deciding whether to make a purchase. The presence of halal labeling provides consumers with confidence regarding the compliance of the products with Islamic principles, while product quality reflects consumers' expectations regarding the benefits, safety, effectiveness, and overall value of the products they purchase.

The findings further demonstrate that price, although generally considered an important factor in consumer decision-making, is not a primary determinant for consumers of HNI-HPAI herbal products in this study. This may suggest that consumers are willing to consider purchasing products based on their perceived halal status and quality rather than focusing primarily on the price offered. In other words, consumers may perceive halal assurance and product quality as more fundamental considerations, particularly for products associated with health, consumption, and Islamic values. Therefore, competitive pricing alone may not be sufficient to encourage purchasing decisions if it is not accompanied by strong halal assurance and consistent product quality.

Furthermore, the simultaneous test shows that halal labeling, price, and product quality jointly influence consumers' purchasing decisions, with a contribution of 42.5%. This finding confirms that purchasing decisions are influenced by a combination of factors rather than by a single consideration. Although price does not demonstrate a significant partial effect, its inclusion in the overall model indicates that consumer purchasing behavior should be understood through an integrated perspective that considers halal assurance, product quality, and economic considerations simultaneously. The remaining 57.5% is explained by other factors outside the variables examined in this study, indicating opportunities for future research to investigate additional determinants of consumer purchasing decisions.

From a practical perspective, the findings suggest that producers and marketers of HNI-HPAI herbal products should prioritize maintaining clear and trustworthy halal labeling while continuously improving and maintaining product quality. Halal certification and transparent information regarding the halal status of products can strengthen consumer confidence, particularly among Muslim consumers who consider religious values in their purchasing behavior. At the same time, consistent product quality is essential for maintaining consumer satisfaction and encouraging repeat purchases. Although price was not found to have a significant individual influence, businesses should nevertheless maintain reasonable and competitive pricing to ensure that products remain accessible to consumers.

In the context of Islamic consumer behavior, these findings reinforce the importance of halal principles and product quality as significant considerations in purchasing decisions. Consumers do not merely evaluate products based on their

economic value but may also consider religious compliance and the perceived benefits of the products. Therefore, the integration of halal assurance, quality management, and appropriate marketing strategies can become an important approach for strengthening consumer trust and competitiveness in the halal herbal product market.

Overall, this study provides empirical evidence that halal labeling and product quality are important determinants of purchasing decisions among consumers of HNI-HPAI herbal products in Samarinda. The results contribute to a better understanding of consumer behavior in the context of halal products and highlight the importance of integrating Islamic values with product quality in marketing strategies. Future studies are encouraged to examine other factors that may influence purchasing decisions, such as consumer trust, brand image, religiosity, promotion, perceived benefits, social influence, and customer satisfaction, as well as to involve larger and more diverse samples to obtain broader and more generalizable findings.

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