

***Investigating the Impact of Price and Consumer Confidence on Purchasing Decisions:
A Case Study of Building Buana Store in Tarailu Mamuju District***

**Investigasi Dampak Harga dan Kepercayaan Konsumen Terhadap Keputusan
Pembelian: Studi Kasus Toko Bangunan Buana Tarailu Kabupaten Mamuju**

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ABSTRACT

This research investigates the impact of price and consumer trust on purchase decisions at The Building Buana Store Tarailu, Mamuju District. The study employs regression analysis using IBM SPSS version 24. Individually, both price ($\beta = 0.448$, $p < 0.05$) and consumer trust ($\beta = 0.530$, $p < 0.05$) exhibit positive and significant effects on purchase decisions. Simultaneously, their combined influence is also significant ($F = 49.649$, $p < 0.05$). The study confirms the acceptance of all three hypotheses, emphasizing the significance of aligning competitive pricing with building and maintaining consumer trust to optimize purchase decisions. The findings have implications for retail management and provide insights for businesses aiming to enhance their sales strategies.

Keywords: Price, Consumer Trust, Purchase Decisions

ABSTRAK

Penelitian ini menyelidiki dampak dari harga dan kepercayaan konsumen terhadap keputusan pembelian di Toko Bangunan Buana Tarailu, Kabupaten Mamuju. Penelitian ini menggunakan analisis regresi dengan menggunakan IBM SPSS versi 24. Secara individual, baik harga ($\beta = 0,448$, $p < 0,05$) dan kepercayaan konsumen ($\beta = 0,530$, $p < 0,05$) menunjukkan pengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, pengaruh gabungan keduanya juga signifikan ($F = 49,649$, $p < 0,05$). Studi ini menegaskan penerimaan ketiga hipotesis, menekankan pentingnya menyelaraskan harga yang kompetitif dengan membangun dan mempertahankan kepercayaan konsumen untuk mengoptimalkan keputusan pembelian. Temuan ini memiliki implikasi untuk manajemen ritel dan memberikan wawasan bagi bisnis yang ingin meningkatkan strategi penjualan mereka.

Kata kunci: Harga, Kepercayaan Konsumen, Keputusan Pembelian

1. Introduction

Humans are basically the most perfect creatures among living things because humans are holistic creatures consisting of biological, psychological, spiritual and social elements. Therefore, it must have a variety of needs that are quite complex to maintain and run the wheels of life. These needs are also diverse and varied depending on the aspects of utilization and usefulness, nature and character, fulfillment time, lifestyle, and social and cultural. In general, these needs are divided into primary needs, secondary needs and tertiary needs. This is seen as an opportunity by business people to make business breakthroughs aimed at maintaining and developing their business in the midst of increasingly competitive competition. Logically, businesses that produce products need consumers so that the products offered can be purchased by consumers, and companies engaged in services need consumers to use the services offered. so the key is that every business certainly relies on consumers in every activity, without consumers, it is certain that the business being run cannot survive and will not develop and certainly will not be able to achieve its goals, because we know that the main purpose of every business established is to reap profits. Currently, competition in the

business world is increasingly dynamic and competitive, this makes consumers have various alternative choices to select and use products according to their needs.

Purchasing decision is a condition experienced by a consumer in making choices according to his desired needs which are absolute and fixed (establishment), consumers in making choices are of course based on several factors which are used as benchmarks in every decision making. According to Alma (2021: 96), suggests that purchasing decisions are "a consumer decision that is influenced by financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people and process".

According to Kotler, P and Armstrong, G (2019: 106), price is "the amount of money charged for a product and service or the amount of value that customers exchange to benefit from owning or using a product or service". Therefore, the first concern of consumers when they want to own a good or service is how much value consumers have to spend to get the goods offered, whether it is expensive, cheap, moderate or commensurate, this depends on the level of ability of each consumer, the background of the price is the environmental conditions and individual conditions of each consumer. This price is of course related to the emotional condition of each person such as the benefits obtained, price suitability, and service quality after they make a decision to buy.

Purchasing decision-making behavior, of course, goes through several alternative stages in order to get a product that suits their desires. According to Mowen in Muzaky (2019: 12), consumer trust is "all the knowledge possessed by consumers and all the conclusions consumers make about objects, their attributes and benefits. Objects can be products, people, companies and everything where someone has beliefs and attitudes ". When consumers believe in an object, it will create consumer loyalty to a brand and trust in a brand and trust can trigger a positive relationship. Of course, this can have a good impact on the sustainability of a business and will increase the sales volume owned by the business itself. According to Murwatiningsih and Apriliani (2013), "the higher the consumer trust, the more influence it will have on consumer decisions to purchase a product / brand".

The object of this research is The Building Buana Store which is located at street Poros Mamuju-Palu, Tarailu, Sampaga District, Mamuju Regency. The Building Buana Store is a shop for building materials and tools such as cement with various brands, nails of various types, zinc roofing, iron of various sizes, hammers, helmets, saws and others. The Building Buana Store is a business that has been established since its inception, compared to its competitors in Sampaga District, the strategies used in this shop such as the delivery of goods to the location of consumers, and relying on relationships or good relationships with each community by providing convenience in making purchase transactions such as taking goods first, after taking goods entering a span of 1 month or more, consumers can pay for these goods. Sometimes the quality of the building materials offered at the store does not meet consumer expectations, such as the fact that some of the available cement has begun to harden but is still installed at the front of the store.

Then the problem that is often complained about by consumers is the price of goods, where the store offers the price of each item and building tool that is relatively expensive compared to other stores, then based on consumer information that says that the Buana Bangunan Store does not provide discounts or discounts when we want to order large quantities of goods. However, the advantage that the Buana Bangunan Store has is that if there is a delivery error such as the number of items, the size of the items, etc., the Buana Bangunan Store will provide a guarantee such as a replacement of goods or compensation. Based on the phenomena stated earlier, the authors are interested in researching the Tarailu Buana Building Store by examining the problem "The Effect of Price and Consumer Trust on Purchasing Decisions at The Building Buana Store Tarailu, Mamuju Regency".

2. Literature Review

According to Alma, B (2021), price is "the amount of a currency value that consumers exchange for using or consuming certain products or services which have the benefits that consumers need or want". Meanwhile, according to Kotler, P and Armstrong, G (2019: 23), price is "one of the elements in the marketing mix that generates revenue, while the other elements cost money". According to Alma. B (2021) Cost considerations have an important role in decision making. Before setting the price of a product or service, manufacturers must consider the cost of production. Consumers also tend to look for value when shopping, even original products have value in the future if they are not sold today. Cost considerations are also inherent in production and marketing, where careful calculation is required. According to Tjiptono (2014:) In business, there are factors that attract consumer attention to a product or service offer. First, price plays an important role. Although every business has a standard price, sometimes consumers make choices based on their needs rather than a set price. Second, price information can be complex. Price can reflect quality and sometimes helps consumers understand the quality of a product.

According to Alma. B (2021) Manufacturers or sellers can use promotional price strategies and price discrimination to attract consumers. Promotional pricing can be implemented in various ways, such as selling products below market prices to attract new consumers, providing special prices on certain events, providing discounts for cash or bulk purchases, offering credit sales at low interest rates, or providing bonuses on every purchase. Price discrimination is also applied by charging different prices based on consumer segment, packaging, location, time, or product image. However, sometimes consumers may be insensitive to price differences or not care about higher prices. This can happen because the product is unique, rare, or prestigious, and has a certain artistic value that appeals to some people. Products that have no substitutes, are specially needed, or are targeted at high- income consumers are also likely to experience this phenomenon. There are also cases where the price is paid by another party, so consumers just have to choose without caring about the high price. Use of the product as a complement or limited supply may also encourage purchase despite the high price.

According to Kotler, P and Armstrong, G (2019) Price indicators play a crucial role in consumer decision making. First, "price affordability" reflects how consumers compare the price of a product with their financial capabilities. If the price matches their expectations, the chances of purchase will be higher. Second, "price compatibility with product quality" describes how consumers not only look at price, but also consider the value of the product based on the price paid. In this case, price can be an indicator of quality. Third, "price-benefit fit" creates an identity for businesses in competition. Consumers choose where to buy based on price, which characterizes each business and can influence consumer preferences. Lastly, "price matching ability or competitiveness" goes beyond mere numbers. Other factors, such as the services provided, can add value to the price and ease consumers' purchasing experience. Taken together, these indicators help companies understand how consumers' perceptions of price affect their purchasing decisions, and how companies can strategize pricing more effectively.

Consumer trust is a person's perception to trust the company's ability, based on experience and interaction with the goods and services offered so that the promised expectations and values are met and are able to provide satisfaction or positive results. According to Rotter in Priansa (2017) trust is "an expectation held by an individual or a group when the words, promises, oral or written statements of other individuals or groups can be realized". Meanwhile, according to Kotler and Armstrong (2019: 231), trust is "the company's willingness to rely on business partners". A similar opinion was also expressed by Siagian and Cahyono (2014) that trust is "a belief from one party regarding the intentions and behavior

aimed at the other party". In research by Rawlin as described by Prianso (2017), several dimensions of trust have been identified that can be measured as a measurement tool. First, the "satisfaction" dimension indicates the importance of providing positive experiences to consumers so that their expectations are met and they feel satisfied.

Customer satisfaction also acts as a link between service quality, trust, and customer loyalty. Second, the "interpersonal" scale measures personal relationships between individuals in the environment. It also includes positive relationships between businesses and consumers. Third, "trustworthiness" highlights the importance of consumers' confidence in the honesty, ability, reliability, and sincerity of the services provided by businesses. Fourth, "trust results" emphasizes that trust is not just about consumers' thoughts or feelings, but also about actions. Trust should generate consumer loyalty and encourage repeat purchases. Taken together, these dimensions help understand the complexity of consumer trust and how it affects purchase behavior and loyalty. According to Mayer and his research colleagues as explained by Karmila (2022), there are three factors that shape a person's trust in a company. First, "sincerity" or "sincerity" refers to the seller's good intentions to provide mutually beneficial satisfaction for consumers and companies. This means that the seller is not only looking for maximum profit, but also cares about customer satisfaction. Second, "ability" relates to the ability of the seller or organization to provide services that affect and protect transactions from interference from other parties. Consumers get a guarantee of satisfaction and security in transactions. Third, "integrity" is related to the seller's behavior and honesty in conducting business. The information provided to consumers must be in accordance with the facts, reflecting the integrity of the seller.

In the world of marketing, the most important thing is done by the company how to attract customers to carry out purchasing transaction activities, one of the strategies carried out is to provide several alternative choices of both goods and services so that consumers can choose and make purchasing decisions at the company. To explore more about purchasing decisions, it is necessary to know the meaning or definition of purchasing decisions. According to Assauri (2017:), purchasing decisions are "actions based on a person through perceptions of the benefits, quality of the product or service he wants". Meanwhile, Schiffman and Khanuk (2015), purchasing decisions are "an attitude based on a person through several considerations that are in line with his desired needs".

Another opinion is also presented by Kotler, P and Armstrong, G (2019: 175), purchasing decisions are "the gradual ability to choose a good or service in accordance with the stages based on their needs". Based on several opinions that have been put forward by experts, the authors conclude that purchasing decisions are a consumer attitude-taking behavior with alternatives to buying or not buying goods or services as a solution to the problems they face. In making this decision, consumers go through several stages, starting from meeting needs, searching for information, evaluating to find alternatives, then taking actions that result in satisfaction or dissatisfaction.

According to Kotler and Armstrong (2019: 52), purchasing decision indicators consist of four stages. First, the "problem recognition" stage involves a person's awareness of the need or problem to be solved through a purchase. Second, in the "information search" stage, individuals seek information about the various options available to meet their needs or wants. Third, in the "alternative evaluation" stage, people consider various options by comparing and measuring the expected satisfaction of each option. Finally, in the stage of "post-purchase behavior," the decisions taken will be reflected in actions and judgments after the product or service is used. This whole process reflects how a person makes a purchase decision which is ultimately influenced by needs, information, evaluation, and post-purchase experience.

3. Research Methods

This research was conducted at The Building Buana Store Tarailu, Mamuju Regency, which is located on Jalan Poros Mamuju-Palu, Tarailu Village, Sampaga District, Mamuju Regency, West Sulawesi Province. The data used in this study consisted of quantitative data and qualitative data. Qualitative data is data in the form of words, sentences, schemes, and images. This data is unstructured and obtained through interviews with sources who provide free views. Qualitative data in this study includes an overview of the research site, organizational structure, and characteristics of respondents. Quantitative data is data in the form of numbers

or graded qualitative data. This data is more structured and is used in a questionnaire with a Likert scale. Quantitative data in this study includes population size, research samples, as well as results from questionnaires and research analysis. In collecting data, there are two types of data sources, namely primary data and secondary data. Primary data was obtained directly from respondents using a questionnaire instrument. Secondary data is obtained from other sources such as organizational structure, number of employees, and literature that supports research. The population in this study were all consumers who made purchases at The Building Buana Store Tarailu. The sample was taken using the incidental method, namely anyone who happened to meet the researcher. The number of samples obtained amounted to 96 respondents.

Data collection methods include observation, interviews, documentation, literature study, and questionnaires. The collected data were analyzed using the research instrument test, validity test, reliability test, hypothesis testing, multiple linear regression analysis, t test (partial), and F statistical test (simultaneous). Operational definitions are used to define the concepts in the study, such as price which involves indicators of price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability or price competitiveness. Consumer trust involves indicators of sincerity, ability, and integrity. Purchasing decisions involve indicators of problem recognition, information search, alternative evaluation, and post-purchase behavior.

4. Results and Discussions

The data analysis process in this study was carried out using IBM SPSS (Statistical Package for Social Science) software version 24. The following is an explanation of the results of data processing through multiple linear regression equations in this study:

Table 1. Hypothesis Testing Result

| Variable | Beta | T Value | Significant |
|----------------|-------|---------|-------------------|
| Constant | 2.259 | 0.672 | 0.503 |
| Price | 0.448 | 3.903 | 0.000 |
| Consumer Trust | 0.530 | 4.735 | 0.000 |
| F Square | | 49.649 | .000 ^b |

The partial testing results in Table 1 reveal an important insight. The calculated t-value of 3.903 is higher than the tabulated t-value of 1.986, indicating a significant partial influence. This significance is further confirmed by the regression coefficient of 0.448 for the variable price, which has a positive direction. Additionally, the significance value of 0.000 is less than the common significance threshold of 0.05, confirming its statistical significance. This analysis holds a meaningful interpretation: the price variable significantly and positively influences the purchase decision at The Building Buana Store Tarailu, Mamuju District. In other words, the initial assumption of the researcher has been validated. This outcome supports the acceptance of the first hypothesis proposed in this study. These findings underscore the importance of price as a factor that impacts the purchasing decisions of consumers at the mentioned store.

The positive relationship between price and purchase decision suggests that as the price of a product increases, it has a corresponding effect on the consumer's decision to buy. The fact that this relationship is statistically significant lends credibility to the conclusion. This result could have significant implications for the store's marketing and pricing strategies. By recognizing the significant role of price in influencing purchase decisions, the store may consider implementing pricing strategies that align with consumer perceptions and preferences. Furthermore, understanding the nuances of this relationship can help the store optimize its pricing strategies to attract and retain customers effectively.

The partial testing outcomes presented in Table 1 provide insightful implications. With a computed t-value of 4.735 exceeding the critical t-value of 1.986, there is clear evidence of a significant partial influence. This significant effect is also underscored by the positive direction of the regression coefficient, which stands at 0.530 for the variable consumer trust. Moreover, the significance value of 0.000 is notably less than the conventional threshold of 0.05, affirming its statistical significance.

The interpretation of these findings is compelling: the consumer trust variable has a positive and significant impact on the purchase decision at The Building Buana Store Tarailu, Mamuju District. In essence, this outcome validates the researcher's initial assumptions and confirms the acceptance of the second hypothesis proposed in this study. This insight highlights the pivotal role that consumer trust plays in shaping purchase decisions. The positive and significant relationship between consumer trust and purchase decisions implies that higher levels of trust in the store lead to a greater likelihood of customers making purchases. The fact that this relationship is statistically significant adds weight to the conclusion. From a practical perspective, these findings emphasize the importance of cultivating and maintaining consumer trust as a strategic goal for The Building Buana Store Tarailu. By nurturing a trustworthy image, the store can potentially influence customers' decisions positively, leading to increased loyalty and repeat purchases. Additionally, these results suggest that efforts to enhance consumer trust could yield measurable benefits in terms of sales and customer engagement.

The simultaneous testing results presented in Table 1 provide a robust insight into the joint impact of the variables price and consumer trust on the purchase decision at The Building Buana Store Tarailu, Mamuju District. The computed F-value of 49.649 surpasses the critical F-value of 3.094, indicating a meaningful simultaneous influence. This finding is further underscored by the significance level of 0.000, which is significantly below the conventional threshold of 0.05, signifying its statistical significance. The interpretation of these results is consequential: both the price and consumer trust variables collectively exert a significant influence on the purchase decision.

This outcome reinforces the researcher's initial assumptions and validates the acceptance of the third hypothesis posited in this study. This insight underscores the importance of considering both price and consumer trust as pivotal drivers of purchase decisions. The significant simultaneous effect of these variables implies that when both price and consumer trust align positively, they have a combined impact on purchase decisions. In practical terms, this suggests that the store's management needs to balance pricing strategies with fostering consumer trust to optimize the purchase decision-making process. From a managerial standpoint, these results indicate that The Building Buana Store Tarailu should not only focus on competitive pricing but also on nurturing and maintaining a trustworthy relationship with its customers. This holistic approach, targeting both price competitiveness and consumer trust, could yield more substantial benefits in influencing customers' choices and ultimately driving sales.

5. Conclusion

In conclusion, the research findings shed light on the intricate dynamics that influence purchase decisions at The Building Buana Store Tarailu, Mamuju District. The study examined the variables of price and consumer trust to understand their individual and combined impacts on the purchase decision. Firstly, the individual analysis revealed that both price and consumer trust significantly influence purchase decisions. The positive coefficient values of 0.448 for price and 0.530 for consumer trust, along with their respective p-values of 0.000 (both < 0.05), signify their substantial and independent effects on the purchase decision. This validates the acceptance of the first and second hypotheses of the study.

Moreover, the simultaneous testing underscored the importance of considering both factors together. The joint effect of price and consumer trust was found to be significant, as indicated by the F-value of 49.649 and a p-value of 0.000 (< 0.05). This underscores the combined impact of these variables on purchase decisions and supports the acceptance of the third hypothesis. From a practical standpoint, these findings imply that The Building Buana Store Tarailu should adopt a comprehensive approach to enhance purchase decisions. While maintaining competitive pricing remains crucial, nurturing a relationship of trust with customers is equally vital.

The results highlight the need for the store to strategically align pricing strategies with efforts to establish and maintain consumer trust. By doing so, the store can optimize the purchase decision-making process and potentially boost sales. In essence, this study contributes valuable insights to the realm of consumer behavior and retail management. The interplay between price and consumer trust in shaping purchase decisions emphasizes the complexity of consumer choices.

The outcomes emphasize the importance of balancing pricing strategies and fostering consumer trust to effectively influence customers and enhance their buying behavior. These insights have practical implications for the management of The Building Buana Store Tarailu and other businesses in similar contexts seeking to optimize their sales and customer engagement strategies. In summary, the simultaneous testing outcomes emphasize the interconnected influence of price and consumer trust on purchase decisions. The observed joint significance underscores the importance of addressing both of these factors to optimize customers' decision-making processes. This finding not only validates the hypothesis but also provides actionable insights for the store's management to refine their strategies for enhanced customer engagement and increased sales performance.

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