



## THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON CONSUMER PURCHASING DECISIONS FOR AIR DODOLA PRODUCTS IN MOROTAI ISLAND REGENCY

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### Abstract

This study aims to analyse the influence of product quality and price on consumer purchasing decisions regarding Air Dodola in Morotai Island Regency. The study used a quantitative approach by distributing questionnaires to 50 respondents who had purchased and consumed Dodola Water products. The data obtained were analysed using multiple linear regression through SPSS software version 29. The results showed that product quality partially had a positive and significant effect on purchasing decisions, with a t-value of 5.983 and a significance of 0.000. It indicates that consumers tend to make more purchases if they assess the product quality as good, including taste, packaging, cleanliness, and product safety. Furthermore, price also has a positive and significant effect on purchasing decisions, with a t-value of 8.345 and a significance of 0.000, indicating that consumers' perceptions of affordable prices commensurate with the product's benefits increase their tendency to buy. Simultaneously, product quality and price have a significant effect on purchasing decisions with an F-value of 35.327 and a significance level of 0.001. These findings confirm that the combination of high product quality and appropriate pricing is a major driver of consumer interest in purchasing Air Dodola in Morotai Island Regency, with strategic implications for product marketing management.

**Keywords:** Product Quality, Price, Purchase Decision, Air Dodola

### INTRODUCTION

In the current era of globalisation, competition in the industrial world is increasingly fierce, encouraging every business actor to continue developing effective, efficient strategies. Good management is a crucial factor in running a company, including understanding consumer behaviour, which is at the centre of every marketing activity (Kotler & Keller, 2021). Companies that can recognise consumer needs, preferences, and behaviour will be better able to face competition and gain a competitive advantage. This understanding is not only about product quality but also about setting appropriate prices, providing satisfactory service, and building a strong brand image (Sasmita & Suki, 2022).

Consumer decisions to purchase a product are among the critical indicators of a marketing strategy's success. Purchasing decisions reflect consumers' cognitive and affective processes in choosing a particular product among available alternatives (Solihin & Priyanto, 2023). Various factors, including product quality and price, influence these decisions. Product quality includes physical and non-physical attributes that can satisfy consumer needs and expectations (Kotler, 2022). Meanwhile, price is one of the primary considerations for consumers when making a purchase. Consumers tend to compare prices with the benefits they obtain, so setting the right price is an essential strategy for increasing purchase decisions (Wijaya et al., 2021).

Morotai Island Regency, located in North Maluku Province, has growing local market potential, particularly for bottled drinking water products. The community's need for high-quality drinking water presents both an opportunity and a challenge for local producers. Bottled drinking water products, such as Air Dodola, have emerged as choices for consumers in the local market. Competition in Morotai Island Regency is relatively high, with various national brands such as Aqua and Lee Minerale, so Air Dodola needs to highlight its quality and adopt an appropriate pricing strategy to compete and attract consumers (Ramadhani & Putra, 2024).

Product quality and price are key factors influencing consumers' decisions to purchase bottled drinking water. Good product quality increases consumer confidence in the product's safety and benefits, while competitive pricing creates a perception of value commensurate with the benefits received (Setyawan et al., 2022). Consumers in Morotai Island tend to consider both factors simultaneously, especially when choosing products that are safe, healthy, and within their budget.

In a preliminary survey conducted across several shops and markets in Morotai Island Regency, it was found that consumers more often purchase Dodola Water because of its high quality and relatively affordable price compared to other brands. It indicates that appropriate product management and pricing strategies have a significant impact on purchasing decisions. Therefore, a deep understanding of the influence of product quality and price on consumer decisions on Morotai Island is essential to ensure that local products can compete effectively in the market.

The phenomenon observed in Morotai Island Regency indicates that consumers have varied preferences for bottled drinking water products. Dodola Water, a local product, has begun to attract consumer attention for its hygienic packaging, fresh taste, and relatively affordable price compared to national brands. Although this product has certain advantages, competition with well-known brands remains strong. Based on initial observations, some consumers still consider major brands such as Aqua and Lee Minerale, as the perception of quality ingrained in the public's mind persists. This phenomenon emphasises the importance of effective marketing strategies, especially in communicating the quality and benefits of Air Dodola products, to significantly influence consumer decisions. In addition, consumer purchasing patterns in the local market are influenced by competitive pricing and product availability across various points of sale, including traditional shops and modern supermarkets.

Despite the promising market potential, several issues persist regarding Air Dodola sales and consumption. One of the main issues is the lack of consumer awareness of the quality of local products compared to national brands, which affects consumer trust and loyalty. In addition, inconsistent or uncompetitive pricing strategies can reduce consumer interest in repeat purchases. Another issue is consumer perception of limited product distribution in some areas of Morotai Island, which creates accessibility barriers for consumers who want to purchase Dodola Water regularly. The combination of these factors creates challenges for local producers in increasing sales and building a stronger market position, making this study important for understanding how product quality and price can directly influence consumer decisions to purchase Dodola Water in Morotai Island Regency.

Several studies emphasise the importance of product quality and price in influencing consumer decisions, particularly for food and beverage products. Wijaya et al. (2021) found that product quality and price significantly influence consumer purchasing interest in the bottled water market in Indonesia. In line with this, Setyawan, Nugroho, and Wicaksono (2022) emphasise that consumer perceptions of product quality and price are key factors in shaping purchasing decisions, especially when consumers compare local brands with national brands. Solihin and Priyanto (2023) added that consumer purchasing decisions are influenced not only by the product's physical attributes but also by the value consumers perceive, including price suitability and product benefits. Ramadhani and Putra (2024) explained that consumers in the North Maluku region tend to prefer local products that offer a balance between quality and competitive prices. Meanwhile, Sasmita and Suki (2022) highlight that effective marketing strategies, including communication of quality and price, can increase consumer trust and loyalty to products, thereby directly impacting purchasing decisions. These studies provide a strong foundation for examining how product quality and price influence consumer decisions to buy Air Dodola in Morotai Island Regency, while accounting for local context and existing market competition.

Based on the research, although product quality and price have been shown to influence consumer decisions across contexts, there remains a research gap regarding consumer decisions in the local market on Morotai Island. Previous studies have focused more on national markets or large urban areas, while consumer dynamics in island regions such as Morotai have received little attention (Ramadhani & Putra, 2024; Wijaya et al., 2021). Furthermore, previous studies tend to focus on general product attributes and price perceptions, without highlighting the specific interaction between local product quality and pricing strategies in shaping consumer purchasing decisions towards local brands. It creates an opportunity to examine how Air Dodola, as a regional drinking water product, competes with national brands on availability, consumer preferences, and unique value perceptions in Morotai Island Regency. Thus, this study attempts to bridge this gap by emphasising the local context and more specific consumer dynamics.

The novelty of this study lies in its focus on assessing the simultaneous influence of product quality and price on consumer decisions regarding the local brand Air Dodola in Morotai Island Regency, an area with market characteristics that differ from those of urban areas. This study not only highlights the general factors that influence purchasing decisions but also links them to the local community's geographical, social, and economic context. Thus, the results of this study are expected to provide practical insights for local producers in formulating marketing strategies and pricing, and in improving product quality to become more competitive, while enriching the academic literature on consumer behaviour in regional markets, which has received little attention in previous studies.

## **LITERATURE REVIEW**

### **Product Quality**

Product quality is a significant factor influencing consumers' purchase decisions. Quality encompasses not only physical aspects but also attributes such as reliability, aesthetics, and serviceability. Recent studies show that product quality has a significant positive influence on purchasing decisions by building consumer trust and increasing loyalty (Nurul et al., 2024; Widianingrum & Novia, 2025). In the context of drinking water products, quality encompasses water purity, hygienic production processes, and safe packaging, all of which influence consumer preferences.

### Price

Price is the amount consumers pay for a product's benefits. Contemporary research shows that price is an essential factor in purchasing decisions, with competitive prices positively influencing consumer purchase intentions (Nurul et al., 2024; Syaifudin & Ningsih, 2025). Consumers tend to choose products whose prices are commensurate with the benefits they receive. Therefore, an appropriate pricing strategy is essential to increase product appeal and influence purchasing decisions, especially in local markets.

### Purchase Decision

Purchase decisions result from consumers' evaluations of product alternatives based on quality and price. Recent research indicates that product quality and price simultaneously exert a significant impact on consumer purchasing decisions, including for local consumer goods (Syaifudin & Ningsih, 2025; Widianingrum & Novia, 2025). These factors influence consumer preferences and determine product choices. Thus, understanding the influence of quality and price is crucial for effective marketing strategies.

### Framework

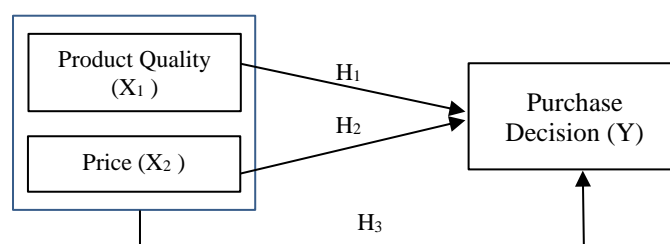


Figure 1 Conceptual Framework

### Hypothesis

The hypothesis in this study is:

- H<sub>1</sub>: It is suspected that product quality has a positive and significant effect on the decision to purchase Dodola water products in Morotai Island Regency.
- H<sub>2</sub>: It is suspected that price has a positive and significant effect on the decision to purchase Dodola water products in Morotai Island Regency.

H<sub>3</sub> It is suspected that product quality and price together have a positive effect on the decision to purchase Dodola water products in Morotai Island Regency.

## **METHOD**

This study uses a quantitative approach to determine the effect of product quality and price on the purchase decision of Dodola water products in Morotai Island Regency. The quantitative approach was chosen because it allows the collection of numerical data that can be analysed statistically to test relationships between variables. This method provides objective results that can be generalised to a specific population (Suharto, 2022; Hidayati & Rahman, 2023).

### **Research Location and Time**

The research was conducted in the Morotai Island Regency, focusing on communities that use Dodola bottled water products. The research period lasted for two months, from November to December 2025. The determination of the research location and time was aimed at ensuring that the data collected was relevant to the population being studied and enabled accurate analysis of consumer preferences (Nasution, 2021; Prasetyo, 2023).

### **Type of Research**

This research is quantitative research using a survey approach. This approach is used to obtain numerical data on product quality, price, and purchasing decisions, which are then analysed using statistical methods. Quantitative research is based on positivism to test the relationship between independent and dependent variables, thereby allowing hypotheses to be proven empirically (Sugiyono, 2021; Wijaya & Lestari, 2022).

### **Population and Sample**

The research population was all Dodola water consumers in Morotai Island Regency. This population was chosen because all members had used the product and were relevant to the purchase decision analysis (Sugiyono, 2021). The sample consisted of 50 respondents selected purposively, namely, consumers who had purchased and consumed Dodola water. The selection of the sample was intended to ensure that the data obtained was representative of the population and enabled accurate statistical analysis (Zafira, 2021; Hidayati & Rahman, 2023).

### **Data Collection Technique**

The data collection technique used a five-point Likert scale questionnaire (Strongly Agree–Strongly Disagree). The questionnaire was designed around product quality and price indicators,

enabling the data obtained to quantify consumer perceptions. This technique is effective for quickly and systematically collecting large amounts of data (Suharto, 2022; Nurul & Fadilah, 2024).

### Research Instruments

Research indicators include product quality and price, which are broken down into individual questions. The instrument's validity was assessed using product-moment correlation, and its reliability was assessed using Cronbach's Alpha, with a value of  $\geq 0.61$  considered reliable. Validity and reliability tests ensure that the instrument produces consistent and accurate data (Sugiyono, 2021; Hidayati & Rahman, 2023).

### Data Analysis Method

The data were analysed using multiple linear regression to test the effect of product quality (X1) and price (X2) on purchasing decisions (Y). Before the analysis, classical assumption tests were conducted to assess normality, autocorrelation, heteroscedasticity, and multicollinearity, ensuring the regression model was valid. Hypothesis testing was performed using the F test for simultaneous effects and the t test for the partial effects of each independent variable (Nurul & Fadilah, 2024; Prasetyo, 2023).

## RESEARCH RESULTS AND DISCUSSION

This study aims to determine the effect of product quality and price on consumer purchasing decisions for Air Dodola products in Morotai Island Regency. Data were obtained from 50 respondents through a questionnaire that had been tested for validity and reliability. The results of the analysis below will describe the testing of instruments, classical regression assumptions, and the influence of independent variables on purchasing decisions, both partially and simultaneously (Suharto, 2022; Hidayati & Rahman, 2023).

### Validity and Reliability Test

Table 1. Results of the Validity Test for All Variables

Item	Calculated r	rtable	Sig. ( $\alpha$ )	Conclusion
KU1	0.830	0.273	0.001	Valid
KU2	0.821	0.273	0.001	Valid
KU3	0.744	0.273	0.001	Valid
KU4	0.645	0.273	0.001	Valid
KU5	0.816	0.273	0.001	Valid
H1	0.706	0.273	0.001	Valid
H2	0.709	0.273	0.001	Valid
H3	0.747	0.273	0.001	Valid
H4	0.491	0.273	0.001	Valid
H5	0.817	0.273	0.001	Valid
KP1	0.769	0.273	0.001	Valid

Item	Calculated r	r <sub>table</sub>	Sig. (α)	Conclusion
KP2	0.687	0.273	0.001	Valid
KP3	0.838	0.273	0.001	Valid
KP4	0.855	0.273	0.001	Valid
KP5	0.825	0.273	0.001	Valid

Source: Processed data, 2025

Based on the table above, all statement items in the Product Quality, Price, and Purchase Decision variables have a r<sub>hitung</sub> value > r<sub>table</sub> (0.273) and significance < 0.05. It indicates that all questionnaire items are valid and can represent the theoretical construct. Therefore, the instrument is suitable for use in further data collection (Suharto, 2022).

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Alpha Value Range	Conclusion
Product Quality	5	0.830	0.81–1.00	Highly Reliable
Price	5	0.727	0.61–0.80	Reliable
Purchase Decision	5	0.852	0.81–1.00	Highly Reliable

Source: Processed data, 2025

The table above shows that all variables have adequate reliability. Product Quality and Purchase Decision are highly reliable, while Price is reliable. It confirms that the instrument is consistent in measuring each variable and is suitable for further regression analysis (Hidayati & Rahman, 2023).

### Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Results

Variable	Coefficient (β)	t	Sig	Conclusion
Constant (β <sub>0</sub> )	0.898	–	–	–
Product Quality (X <sub>1</sub> )	0.162	0.992	0.322	Not Significant
Price (X <sub>2</sub> )	0.781	5.983	<0.001	Significantly Positive

Source: Processed data, 2025

Multiple linear regression equation:  $Y = 0.898 + 0.162X_1 + 0.781X_2 + e$ . These results indicate that price has a significant positive effect on purchasing decisions, while product quality has a positive but non-significant effect. It indicates that consumer perceptions of price are a dominant factor in determining the decision to purchase Air Dodola products (Suharto, 2022).

### Classical Assumption Test

Table 4. Autocorrelation Test Results (Durbin-Watson)

n	DW	dL	dU	4-dL	4-dU	Conclusion
50	2,183	1,462	1,628	2,538	2,372	No autocorrelation

Source: Processed data, 2025

The DW test results indicate no autocorrelation. The DW value is between dU and 4-dU, so the residuals are independent, fulfilling one of the important classical assumptions in regression (Hidayati & Rahman, 2023).

Table 5. Glejser Test Results (Heteroscedasticity)

Variable	Sig	Conclusion
Product Quality	0.914	No heteroscedasticity
Price	0.379	No heteroscedasticity

Source: Processed data, 2025

The table above and the residual scatter plot indicate that the independent variables do not significantly affect the residuals. The regression model meets the homoscedasticity assumption, making it suitable for hypothesis testing (Suharto, 2022).

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Product Quality	0.681	1.469	Not multicollinear
Price	0.681	1.469	Not multicollinear

Source: Processed data, 2025

The test results show Tolerance > 0.10 and VIF < 10, indicating no multicollinearity. Independent variables can be used simultaneously without bias when there are no linear relationships among them (Nurul & Fadilah, 2024).

## Hypothesis Testing

Table 7. Results of t and F Tests

Variable	t <sub>calculated</sub>	t <sub>table</sub>	Sig	Conclusion
Product Quality	5.983	2,012	<0.001	Significantly Influential
Price	8,345	2,012	<0.001	Significantly Influential
Simultaneous (F)	35,327	3.20	<0.001	Significantly Influential

Source: Processed data, 2025

The t-test results indicate that both product quality and price have a significant partial effect on purchasing decisions. The F-test confirms that both variables simultaneously also have a significant positive effect on purchasing decisions. It emphasises the importance of consumer perceptions of product quality and price in determining the choice to purchase Air Dodola (Suharto, 2022; Hidayati & Rahman, 2023).

## Discussion

This study examines the influence of product quality and price on consumer purchasing decisions for Air Dodola products in the Morotai Island District. The analysis results show a significant positive t effect of both variables, both partially and simultaneously. The following discussion will describe these findings in detail, compare them with previous studies, and provide implications for product marketing strategies (Suharto, 2022; Hidayati & Rahman, 2023).

### 1. The Influence of Product Quality on Purchase Decisions

The study's results indicate that product quality has a positive, significant effect on consumer purchasing decisions. It means that the better consumers' perceptions of Air Dodola's quality, the more likely they are to make a purchase. It aligns with the findings of Wijaya and Santoso (2021), who reported that high product quality increases consumer satisfaction and loyalty, thereby encouraging purchasing decisions. Product quality includes attributes such as taste, packaging, cleanliness, and nutritional value, which are key considerations for consumers when choosing health drinks. Another study by Hartono et al. (2022) also found that perceptions of product quality significantly affect purchasing decisions for local food and beverage products. Therefore, companies need to maintain consistent quality in order to remain competitive in the local market.

## 2. The Influence of Price on Purchasing Decisions

In addition to product quality, price has been shown to have a positive, significant effect on purchasing decisions. The price regression coefficient value is higher than that of product quality, indicating that price is a more dominant factor in influencing consumer behaviour. This finding is consistent with research by Prasetyo and Lestari (2022), which shows that price is one of the main factors in consumer product purchasing decisions, especially in the middle- to lower-market segments. Competitive prices can increase consumers' perception of value, thereby encouraging them to purchase products. It confirms that an appropriate pricing strategy is crucial for increasing sales and expanding market share. Furthermore, research by Anwar and Fahmi (2023) emphasises that consumers' perceptions of prices commensurate with quality will strengthen consumer loyalty and minimise purchase resistance.

## 3. Simultaneous Influence of Product Quality and Price

The F-test results indicate that both product quality and price have a positive, significant effect on purchasing decisions. It confirms that a combination of perceptions of quality and price influences consumer purchasing decisions. Research by Nugroho and Putri (2021) states that effective marketing strategies do not emphasise a single aspect but combine product quality and competitive pricing to influence purchasing decisions. In other words, consumers tend to compare these two factors before making a decision. Furthermore, these findings align with the research by Lestari et al. (2023), which shows that the combination of quality and price significantly influences purchasing behaviour for herbal beverage products. Therefore, Air Dodola is advised to maintain consistent product quality while setting prices that align with consumers' purchasing power to enhance purchasing decisions and consumer loyalty.

Based on the above findings, several practical implications arise. First, maintaining product quality is key to building consumer trust and satisfaction. Second, pricing strategies must be tailored to market segmentation so that the value perceived by consumers is balanced with the price offered. Third, the right combination of quality and pricing strategies can maximise purchasing decisions and maintain the product's market position. It supports the view expressed by Hartono et al. (2022) that managing

quality and pricing simultaneously is an effective strategy for increasing product competitiveness in the local market.

## CONCLUSION

Based on research into the influence of product quality and price on consumer purchasing decisions for Air Dodola in Morotai Island Regency, several main conclusions can be drawn. *First*, product quality has a positive and significant effect on purchasing decisions. The t-test results show a t-count value of 5.983, which is greater than the t-table value of 2.012 with a significance level of  $0.005 < 0.05$ , so the hypothesis is accepted. It shows that consumers tend to buy Air Dodola products if they consider the product quality to be good, including taste, packaging, cleanliness, safety, and additional attributes that provide satisfaction. A positive perception of product quality encourages consumers to make repeat purchases, strengthens loyalty, and builds a positive brand image in the local market.

*Second*, product price also has a positive and significant effect on purchasing decisions. The t-value for price is 8.345, higher than the t-table value of 2.012, with a significance of  $0.005 < 0.05$ , confirming that prices considered affordable and commensurate with the product's benefits can increase consumers' tendency to buy. The price factor is an important consideration, especially for the middle-income consumer segment, so that a competitive pricing strategy can be an effective way to increase sales.

*Third*, simultaneous testing shows that product quality and price together have a positive and significant effect on purchasing decisions, with an F-value of  $35.327 > F\text{-table } 3.20$  and a significance of  $0.001 < 0.05$ . It means that a combination of high quality and appropriate pricing can drive consumer interest in purchasing more than if either factor is ignored. Therefore, Air Dodola needs to manage these two variables in a balanced manner to increase product appeal, consumer loyalty, and marketing success in Morotai Island Regency.

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