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## MARKETING | RESEARCH ARTICLE

# Strengthening Consumer Buying Interest Through Service Quality and Product Existence and Price

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**Abstract:** MSME actors such as the Roti Bakar 19 Bandung are one of the economic institutions that contribute positively to economic growth so they need to be empowered as an integral part of the people's economy which has a strategic position, role and potential to create a national economic structure that is more balanced, developed and just (Amien & Zulkarnaen, 2022) . The aim of this research is to analyze and test the influence of price and product on perceptions of service quality at the Roti Bakar 19 Bandung in Makassar City. To analyze and test the influence of price, product, perceived service quality on consumer buying interest at the Roti Bakar 19 Bandung in Makassar City. To analyze and test the effect of price and product on consumer buying interest through perceptions of service quality at the Roti Bakar 19 Bandung in Makassar City. This type of research uses quantitative methods. This research was conducted at the Roti Bakar Bandung 19 Makassar City. Sampling used Malhotra theory by calculating 85 samples. The data collection method used in this research was by using questionnaires and interviews. Researchers used a Likert scale as a measurement scale for the questionnaire. The analysis technique used is path analysis. The results of this study indicate that the product has an insignificant positive influence on quality of service with. Price has a significant negative influence on consumer buying interest. The product has a significant positive influence on interested in buying. Service quality has a significant influence on buying interest. Price has a significant influence on consumer buying interest through service quality. The product has a positive and significant influence on Consumer buying interest through service quality.

**Keywords:** Price, Product to Service Quality and Consumer Buying Interest.

**JEL Classification Code:** L26, L25, M13, O12, J16

## 1. INTRODUCTION

Challenges for entrepreneurs who know that business in the future will be increasingly complex, where competition will be tighter and higher, changes will be very fast and dynamic due to rapid advances in technology (Hastuti et al., nd, 2020). This is important for those running businesses today (Destyana & Yosephien, 2021). In general, entrepreneurs, including MSMEs, can improve their services in the future, so that MSMEs can survive and compete if they are able to implement good management, especially marketing management (Djakasaputra et al., 2021). Developing business marketing, including MSMEs, can make a major contribution to economic growth because it creates equal distribution of employment and business opportunities, preserves culture, and supports national exports (Amin et al., 2022). Thus, the Bandung toast business needs to implement a lowprice strategy (by reducing production costs) to attract consumer buying interest, so that it can compete with similar businesses in big cities, especially in the city of Makassar. As has been the topic of this research, namely the business owned by millennial youth is Roti Bakar which is named Roti Bakar Bandung 19 which is located in Makassar City.

The growth in consumption of white bread is currently very growing and there are many people interested in it. Food using the main ingredient of white bread which is currently popular and liked by all groups is toast. Roti Bakar offers bread with various fillings combined with various variations



by grilling. There are many variants of this toast offered, starting from toast which has 3 variants, namely mixed toast, chocolate cheese peanut toast, and special toast. For premium toast, there are flavors of tiramisu, chococrunchy, cappuccino, and so on. There is no need to doubt that because the price is affordable and the deliciousness of the toast makes demand increase. Quality toast includes a wide variety of products and flavors.

Because customers consider taste, cleanliness, variety, and originality when making purchasing decisions about food, product quality has a significant influence. Additionally, you will definitely pay special attention to the level of service provided by the various shops and eateries. Customers will feel more comfortable with in-store service as a result of this. Price also has a significant impact as lower prices will give buyers more for their money. Customers will be loyal if a business projects a positive image, which will generate reciprocity. To understand customer delight, it is important to remember that when consumers touch a product, they will be able to judge its quality and level of comfort with approved service. in such a way that it corresponds to the desired results (Wibisono & Achsa, 2020).

The background explanation above is strengthened by previous research by (Salsyabila., 2021) which states that service quality influences consumer buying interest. research conducted by Aditya (2020). Says that product quality has a positive influence on customer satisfaction. This research was also conducted by Savitri & Anggela (2020), product quality partially has a significant effect on consumer satisfaction. This means that consumer satisfaction occurs because it is influenced by product quality. According to Nurramaadhanti & Yulia (2021) stated that at the Sha'Ring Karanganyar Store, Service Quality has a good and quite large influence on Customer Satisfaction. Customer satisfaction will increase if service quality is improved. Hastuti (2022) had the same results: Service quality has a positive and significant influence on customer satisfaction at Bakso Tukul Arwana, Season City Branch, West Jakarta. The results of Loo Petrus' research (2022) state that partially the price variable has a positive and significant effect on customer satisfaction at PT. Supermarkets Move Forward Together with Glugur. Different results can be found in previous research conducted by Nurramaadhanti & Yulia (2022) that the price variable does not have a significant effect on customer satisfaction at Kedai Sha'ring Karanganyar. Maybe it's because Kedai Sha'ring has less affordable prices.

The aim of this research is to analyze and test the influence of price and product on perceptions of service quality at the Roti Bakar 19 Bandung in Makassar City. To analyze and test the influence of price, product, perceived service quality on consumer buying interest at the Roti Bakar 19 Bandung in Makassar City. To analyze and test the effect of price and product on consumer buying interest through perceptions of service quality at the Roti Bakar 19 Bandung in Makassar City. The formulation of the research problem is whether price and product influence the perception of service quality at Roti Bakar Bandung 19 shops; Do price, product, perceived service quality influence consumer buying interest at Roti Bakar 19 Bandungs; and Does price and product influence consumers' purchasing interest through perceptions of service quality at Roti Bakar 19 Bandungs. Thus, MSMEs such as the Roti Bakar 19 Bandung are one of the economic institutions that are considered capable of contributing positively to economic growth. Roti Bakar 19 Bandung is a small business that needs to be empowered as an integral part of the people's economy which has a strategic position, role and potential to create a national economic structure that is more balanced, developed and just (Amien & Zulkarnaen, 2022).

The quality of Kedai Roti Bakar Bandung 19 products is the key to competition among small businesses. According to (Ely, 2021) product quality is a totality that has the characteristics of a product or service that can have the ability to fulfill needs that will be expressed implicitly. According to (Rusmawan, 2018), one of the qualities of a product is that it can show a measure that is long-lasting so that we can trust the product. We can see from a marketing perspective a measure of quality in various perceptions about a buyer as to what the quality and worth of the product is. According to Rosyidi Ririn (2020), the word product quality as a whole can have characteristics and also the nature of a product quality which can influence the ability to satisfy the quality of our products to consumers and customers. The better the product quality, we create new variants so that consumers are interested in our products. According to (Sinulingga, 2021) product quality is a business element that consumers or customers need to pay attention to, but especially for consumers or customers who want to maintain the quality of our products that we want to market. Thus, it can be concluded that product

quality is a totality of characteristics of a product or service which can show a measure of how high the level of consumer trust is in the product or service they use and how long that trust can last.

In conditions of increasingly tight competition, it is important for Micro, Small and Medium Enterprises to determine the right price for the products or services offered. Price is something expenditure or sacrifice Which must issued by consumer for get product Which desired To use fulfil need from consumer the. This pricing strategy will set the standard for your product or service in the market, which will have an impact on profits and competitive advantage. Roti Bakar Bandung has two size variants, namely Large with a price of IDR 28,000 and Medium with a price of IDR 20,000. Bandung 19 Bakar Roti Business is a business operating in the culinary sector which displays toast using puff pastry inside as well as various kinds of toppings that are different from toast in general. Price is one of the determinants of a company's success because price determines how much profit the company will gain from selling its products in the form of goods and services (Firmansyah, 2019). Strategy for Setting Product Prices to Keep Selling It is important for MSME players to avoid competing at the lowest prices, because they do not have the economies of scale needed to reduce costs. Pricing strategies for small businesses should set prices based on value, overhead, and competitive value. Consumers use price to assess product quality. People often assume that at a much more expensive price the quality they will get is guaranteed. Consumers view quality as an element that needs to be considered when buying a product (Fauzan & Rohman, 2019).

The service is closely related to small and medium business customers. When customers complain, they need to provide service. This customer service is attitude, ability, appearance, accountability, attention and action. and Roti Bakar Bandung 19 is open from 17.00 WIB to 24.00 WIB everyday. In marketing Roti Bakar Bandung 19, it uses social media to carry out promotions via Instagram as well as a tool to introduce the products being marketed, and collaborate with services such as Grabfood. In terms of location, Roti Bakar Bandung 19 determines marketing targets for all groups, especially young people. Because Roti Bakar Bandung 19 is located right in the city center, this is what makes Roti Bakar Bandung 19 able to penetrate its target market. So MSME players need to understand the ethics of communicating with customers. Service quality is a method or strategy applied by companies to further increase trust in the services provided by the company (Permana, 2022). Good service quality will create a happy feeling in the minds of consumers and a sense of satisfaction will arise in the hearts of consumers (Irfan Rizqullah Ariella, 2018). Service Quality is a level of service that is related to the fulfillment of the expectations and needs of customers or users. According to (Keloay et al., 2019) service quality is an activity to help consumers meet their needs.

Interest in buying bread products can be seen from consumer decision making. Purchase interest arises after consumers see, enter the shop, and even have the desire to try and then buy the product. Purchase interest is also related to Brand Image, by Kotler and Keller (2016) regarding brand names. Memories of impressions about a brand come from stimulus, information and consumer experience. When consumers evaluate a brand well, this will of course lead to other good things, such as the desire to try, and even the desire to buy. According to Kotler and Armstrong (2016), consumer buying interest is strengthened by product attributes such as brands or names, terms, signs, symbols, or designs, or a combination of all of these which are intended to identify service products from a seller or group of sellers and differentiate them from competing products. Then product quality such as durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. The identity of the packaging or wrapping of a product.

In general, satisfied customers of Roti Bakar Bandung 19 will convey their experiences to other people and you can imagine how much satisfying customers can be. Service Quality Measurement can be seen from a service. Declining consumer buying interest can be seen from the decline in sales volume. According to Kurniawan & Krismonita (2020), buying interest is related to consumers' plans to buy. If the benefit is greater than the sacrifice to get it, then according to Pratama & Ardhy (2017) there is an urge to buy. The feeling of satisfaction that exists will have a good impact on the business because consumers have a big opportunity to recommend it to other people. If the end is like that, it will automatically be very profitable for the business, profitable in terms of material and the image of the business will be good because the quality of service is good and the price is in line with the quality. available and equivalent to the facilities and comfort provided (Suryati & Rahmat, 2020). The quality of service received by consumers is expressed by the large difference between consumers' expectations

and desires and their level of perception (Ramadhan, 2021). Meanwhile, according to (Engkur, 2018), quality service will provide customer satisfaction which will provide a good basis for customers.

Petrus loo, Kristina (2022) that quality product, price and quality service influential towards satisfaction customer Rissa Mustika Sari, Prihartono (2021) that price and product quality influence purchasing decisions. Orfyanny S, Themba, Buyung Romadhoni (2023) that social marketing, celebrity endorsements and price discounts influence consumer buying interest. Alfatiha & Budiarmo (2020) that price influences buying interest, service quality influences buying interest, buying interest influences purchasing decisions. Kristin Sanjayati, Robin (2022) states that product price and quality have a positive and significant effect on purchasing decisions. Ilhamsyah Pohan, Rosmita Ambarita and Nur'ainun Hasibuan (2023) advertising and price can influence consumer buying intentions. Firman Budyanto, Dede R Oktini, Septiana Ayu Estri Mahani (2022) Product Quality and Price Discounts influence Purchase Intention. Handayani Nazara and Mella Yunita (2023) product price and quality influence consumer buying interest. Fairuz and Nurjanah (2022) state that brand image, product quality and price influence purchasing interest. Eka Agustina, Darmi and Tuti Rahmah (2022) state that price has the most dominant influence on consumer buying interest. Abdul Rahman Rahim, Andi Mappatempo, Simiat (2022) quality service dominant impact on repeat order. Melly Agreni, Weni Retnowati, Emilia Septiani (2022) brand image and service quality have an influence on customer satisfaction. Hana Nurfadilah, Setia Rudimandan Ramayani Yusuf (2022) that product and price are the main factors in repeat purchases and consumers do not pay too much attention to promotions and place in determining repurchases. Syafira Betari, Nina Maharani, and Dedy Ansari Harahap (2022) state that product quality and location influence consumer buying interest. Fajar Saputro and Uhammad Jalari (2023) state that customer satisfaction is significantly influenced by price, service quality and product quality.

In marketing activities, Roti Bakar Bandung 19 products experienced a decline in sales volume. Bandung Bakar Bread products in 2020 sold 15,282,000, then experienced an increase in sales in 2021 of 17,296,580,000. This indirectly proves that consumers' buying interest in Roti Bakar Bandung is very low. From data on increasing sales amidst increasingly rapid competition. Apart from that, a business can be said to be successful and growing if it has increased sales over time. Based on the table above, it can be seen that from 2020 to 2021 there was an increase in sales, but from 2022 to 2023 there were fluctuations with the condition of Bandung Toast which experienced problems in its business. These problems were that the products were still few and the promotions carried out were still limited and it is not yet widespread and there are less strategic problems such as inadequate parking for vehicles. In the current millennial era, many are enthusiastic about building independent lives, having their own income or income, so many millennials are now opening small businesses that we often encounter on the side of the road, such as bread and drinks which are also very popular with millennials.

## 2. LITERATURE REVIEW

Marketing management according to Kotler and Keller (2017) attracts, retains and increases consumers by creating and providing good sales quality. Marketing management according to Tjiptono (2016) is activities planned and carried out by the company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products, selecting the company's desired market share, and promoting new products to potential buyers. Based on opinion the can concluded Marketing management is related to the activities of analyzing, planning, implementing and supervising company programs in achieving goals. Marketing is the spearhead of the company. In a world of increasingly fierce competition, companies are required to survive and develop. Therefore, a marketer is required to understand the problem principal in the field and compile strategy so that can reach objective company.

Tyas Retno Yuniar, Ahadiati Rohmatiah (2022) that promotion, price and quality service simultaneously influential significant positive on satisfaction customer. Fajar Saputro Muhammad Jalari (2023) states that there is a significant simultaneous influence between product quality, service quality and price. Customer satisfaction is significantly influenced by price, service quality, and

product quality, at least partially. Shafira Ramadhanti Salsyabila, Aditya Ryan Pradipta, Danang Kusnanto (2021) that there is a simultaneous influence of promotion and service quality on purchase intention. Mochamad Irfan (2022) states that product price and quality have been proven to have a significant influence on the formation of repurchase decisions together. Citra, Savitri Flora, Patricia Anggela (2020) that E-Promotion has a partially positive and significant influence on Purchase Interest. Product Quality has a partially positive and significant influence on Purchase Interest. Nurramaadhanti & Yulia (2021) that product quality and service quality have a positive and significant effect on customer satisfaction. In Nur Diyah Hastuti, Endang M. Sasmita, Bida Sari (2021) there is a positive and significant influence of product quality, service and price both partially and simultaneously on customer satisfaction. Nurmin Arianto and Sabta Ad Difa (2020) stated that there is an influence between service quality and product quality on purchasing interest.

Marketing is a total system of business activities designed for plan, determine price, promotion and distribute goods that can satisfy desires and achieve target markets and company goals. Daryanto (2011) stated that marketing is a social and managerial process in which individuals and groups get need and desire they with create, offer and exchange something Which worth One The same other. Whereas According to the Americans Marketing Association (Malau, 2017:15) suggests that: Marketing is an activity, organizing, institutions, and processes for creating, communicating, delivering, and exchange offers that have value for consumers, clients, partners, And public on generally. From definition the so can concluded that marketing is something activity economy Which carried out to meet the needs and desires of consumers by product Which has been offered by the company. Concepts core marketing includes: needs, wants, demand, production, utility, value and satisfaction; exchange, market transactions and relationships, marketing and market. We can differentiate between need, desire and request. Need is a state of feeling its absence certain basic satisfactions. Desire is a strong will specific satisfaction of basic needs. Meanwhile requests is desire will product Which Specific Which supported with ability and willingness to purchase it. Marketing concept has expressed in various ways:

The marketing mix or marketing mix is a marketing strategy to convey information widely, introduce a product, goods and services, stimulate consumers to give and even create personal preferences for the image of a product. According to Kotler and Armstrong (2016: 75), the marketing mix is a marketing method that a company continues to use to fulfill its mission in the target market. According to (Buchari Alma 2017:205) the marketing mix is a plan that is combined with sales activities in such a way that in the end a maximum combination is needed to produce products that consumers expect to increase. According to Kotler and Armstrong (2019:58) the marketing mix elements consist of "price ", product, place and promotion. There fore the marketing mix is considered as wrong. In sharia marketing, companies are not only oriented towards profit, but are also oriented towards other goals, namely blessing (Mohamad & Rahim, 2021).

The price of a product is determined by sacrifice Which done for produce service and profit or expected profit. Therefore, product pricing is determined from a company is that problem quite important. according to Kotler and Armstrong (2019: 345) Price is the amount of money charged for a product, or the amount of value that customers exchange for the benefits of owning or using it. Price is something expenditure or sacrifice Which must issued by consumer for get product Which desired to use fulfil need from consumer the. For It is easiest for entrepreneurs to adjust prices to suit circumstances market while other elements such as product, place and promotion need time Which morelong and long for customized with circumstances market, Because price can give explanation to consumer about quality product And brand from product (Muhammad Birusman, 2007). Price perception is a consumer's opinion regarding the high and low prices which will later become a separate consideration in deciding to make a purchase and achieving satisfaction (Yosef Tonce and Yoseph Darius Rangga, 2021). Then the price is a number Money Which used for evaluate and get the products and services needed by consumers (Buchari Alma 2005:159).

Prices are very important for the economy, because prices play a very important role in the business and business that is run. According to (Mardia et al. 2021) price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to obtain benefits or use of a product or service. According to Indrasari (2019) price is the amount of money that consumers have to pay to get a product. Price is an amount of money that has an exchange value to obtain profits

from a product or service (Handayani and Fathoni, 2019). In other words, the price level set affects the turnover of goods sold. The quantity of goods sold influences the costs incurred in relation to procurement of goods for trading companies and production efficiency for manufacturing companies. Price influences income, so price influences business profits and the company's financial position. Tjiptono revealed that price is used as an indicator of the benefits that consumers obtain from the goods and services received, this is closely related to the value that consumers obtain from price.

Price has two main roles in the decisionmaking process of buyers, namely the role of allocation and the role of information. The allocation role of price, namely the function of price in helping buyers to decide how to obtain the highest expected benefit or utility based on their purchasing power. Setting one price for all buyers is a modern idea that emerged when large-scale retail trade began at the end of the nineteenth century because at that time trade occurred due to the sale of so many goods and the attention of many employees. Many economists assume that consumers are price takers and accept prices the first time they receive them and then they realize whether it is relevant or not. Then purchasing decisions are based on how consumers perceive prices and some current actual prices are taken into consideration, not prices set by the market. Consumers certainly have a lower price limit where a lower price indicates a product with poor quality and also an upper price limit where a price higher than that limit is considered excessive and not commensurate with the money spent. Thus, prices can help buyers decide how to allocate their purchasing power to various types of goods and services.

Buyers compare the prices of various available alternatives, then decide on the desired allocation of funds. The informational role of prices, namely the function of prices in educating consumers about product factors, such as quality. This is especially useful in situations where buyers have difficulty objectively assessing product factors or benefits. The perception that often applies is that high prices reflect high quality. The price indicator according to Tonce and Yoseph (2022) is price affordability. Affordable prices are customer expectations before making a purchase. Customers can look for products whose prices customers can afford. Price match with product quality. For certain products, customers usually don't mind if they have to buy at a relatively expensive price, the important thing is that the quality of the product is high. But customers want products with low prices and good quality.

According to Rusmawan (2018), product quality is a measure of quality in various perceptions about a buyer's quality and quality of the product. According to Miguna and Nurhafifah (2020) product quality is everything that we can offer by producers which can be paid attention to, can be used, purchased and can also be consumed by consumers and producers according to certain consumer needs. According to Ernawati (2019), product quality is an important factor that influences each customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product. The product quality indicator according to Kotler and Armstrong (2019:62) is product diversity. Product diversity refers to a company's ability to provide a wide range of products to meet the wants and needs of its customers; Product quality. (Product Quality) Quality is a product property that is determined by its ability to meet stated or implied customer requirements. Customer satisfaction and value are closely related. Product performance is also influenced by quality; A brand is a name, term, sign, symbol, design, or combination of these that identifies and differentiates a seller's product or group of sellers from competitors' products. Consumers consider the brand of a product to be an important component and brands can add value to a product. Consumers can use brand names to identify products that will benefit a company; and Packaging The activity of designing and producing containers or wrappers for a product is known as packaging. The main purpose of packaging is to store and protect the product. Companies understand the importance of good packaging in increasing consumer awareness of the company or its product brand. Poorly designed packaging can cause headaches for customers and result in lost sales, while innovative packaging can help a company stand out from the competition and increase sales.

Service quality pays more attention to aspects of customer satisfaction provided by a company offering services, therefore the success of a company operating in the service sector depends on the quality of the services offered. According to Hamirul (2020), service quality is a comparison between the reality of the service that will be received and the expectations of the service that consumers or

customers want to receive. According to Waluyo & Crosby Lethimen (2020) service quality is an adjustment to several characteristics where service quality can be considered as a point of excellence in meeting the needs of a service user. According to (Azwar, 2020) service quality is also a form of research on consumers regarding the level of service they will receive with a service that we can expect. According to Jeany, Mauli Siagian (2020), service quality is a behavior that can bring about changes that will be needed by customers. According to (Ariani, 2020) service quality is a quality that can be determined by customers, and where a customer wants a product or service that will in accordance with the needs and expectations of the level of product value.

The indicator of service quality according to (Jeany and Mauli Siagian 2020), namely Direct Tangible is the existence of service quality which can be in the form of physical facilities in an office, computerized administration, waiting room, information center; Reliability (reliability) is the existence of an ability and reliability that is able to provide a service that can be trusted; Responsiveness is the ability to provide service to customers quickly and hear and resolve customer complaints; Assurance is the ability, friendliness and politeness of employees to ensure trust in consumers; Empathy is a firm attitude but a concern from an employee towards consumers; and Performance is a description of an activity program or policy in realizing an organization's goals, objectives, vision and mission as outlined in an organization's strategic planning.

According to Frans Sudiro (2018), consumer buying interest is one of the psychological aspects that has quite a big influence on attitudes, behavior and interest, which is also a source of motivation that will direct someone to do what they do. "It is a drive from human instinct, but it can also be a drive from thoughts accompanied by feelings. Interests that only arise from the impulse of feelings without thinking, easily change according to changes in feelings. Consumer buying interest is the stage where consumers form their choice among several brands that are included in the choice set, then ultimately make a purchase on the alternative they like most or the process that consumers go through to buy a good or service based on various considerations. Sukmawati in Anggit (2018). Then Saputra (2018) defines purchasing interest as a consumer's tendency to buy a brand or take action related to a purchasing decision as measured by the consumer's likelihood of making a purchase. According to Randi Saputra (2018) consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing to use and consume or even want a product. Purchase interest is formed from consumer attitudes towards a product which consists of consumer trust in the brand and brand evaluation, so that from these two stages an interest in purchasing emerges.

According to Suwandari in Suryana (2018), the indicator of consumer buying interest is attention, namely the attention of potential consumers to the products offered by the producer. The existing message must attract the attention of target consumers because messages that are able to attract attention will be seen by consumers. Interest is the potential consumer's interest in the product offered by the producer. After the consumer's attention has been captured, the message must be able to generate interest so that a more detailed curiosity arises in the consumer, therefore it must be stimulated so that the consumer wants to try. Desire is the desire of potential consumers to have the product offered by the manufacturer. A good message must be able to find out what consumers want in terms of product exposure displayed in the message. Satisfaction is consumer satisfaction after using the product offered by the manufacturer.

### 3. RESEARCH METHOD

This type of research uses quantitative methods, then the practice in this research is based on explanatory research. According to (Umar, 1999) explanatory research is research that aims to analyze the relationships between one variable and another variable or how one variable influences other variable. This research was conducted at the Roti Bakar Bandung 19 shop located on Jl. Minasa Upa No. 10, Mt. Sari, District. Rappocini, Makassar City, South Sulawesi. The population in this research is all consumers who have purchased an unknown number of products at Roti Bakar Bandung. Sampling uses Malhotra's theory which states that the sample must be at least five to 10 times the number of statement items. In this study, researchers used 17 items  $\times 5 = 85$ . Through calculations based on this formula, the number of samples in this study was 85 samples. The data collection

method used in this research was by using questionnaires and interviews. Researchers used a Likert scale as a measurement scale for the questionnaire. The analysis technique used is path analysis to see the magnitude of the direct influence between variables (Solimun, 2002). The stages of path analysis are designing a model based on concepts and theory, examining the assumptions underlying path analysis which include: the relationship between variables is linear, the recursive model is a one-way causal flow system, endogenous variables are at least interval scale, observe variables are measured without errors (the measurement instrument is valid and reliable), the model is specified correctly according to theory, calculations with path coefficients using AMOS software. This is done because the AMOS program is able to calculate direct and indirect effects, and check the validity of the model by calculating the total coefficient of determination using the formula:

$$R^2 = 1 - \frac{P_1^2 + P_2^2 + \dots + P_n^2}{e_1^2 + e_2^2 + \dots + e_p^2}$$

Where:  $P_{ei} = \sqrt{1 - r^2}$

$R^2$  = Coefficient of determination

The magnitude of the total coefficient of determination shows the information contained in the data that can be explained by the model, while the rest is explained by other variables and error. However, this research uses AMOS, so the coefficient of determination is directly visible in the model by looking at the GFI value.

#### 4. RESULT AND DISCUSSION

##### 4.1. Statistical Result

Analysis of research results using path analysis with the AMOS 24.0 program (Analysis of Moment Structure, Arbuckle, 1997). Evaluation of the accuracy of the model is basically carried out when the model is estimated completely, evaluation of this model can be carried out, namely univariate and multivariate normality of the data used in this analysis, was tested using AMOS 24. The results of the analysis regarding the Assessment of normality. The critical measure for testing normality is cr which in the calculation is influenced by the sample size and skewness. Referring to the value in the cr column, then if there is a score that is greater than 2.58 or smaller than -2.58 (normality of distribution at alpha 1 percent) there is evidence that the data distribution is not normal. Conversely, if the cr value is below 2.58 or greater than -2.58 then the data is normally distributed. Multicollinearity and singularity can be detected by looking at the determinant value of the sample covariance matrix. The analysis results show that the determinant value of the sample covariance matrix is 0.001. Based on this, it can be concluded that there is no multicollinearity or singularity, therefore, this data is suitable for use. By using the criteria above, it can be concluded that all variables that are normally distributed.

Table 1. Normally Test

Observation	Mahalanobis D-Squared	p1	p2
32	15.454	0,004	0,279
61	11.748	0,019	0,491
70	11.595	0,021	0,256
10	10.632	0,031	0,271
56	10.490	0,033	0,149
9	10.236	0,037	0,092
29	9.096	0,059	0,232
11	9.060	0,06	0,134
73	8.764	0,067	0,118
80	8.437	0,077	0,117
60	8.420	0,077	0,063
26	8.058	0,089	0,076
65	7.547	0,11	0,136

Observation	Mahalanobis D-Squared	p1	p2
81	7.119	0,13	0,208
15	6.981	0,137	0,181
58	6.736	0,151	0,202
57	6.292	0,178	0,343
18	6.227	0,183	0,284
28	5.665	0,226	0,56
64	5.610	0,23	0,498
12	5.558	0,235	0,435
55	5.474	0,242	0,399
7	5.402	0,248	0,358
31	5.354	0,253	0,303
20	5.262	0,261	0,283
21	5.206	0,267	0,242
16	5.050	0,282	0,269
17	4.758	0,313	0,412
2	4.642	0,326	0,423
78	4.461	0,347	0,497
25	4.457	0,348	0,41
82	4.411	0,353	0,365
85	4.375	0,358	0,315
47	4.048	0,399	0,537
36	3.921	0,417	0,578
59	3.645	0,456	0,761
24	3.557	0,469	0,769
62	3.396	0,494	0,835
72	3.392	0,494	0,778
22	3.300	0,509	0,792
1	3.250	0,517	0,772
52	3.080	0,544	0,851
33	2.995	0,559	0,862
23	2.961	0,564	0,836
46	2.948	0,567	0,789
19	2.781	0,595	0,869
53	2.744	0,602	0,848
63	2.743	0,602	0,791
83	2.740	0,602	0,726
38	2.598	0,627	0,804
79	2.349	0,672	0,935
49	2.320	0,677	0,918
54	2.282	0,684	0,905
35	2.191	0,701	0,922
50	2.172	0,704	0,897
37	2.116	0,714	0,894
75	2.109	0,716	0,851
68	1.856	0,762	0,965
6	1.756	0,781	0,977
44	1.531	0,821	0,997
74	1.531	0,821	0,994
48	1.515	0,824	0,99
5	1.511	0,825	0,981
14	1.433	0,838	0,985
30	1.432	0,839	0,973
45	1.397	0,845	0,965
34	1.369	0,85	0,953
76	1.360	0,851	0,926
39	1.259	0,868	0,95
71	1.225	0,874	0,936



Observation	Mahalanobis D-Squared	p1	p2
67	1.207	0,877	0,905
8	1.134	0,889	0,914
66	1.056	0,901	0,926
77	1.007	0,909	0,915
42	.983	0,912	0,877
40	.922	0,921	0,87
69	.856	0,931	0,866
4	.844	0,933	0,785
27	.823	0,935	0,69
41	.823	0,935	0,527
43	.792	0,94	0,411
3	.596	0,964	0,625
13	.596	0,964	0,397
51	.487	0,975	0,364
84	.487	0,975	0,114

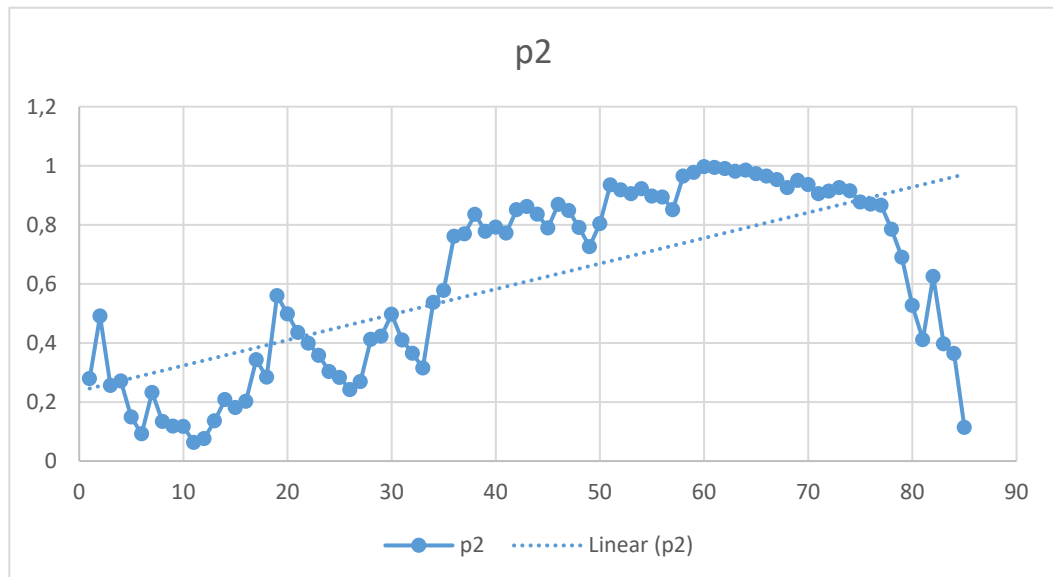


Figure 1. Normally Test

The test results in Table 1 are hypothesis testing by looking at the p value, if the p value is smaller than 0.05 then the relationship between the variables is significant. The test results are presented in table 1. Based on the empirical model proposed in this research, the proposed hypothesis can be tested through path coefficient testing in the structural equation model, in full it can be seen in Figure 1.

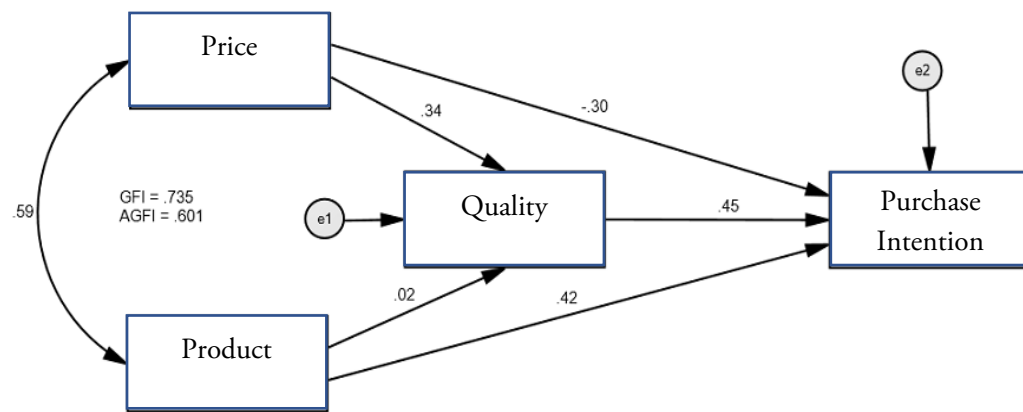


Figure 2. Estimated Relationship Between Variables

Of the entire hypothesized seven- path model, there were five paths that were significant and one path is not significant. The interpretation is that price has a significant positive influence on service quality with P=0. 000 with the coefficient value of 0.331. The product has an insignificant positive influence on service quality with P=0. 086 with coefficient value of 0.018, this coefficient indicates that the products offered do not affect service quality. Price has a significant negative influence on consumer buying interest with P = 0.006, coefficient value of - 0.256, this coefficient shows that the higher the price offered, the consumer's buying interest will decrease. The product has a significant positive influence on purchase interest with P = 0.000, coefficient value of 0.356, this coefficient shows that the better the product, the more consumer buying interest will increase. Service quality has a significant influence on purchase interest with P = 0.0 00, coefficient value of 0.434, this coefficient shows that the better the quality of service, the better consumer buying interest will be. Price has a significant influence on consumer buying interest through service quality with a coefficient value of - 0.085, this coefficient shows that increasing prices encourages an increase in service quality and ultimately has an impact on decreasing consumer buying interest. The product has a positive and significant influence on Consumer buying interest through service quality with coefficient value of 0.006, this coefficient indicates that toasted bread products improve service quality so that they do not have an impact on increasing consumer buying interest.

Table 2. Hypothesis test

Exogenous	Intervening	Endogenous	$\lambda$	S.E	CR	P Value	Significance
Price	>	Servqual	0.331	0.094	3,517	0,000	Significant
Product	>	Servqual	0.018	0.101	0.177	0.860	Unsignificant
Price	>	Interest in buying	-0.256	0.093	-2,751	0.006	Significant
Product	>	Interest in buying	0.356	0.097	3,682	0,000	Significant
Servqual	>	Interest in buying	0.434	0.093	4,656	0,000	Significant
Price	Servqual	Interest in buying	-0.085	0.009	-9675267	0,000	Significant
Product	Servqual	Interest in buying	0.006	0.010	651,714	0,000	Significant

The total influence of price takes precedence over the product in terms of service, but buying interest prioritizes the product, and indirectly the influence of price takes precedence as in table 2.

Table 3. Variables Cross Effect

Total Effects	Product	Price	Servqual
Servqual	,020	,338	,000
Purchase Interest	,429	-.148	,447
Direct Effects	Product	Price	Servqual
Servqual	,018	,331	,000
Purchase Interest	,364	-.112	,434

Total Effects	Product	Price	Servqual
<b>Indirect Effects</b>	Product	Price	Servqual
Servqual	,000	,000	,000
Purchase Interest	,008	.144	,000

The factor analysis method is a statistical technique used to identify the relationship between correlated variables in a dataset to reduce the dimensionality of the variables and explore the structure of the data. The following is a description and steps of the factor analysis research method: Factor analysis is used to identify latent or unseen factors that might influence patterns in a data set. It helps simplify datasets by grouping interrelated variables into smaller, more measurable factors. The first step in research using the factor analysis method is to formulate the research objectives and determine the variables to be included in the analysis. After the objectives are formulated, the next step is to prepare the data. At this stage, the relevant dataset should be obtained, and the data should be cleaned of missing values and outliers to ensure the data is ready for use in factor analysis.

Next, prerequisite tests were conducted to assess the appropriateness of the data, such as the Bartlett test and the Kaiser-Meyer-Olkin (KMO) test. These tests are essential to ensure the dataset is suitable for factor analysis. Once the prerequisites are met, the factor analysis model is built by selecting the appropriate rotation method and determining the number of factors to be extracted. The number of factors can be determined based on domain knowledge or statistical criteria such as Kaiser criteria, scree plot, or elbow method. Researchers use Principal Component Analysis (PCA) or Principal Axis Factoring (PAF) to extract factors from the covariance or correlation between variables in the factor extraction stage. Once the factors are extracted, factor rotation is performed to optimize the interpretation of the results, using methods such as Varimax, Promax, or Oblimin. This step makes the resulting factors easier to understand and interpret.

After the factors were rotated, the researcher interpreted each factor based on the pattern of factor loadings and gave names corresponding to the core of the variables that contained high values on each factor. The results were then further analyzed to understand the relationships between factors and identify the variables that most influenced each factor. Evaluating these results is essential to ensure that the factors generated represent the measured concept. Next, factor reliability and validity tests were conducted. Reliability tests, such as Cronbach's alpha, are used to ensure consistency in factor measurement, while validity tests are conducted to ensure that the factors match the concepts being measured. Finally, the factor analysis results are presented in tables, graphs, or diagrams to facilitate understanding and interpretation. This factor analysis method is beneficial for researchers to understand complex data structures and present findings concisely. Thus, the analysis results can help make better decisions based on a deeper understanding of the variability in the dataset.

#### 4.2. Discussion

These findings show that the higher the price offered, the better the product quality. These findings are in agreement with research results (Retno Yuniar & Rohmatiah, 2022) shows that promotion, price and service quality simultaneously have a significant positive effect on customer satisfaction. regarding train transportation services at major Madiun stations, promotion, price and service quality simultaneously have a significant positive effect on customer satisfaction with train transportation services at Madiun city stations. Meanwhile, the findings of Kristin Sanjayani, Robin (2022) show that product price and quality are positively and significantly influenced by the purchasing decision of PT. Gunung Sentosa Sumatra Utama Industri. Facts from the research site show that in the field review it was found that the products offered by producers to consumers were in accordance with the desires of products needed by consumers both in daily life and for regular use and in accordance with the quality of the product with the price offered by the producer and the higher The price will decrease consumer buying interest and this will have an impact on the level of service quality at toast shops in Makassar City.

The more appropriate the product offered, the better the quality of service will be. This finding is in accordance with the research results of Fajar Saputro and Muhammad Jalari 2023. It shows that there is a significant simultaneous influence between product quality, service quality and price. Meanwhile, Mochamad Irfan's research 2020 with the results of this research showing that price has

a significant influence on repurchase decisions. Apart from that, purchasing decisions made by consumers are also significantly influenced by product quality. Price and product quality have been proven to have a significant influence on the formation of repurchase decisions together. This illustrates that quality products are a determining factor in consumer buying interest. The facts at the research site were found to be that the products offered by producers to consumers are in accordance with what consumers need both in daily life and for regular use and are in accordance with the quality of the product at the price offered by the producer which is also needed by consumers and also competitive prices have an impact on the level of consumer satisfaction at toast shops in the city of Makassar.

The higher the price offered, the lower consumer buying interest will be. This finding is in accordance with the research results (Nazara & Yunita, 2023) shows that price and product quality have a positive and significant effect on consumer buying interest (study on TikTok Shop Platform consumers). This means that it simultaneously has a significant effect on consumer buying interest (study on TikTok Shop Platform consumers). This shows that if the perception of prices is not good, consumers' buying interest in toast shops will decrease. This is because price perception is a factor that influences consumers to make purchases. Facts at the research site show that the higher the price, the better the quality of the product can be perceived by consumers, so the price will have a big impact on consumers' buying interest in product quality. This shows that the more the price matches the quality of the product, the better the level of consumer buying interest will be at toast shops in Makassar City.

The better the product offered, the more consumer buying interest will increase. These findings are in agreement with research results Firman Budayanto, Dede Oktini, Septiana Ayu Estri Mahani 2022 Results this research states that quality Product and Discounts Price part influential significant towards purchases flower and all at once quality product and discounts price influential on buying interest. Facts at the research site show that if service quality can be felt by consumers, the product will have a big impact on consumer buying interest through service quality. This shows that the better the quality of service, the better the level of customer satisfaction will be, which in the end will not have an impact on consumer buying interest at toast shops in Makassar City.

Promotion, price and service quality simultaneously have a significant positive effect on customer satisfaction. regarding train transportation services at major Madiun stations, promotion, price and service quality simultaneously have a significant positive effect on customer satisfaction with train transportation services at Madiun city stations. Facts from the research show that if product quality can be felt by consumers, it will greatly influence consumer buying interest through service quality. This shows that the more the price matches the quality of service, the more it will have an impact on consumer buying interest in toast shops in Makassar City.

the price matches the product benefits perceived by consumers, it will encourage increased consumer buying interest and ultimately have an impact on increasing service quality. These findings are in agreement with the results of Fairus and Nurjanna's 2020 research. The results of this research show that brand image, product quality and price have a significant influence on consumer buying interest. Facts from the research show that if the price and quality of service are good, it will create a feeling of pleasure in the minds of consumers and a sense of satisfaction will arise in the hearts of consumers. The feeling of satisfaction that exists will have an impact on the business because consumers have a big chance of recommending it to other people, if the end is like that. Automatically, it will be very profitable in terms of material and the business image will be good because the quality of service is good and prices are in accordance with the existing quality and with the facilities and comfort provided by Roti Bakar Bandung 19, consumers' buying interest will increase. This shows that the more appropriate the price is to the quality of service, the higher the level of consumer satisfaction will be, then the affordability of price and product quality has a good influence on consumer satisfaction as well as other indicators, namely suitability of price to product quality, as well as competitiveness. has an impact on consumer buying interest, thereby triggering consumers not to switch to other shops in Makassar City.

## 5. CONCLUSION

Based on the results of research and data analysis, conclusions can be drawn. The product has an insignificant positive influence on quality of service with. Price has a significant negative influence on consumer buying interest. The product has a significant positive influence on interested in buying . Service quality has a significant influence on buying interest . Price has a significant influence on consumer buying interest through service quality. The product has a positive and significant influence on Consumer buying interest through service quality . To improve the quality and buying interest of consumers at the Roti Bakar 19 Bandung, the author suggests several things so that people are more interested in toast, it would be better for the shop to improve product innovation, for example in terms of fillings, toppings and taste of the toast. Toast shops should always upgrade and innovate to update their products so that customers remain interested and customers who believe in toast products are satisfied and always remember the toast when making a purchase, because customer satisfaction can have an impact on the marketing process carried out by the toast. It would be better if the toast shop did something new with more product innovation. For future researchers, they can further develop the research variables and add a large sample size and other factors that were not examined in this research. This is recommended in order to know that, if there are still many factors that might influence customer satisfaction, because this research is still limited due to time constraints, it is hoped that other research can carry out unlimited research.

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