

# The Factors Influencing Indonesian Telkomsel Cellular Purchase Decisions

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## ABSTRACT

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**Introduction:** In the fast-paced commercial world of today, fierce competition in every industry has emerged as a distinguishing feature of market growth. Maintaining competitiveness is becoming more and more difficult for businesses, especially when it comes to providing goods that satisfy changing customer needs. The cellular telecommunications sector, particularly Telkomsel, is one industry that is expanding significantly in this competitive environment.

**Objectives:** The purpose of this study is to look at the elements that affect Telkomsel customers' decisions to buy in the cellular telecommunications industry. Understanding customer behavior has grown more and more important in light of fierce company competition and the quick evolution of the market. Analyzing the connections between service quality, customer value, customer happiness, and purchase decisions is the main goal of this study.

**Methods:** Ninety Telkomsel consumers participated in this study, which used quantitative approaches. Google Forms, in-person observations, and a literature study were used to gather data. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used for the analysis.

**Results:** The results show a number of important conclusions. First, decisions to buy are not directly influenced by consumer value or service excellence. Nonetheless, purchasing decisions are significantly impacted directly by customer pleasure. Second, customer value and contentment are directly impacted by service quality, suggesting that raising service quality can improve customers' perceptions of value and general satisfaction. Third, while purchase decisions are not directly impacted by customer value, customer satisfaction is.

**Conclusions:** Businesses must place a high priority on comprehending client preferences in order to provide value, guarantee customer pleasure, and sway purchasing decisions in an increasingly competitive business climate, especially in the telecommunications sector. This study looked at how Telkomsel customers' purchasing decisions were influenced by factors like customer satisfaction, customer value, and service quality. 90 respondents' information was gathered via online surveys, in-person interviews, as well as a literature review. Analysis was done using Partial Least Squares Structural Equation Modeling (PLS-SEM).

**Keywords:** Customer satisfaction, purchase decision, customer value, and service quality

## INTRODUCTION

Different forms of competition in all company domains have been a defining feature of recent business advancements. Businesses are finding it difficult to compete to develop new products that consumers need as a result of increasingly tight business developments (Kompasiana, 2023). The cellular telecommunications sector is one business actor or company that is now expanding quickly. According to Kusnandar's (2021) databook page, Cellular Telecommunications (Telkomsel) remains the biggest operator. As of June 2021, 169.2 million people were clients of Persero (PT Telekomunikasi Indonesia) Tbk. With 60.3 PT Indosat Ooredoo Hutchison Tbk ranked second with

millions of users as of June 2021, followed by PT XL Axiata Tbk with 56.77 million members.

By transforming to a digital business while preserving the caliber of its communications services, Telkomsel is continuing to work to address new issues in keeping with the growth of the telecom industry. The quality of the goods provided to customers across Indonesia to support their digital lifestyle is commensurate with the expansion of digital services. Businesses need to be knowledgeable in order to draw in customers and influence their purchase decisions (Purwanto, 2021).

A company's capacity to maintain customer satisfaction determines how well it can support customer value for the things it produces. Because of the fiercer rivalry, businesses must always consider the wants and demands of their clients and work to exceed their expectations by offering more gratifying services than rivals (Adiditi et al., 2021). Businesses need to keep an eye on the market, create services, and leverage customer preferences.

To satisfy client needs in an attempt to promote recurring business. In order to retain the loyalty of their consumers, businesses need to be aware of their current situation, as customer happiness is subjective and subject to alter at any time. Because even one dissatisfied customer can influence other potential consumers, A company's ability to function effectively is greatly impacted by changes in its clientele.

Customers will be happy if the product or service they receive performs up to their expectations. By routinely assessing customer satisfaction, businesses can gain a better understanding of their consumers' expectations. It will be simpler to draw in new clients as a result. Enhancing service quality demonstrates that the clients acquired are successful and profitable. According to Pawirosumarto and Liestijati (2017), who conducted a study on service quality, customer value, customer happiness, and purchasing decisions, consumer satisfaction is directly impacted by product, price, and quality. According to Maria Siti et al.'s (2019) research, customer happiness is directly impacted by perceptions of service quality.

Nandya and Permana (2021) assert that client support One of the features of E-CRM that is efficient is positively affects customer happiness; nevertheless, Al-Azzam (2015) asserts that the caliber of services has no discernible influence on customer satisfaction. According to Suwandi et al. (2022), purchase decisions are favorably and considerably influenced by the efficacy of customer service quality. According to research with similar findings, The quality of services directly affects purchases (Puspita P et al., 2022). According to Iqbal MA (2020), customer value has a good and considerable impact on customer satisfaction. Patma, T.S., and colleagues (2021) Perceptions of customer value positively impact customer satisfaction. As stated by Mahliza F. (2020), purchase decisions are significantly and favorably impacted by security. According to Bahari et al. (2020), Sengkang silk fabric buyers in Makassar are significantly and favorably influenced by customer value when making judgments about what to buy. The findings of ALHuwaishel and Soad's (2018) study, on the other hand, showed that customers' decisions to buy were unaffected by perceived value. The same thing happened with research by Rosa A. et al. (2019), which demonstrates that purchase intention is not influenced by perceived value.

## **Goals and Questions of the Research**

### **The study's objective:**

1. To ascertain whether service quality affects consumer value
2. To look into how customer satisfaction and service quality are related.
3. To determine whether service quality has an impact on purchasing decisions.
4. To look into the connection between customer value and customer satisfaction
5. To investigate whether purchasing decisions are influenced by customer value
6. To investigate whether purchasing decisions are influenced by satisfaction
7. To investigate whether customer value, a measure of service excellence, influences decisions to buy.
8. To investigate if customer value indirectly influences customer satisfaction through service excellence

9. To investigate if customer happiness indirectly influences purchase decisions by influencing customer value

In light of the above mentioned description, the following are the study's questions:

1. Does customer value depend on service quality?
2. Is customer happiness influenced by The caliber of the services?
3. Does the caliber of services influence decisions to buy?
4. Is customer happiness impacted by service customer value?
5. Does customer value influence what people buy?
6. Does customer satisfaction influence decisions to buy?
7. Does service quality indirectly affect purchasing decisions based on customer value?
8. Are customer satisfaction and service quality indirectly related to customer value?
9. Is there an indirect relationship between customer satisfaction and consumer value-based purchase decisions?

### **OBJECTIVES**

This study aims to investigate the factors influencing the purchasing decisions of Indonesian Telkomsel cellular consumers. The particular goals of this study are:

1. To ascertain how customer value is impacted by service quality
2. To investigate the connection between customer satisfaction and service quality.
3. To determine whether customer satisfaction affects decisions to buy.
4. To examine the connection between customer happiness and customer value.
5. To look into how consumer value affects judgments about what to buy.
6. To assess if decisions to buy are influenced by customer satisfaction.
7. To ascertain whether customer value, a measure of service excellence, indirectly affects decisions to buy.
8. To explore whether customer value indirectly influences customer satisfaction through service quality.
9. To examine whether customer satisfaction indirectly influences purchasing decisions through customer value.

### **METHODS**

A Likert scale of five points, where one means "strongly disagree" and five means "strongly agree." The study questions are addressed by quantitative methods. According to Saunders and Lewis (2012), the goals of quantitative research are to examine the study model, the hypotheses, and the significance of the interactions between the variables and components. The study was conducted at Universitas Esa Unggul and Universitas Mercu Buana in Jakarta, Indonesia. It is common for researchers to employ the probability sampling strategy while employing the quantitative approach. The population for this survey consists of all students at Universitas Mercu Buana and Universitas Esa Unggul Jakarta.

Students from both universities were among the chosen respondents who were given a questionnaire as part of the quantitative approach. Initial closed-ended inquiries using a Likert scale with five points are included in online surveys were distributed as part of the survey. A representative sample of the total population was taken, in accordance with Hair et al. (2021), which states that the smallest sample that can be used is five times the number of questions. Thus, 90 responses made up the study's sample size. The obtained data is analyzed using a computer program called partial least squares structural equation modeling (PLS-SEM) version 3.2.3, which comprises two phases of analytical techniques and methodologies. Hair et al. (2014) distinguish between two models: the structural model and the measuring model.

### **Theoretical Framework**

Students at Universitas Esa Unggul Jakarta and Universitas Mercu Buana make up the respondents. The survey was created using a Google Form so that participants may complete it online. Ninety people in all returned the surveys. There were 37 males and 53 women among the respondents who took part in this survey, meaning that 41.1% of the respondents were men and 58.9% were women. There were 65 respondents (72.2%) who were between the ages of 20 and 25; 7 respondents (7.8%) who were between the ages of 25 and 30; 2 respondents (2.2%) who were between the ages of 30 and 35; and 16 respondents (17.8%) who were over the age of 35.

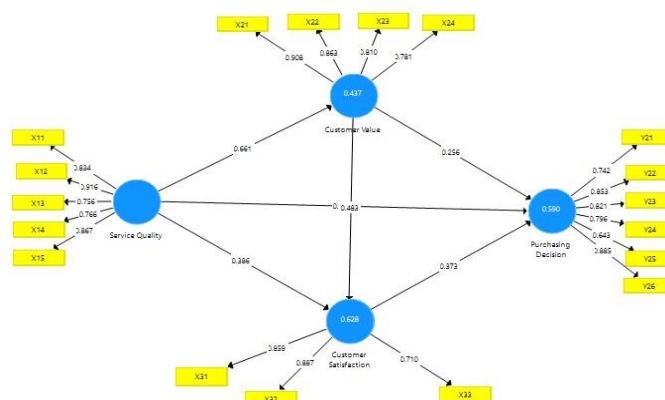
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## Model Specification

### Testing of Outside Models

This study uses The reflective measurement models utilize Composite reliability is used to assess internal consistency, averaged variance extracted (AVE) is used to assess convergent and discriminant validity, and a loading factor is used to determine indicator validity (Hair et al., 2021). According to Hair et al. (2021), convergent validity can only be demonstrated if the loading factor value is higher than 0.7 and the AVE value is higher than 0.5. This study adapts its model from the studies of Omitogun et al. (2023), Olanipekun et al. (2022), Aderemi et al. (2022), and Ajibola et al. (2021) in order to extend the theoretical framework to include the model specification for investigating the relationship between industrial production and electricity consumption. The functional connection can be expressed as follows: The loading factor values for each of the 18 variables in this study assessment were greater. The data processing results utilizing SmartPLS are displayed in Figure 4.1 and Table 4.1 below, with AVE values more than 0.5 and less than 0.7. The notion often explains more than half of the variance of its indicators when its AVE value is 0.50 or more.

**Figure 2: Figure 2: Evaluation of Factor Loading Value**



Source: handled by the author (2023)

**Table 1. Average Variance Extracted Value (AVE)**

Variables in the Research	Value for Average Variance Extracted (AVE)
Quality of Service	.689

Customer Value	.709
Customer Satisfaction	.677
Purchasing Decision	.630

**Table.2. Composite dependability and Cronbach's alpha**

<b>Research Variables</b>	<b>Average Variance Extracted Value (AVE)</b>	<b>Reliability in Composite</b>	<b>Cronbach's Alpha</b>
Service Quality	.689	.917	.885
Customer Value	.709	.907	.862
Customer Satisfaction	.677	.861	.756
Purchasing Decision	.630	.910	.882

Source: Results of SmartPLS Data Processing (2024)

The Composite Reliability (CR) result and Cronbach's Alpha value can then be used to assess the internal consistency reliability test in SEM-PLS. According to Hair et al. (2021), Cronbach's Alpha and CR values higher than 0.7 are considered credible. According to the computations, every latent variable (construct) has a Cronbach's Alpha value greater than 0.70 and a Composite reliability score. These findings suggest that the study model is regarded as trustworthy since it satisfies the Cronbach's Alpha and composite reliability requirements.

### Testing Structural Models

Structural model analysis, sometimes referred to as inner model, is carried out to ensure that the structural model built is accurate and dependable. Considering The model's 0.75, 0.50, and 0.25 R-Square values are used to classify it as strong, moderate, or weak. Table 4 below displays the R-Square value for evaluating the structural model, which is derived from Ghazali (2015).

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Customer Satisfaction</b>	0,496	0,490
<b>Customer Value</b>	0,439	0,433
<b>Purchasing Decision</b>	0,567	0,557

Source: SmartPLS 3.2.3 analysis results (2024)

The R Square value for the customer satisfaction variable is 0.496. This suggests that 49.6% of customer satisfaction can be moderately influenced by customer value and service quality, with the remaining 40.4% being influenced by other factors not covered in the study. The R Square value for the customer value is 0.439. This suggests that 43.9% of the customer value may be moderately impacted by customer happiness and service quality, with other factors influencing the remaining 46.1% that were not examined in the study. The purchase decision's R

Square value is 0.567. This indicates that consumer value, customer satisfaction, and service quality can have a minor impact on 56.7% of purchase decisions, while factors outside the study's scope influence the remaining 43.3%.

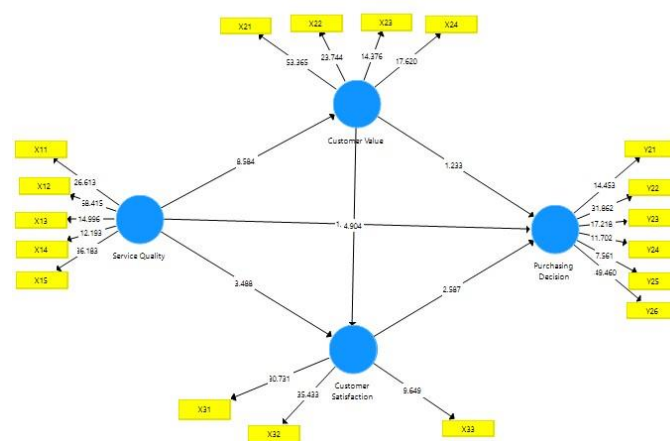
### Goodness of Fit Index (GoF) test

The combined performance of the measurement model (outer model) and the structural model (inner model) is confirmed using the Goodness of Fit Index (GoF) test. According to Ghozali (2015), the GoF category is characterized by a low GoF value of 0.1, a medium GoF of 0.25, and a high GoF of 0.36. According to the computation findings, the GoF Index value of 0.581, which is a component of the Goodness of Fit, is regarded as large > 0.36. This demonstrates the model's overall consistency.

### Structural Model (Modeling Structural Equations)

The output of the structural model is assessed when the validity and reliability of the construct measures have been verified. In this section, we analyze the structural model to evaluate the quality of the survey data (Vieira, 2011).

**Figure 3: Value bootstrapping**



Source: author-processed (2024)

## RESULTS

As part of the model evaluation process, a bootstrapping technique is also used to examine the significant value in order to determine the effect between variables. This method uses the entire original sample for resampling. In this study, five hundred bootstrap samples were used. At the 1%, 10%, and 5% significance levels, the anticipated T-values were > 2.326, > 1.28, and > 1.65, respectively. A T-value > 1.65 and a significance level of 5% were used in this investigation. The following table displays the T-value results for this research region.

**Direct Effect of Path Coefficient**

Connection Between Construct	Initial Sample (O)	T-Statistical Analysis	P-values	In conclusion
Service Quality → Customer Value	.661	8.584	.000	Accepted
Service Quality → Customer Satisfaction	.386	3.488	.001	Accepted
Service	.225	1.556	.120	Rejected



Quality →Purchasing Decision				
Customer Value →Customer Satisfaction	.483	4.904	.000	Accepted
Customer Value → Purchasing Decision	.256	1.233	.218	Rejected
Customer satisfaction → Purchasing Decision	.373	2.587	.010	Accepted

**Path Coefficient Indirect Effect**

<b>Connectio n Between Construct</b>	<b>Initial Sample (O)</b>	<b>T- Statisti cal Analysi s</b>	<b>P- values</b>	<b>In conclu sion</b>
Service Quality →Customer Value	.661	8.584	.000	Accepte d
Service Quality →Customer Satisfaction	.386	3.488	.001	Accepte d
Service Quality →Purchasin g Decision	.225	1.556	.120	Rejected
Customer Value →Customer Satisfaction	.483	4.904	.000	Accepte d
Customer Value → Purchasing Decision	.256	1.233	.218	Rejected
Customer satisfaction → Purchasing Decision	.373	2.587	.010	Accepte d

## Path Coefficient Indirect Effect

Connection Between Construct	Initial Sample (O)	T-Statistical Analysis	P-values	In conclusion
Service Quality → Customer Value → Purchasing Decision	.432	4.498	.000	Accepted
Service Quality → Customer Value → Customer Satisfaction	.319	3.668	.000	Accepted
Customer Value → Customer Satisfaction → Purchasing Decision	.180	1.901	0.058	Rejected

**Hypothesis 1**

Asserts that service quality affects customer value. According to the hypothesis test results, there is a t-statistic of 8.584 and an original sample value of 0.661 for the association between customer value and service quality. Since the t-statistic value of 8.584 > t-table value of 1.988 and it considerably impacts the positive character of the relationship, this result shows that Hypothesis 1 is validated. The results of the study are in line with previous research by Hutagaol and Basbeth (2021), which found that consumers are more inclined to value services when they believe they are receiving higher-quality services. Customers feel appreciated and satisfied when they receive first-rate, comfortable service (Nguyen et al., 2018).

**Hypothesis 2**

Asserts that service quality affects customer value. According to the hypothesis test results, there is a t-statistic of 8.584 and an original sample value of 0.661 for the association between customer value and service quality. Because the t-statistic value of 8.584, which is substantially larger than the t-table value of 1.988, influences the positive nature of the association, this result shows that Hypothesis 1 is verified. The findings of this study support those of earlier research by Maria et al. (2019), which found a direct correlation between customer happiness and perceived service quality. Hami and Safareeyeh (2019) define customer service as any action meant to satisfy customers by offering services that may meet their wants and preferences. Asiyanbi and Ishola (2018) assert that the banking industry's customer satisfaction has increased as a result of the use of e-banking services. According to Nur & Fadili (2021), guest happiness is partially or simultaneously impacted by the Travelers Hotel Jakarta's amenities and level of service.

**Hypothesis 3**

Claims that the decision to buy is influenced by the caliber of the services. The findings of the hypothesis test, which have initial sample and t-statistic values of 0.225 and 1.556, respectively, indicate a relationship between purchase



decision and service quality. This result suggests that Hypothesis 3 is not supported because the t-statistic value of 1.556 is less than the t-table value of 1.988 and has no discernible impact on the link.

#### **Hypothesis 4**

Claims that customer satisfaction is influenced by consumer value. Making use of the initial sample The findings of the hypothesis test indicate a relationship between customer value and customer satisfaction, with t-statistic values of 0.483 and 4.904, respectively. The fact that the t-statistic value of 4.904 is greater than the t-table value of 1.988 indicates that Hypothesis 4 is supported and significantly influences the nature of the relationship. According to Kusumawati and Rahayu (2020), a firm's perceived value to its customers significantly affects their level of happiness, indicating that the customers may view the organization favorably.

#### **Hypothesis 5**

Customer value influences the decision to buy. The results of the hypothesis test indicate that the original sample and t-statistic values for the relationship between customer value and purchase choice are 0.256 and 1.233, respectively. Since the t-statistic value of 1.267 is less than the t-table value of 1.988 and has no discernible impact on the relationship, this result suggests that Hypothesis 5 is rejected. The results of this study corroborate those of a previous study by ALHuwaishel and Soad (2018), which discovered that customers' buying decisions are not significantly influenced by perceived value. Rosa A. et al. (2019) came to the same conclusion, showing that perceived value had no influence on purchase intention.

#### **Hypothesis 6**

Purchase decisions are influenced by customer happiness. With t-statistic values of 2.587 and original sample values of 0.373, the hypothesis test results indicate a link between customer satisfaction and purchase decisions. Given that Hypothesis 6 significantly affects the favorable nature of the relationship and that the t-statistic value of 2.587 is less than the t-table value of 1.988, this finding implies that Hypothesis 6 is validated. The results of the study are in line with previous research by Hasibuan et al. (2022), which discovered that customer satisfaction has a large and positive impact on purchasing decisions. The items that customers purchase are influenced by their degree of happiness. Reza and colleagues, 2019.

#### **Hypothesis 7**

Customer value influences the decision to buy based on service excellence. With initial sample and matching t-statistic values of 4.498 and 0.432, respectively, the hypothesis test results show a relationship between service quality and the choice to buy based on customer value. This result shows that Hypothesis 7 is confirmed since the t-statistic value of 4.498 > t-table value of 1.988 and it considerably influences the link's positive character.

#### **Hypothesis 8**

Customer satisfaction is impacted by customer value through improved service. The hypothesis test's findings demonstrate a relationship between customer value and service quality. The t-statistic value is 3.668, and the initial sample value was 0.319. This result shows that Hypothesis 8 is validated since the t-statistic value of 3.668 > t-table value of 1.988 and it significantly influences the positive character of the connection.

#### **Hypothesis 9**

Customer satisfaction affects purchasing decisions. The results of The hypothesis test demonstrates the connection between customer value and the decision to purchase through customer satisfaction, with original sample and t-statistic values of 0.180 and 1.901, respectively. This result shows that Hypothesis 8 is not supported since the t-statistic value of 1.901 is less than the t-table value of 1.988 and has no appreciable impact on the connection.

### **DISCUSSION**

#### **Practical implications**

The findings indicate that customer happiness has the biggest impact on purchasing decisions. Brands with no customer complaints are the incators that have the biggest impact on decisions on what to buy. In order to exceed

consumer expectations, the business must keep improving and ensure that there are no complaints from clients while offering its services. Service quality has the biggest impact on customer value. Being able to serve clients quickly and with a smile on your face are the incators that have the biggest impact on customer value. Therefore, the business must be able to satisfy client expectations by keeping up its efforts to enhance its capacity to offer prompt, amiable, and consistently cheerful service.

Customer value is the most important factor affecting customer satisfaction. The incators that have the greatest influence on their degree of satisfaction are satisfied consumers. Therefore, The business needs to be able to satisfy client demands by consistently enhancing customer satisfaction when providing its services.

### **Theoretical contributions**

Purchase decisions are influenced by customer happiness. The results of the study indicate that customer satisfaction has a significant impact on purchase decisions. This result is in line with previous studies by Hasibuan et al. (2022) assert that customer satisfaction has a positive and considerable influence on purchase decisions. Simanjuntak and Gita (2021) also discovered that the decision to repurchase is positively and significantly impacted by customer satisfaction.

Service quality affects customer value. The results of the study demonstrate that the quality of the services has a major impact on customer value. The study's findings show that customer value is significantly impacted by service quality. The results of this study are in keeping with previous research by Hutagaol & Basbeth (2021), which discovered that when consumers think they are getting better services, they are more likely to value those services. The level of service that patrons experience has a significant impact on how much they think a restaurant is worth (Slack et al., 2021).

Customer satisfaction is influenced by customer value. The findings of this study are consistent with those of a prior study by Patma T.S., et al. (2021), which discovered that perceived customer value had a positive and significant impact on customer satisfaction. According to Erdiansyah and Erna (2021), consumer happiness is positively and significantly impacted by perceived value.

### **Limitations of research**

Other factors including product quality, pricing, and customer loyalty that also influence purchasing decisions were not examined in this study. It is impossible to say whether the findings hold true over the long run because the measurement was made at a single moment in time. The topic of whether research findings are still relevant over time may have a definitive answer from a longitudinal study. Since this study only looked at one cellular company, it cannot be applied to the whole Indonesian cellular market.

### **Future research direction**

As mentioned earlier, this investigation was carried out all at once. Over time, longitudinal studies will have additional measurement points. In order to meet consumer expectations, businesses must carry out their own research to determine what customers want. When these expectations are satisfied, customers' confidence in a product is directly raised. Future researches can broaden their focus to include the cellular industry in general as well as the Telkomsel prepaid card.

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