
**THE INFLUENCE OF PRICE PERCEPTION AND PRODUCT QUALITY ON
PURCHASE DECISIONS THROUGH TRUST IN THE FURNITURE BUSINESS
OF PT INTI SINERGI SISTEM, BOGOR REGENCY**



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Abstract

This study aims to examine how price perception and product quality influence purchasing decisions through trust in the furniture business of PT Inti Sinergi Sistem in Bogor Regency. The sampling methods used were purposive sampling and simple random sampling by distributing questionnaires to 106 respondents using Google Forms. The data collected from the questionnaires were processed using SPSS Version 25 and Lisrel 8.80. The results of the study indicate that price perception and product quality influence consumer trust, price perception and product quality influence purchasing decisions, and consumer trust can act as a partial mediator between price perception and product quality on purchasing decisions in the furniture business of PT Inti Sinergi Sistem in Bogor Regency.

Keywords: Price Perception, Product Quality, Consumer Trust, Purchase Decision

INTRODUCTION

The furniture business in Indonesia faces challenges in attracting consumer attention amid intense competition. Based on Figure 1, it can be seen that the GDP of the furniture industry has continued to increase year by year, although the annual growth rate has been fluctuating. The highest growth occurred in 2019 at 8.4%, while the sharpest decline was in 2020 at -3.4%. Subsequently, the industry rebounded with positive growth in 2021 at 8.2%, then declined again in 2022 and 2023 to -2.0%. In 2024, growth rose again to 2.1%. Overall, the figure below illustrates the growth trend of the furniture industry in Indonesia. Although the industry's growth has not always been consistent, it has shown positive development in terms of GDP value throughout the 2011–2024 period.

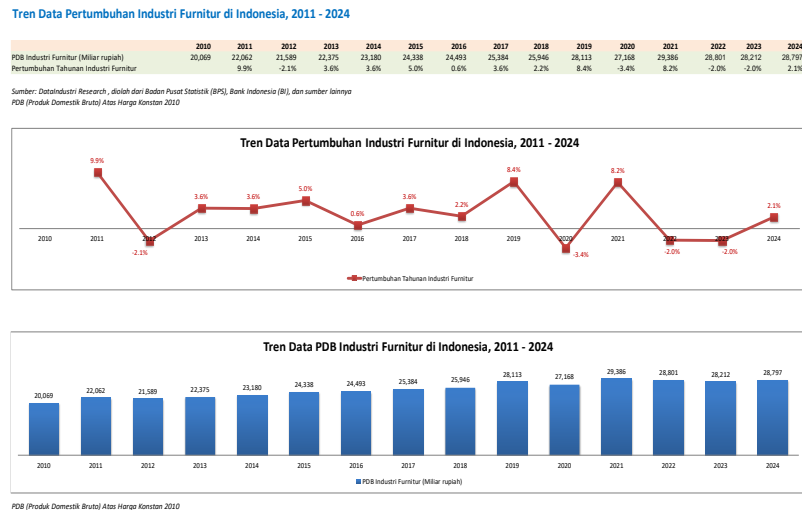


Figure 1.
Growth Chart of the Furniture Industry in Indonesia (2011–2024)
 Source: Dataindustri.com, 2024

PT Inti Sinergi Sistem is a furniture manufacturing company based in Bogor Regency, established in 2019. As a medium-sized industry, the company serves both B2C (Business to Consumer) and B2B (Business to Business) markets. PT Inti Sinergi Sistem produces various types of furniture designed to meet the diverse needs of its customers. For consumers, furniture is not just a household item, but also a long term investment with aesthetic and economic value. Therefore, the company is committed to delivering products with high quality standards to meet customer expectations.

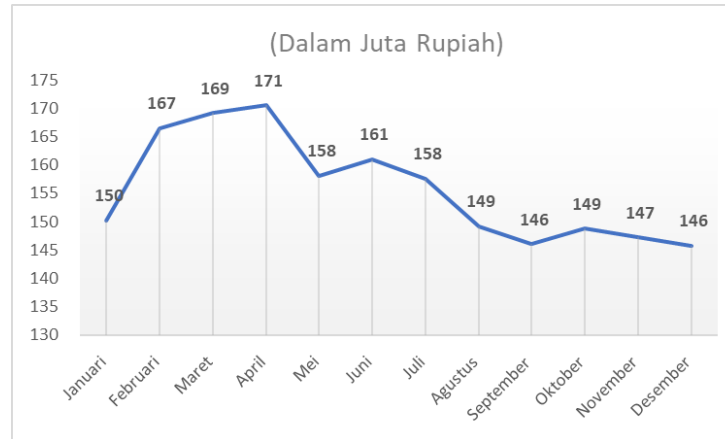


Figure 2.
Sales Volume of PT. Inti Sinergi Sistem in 2024
Source: Internal Data of PT. Inti Sinergi Sistem, 2024

PT Inti Sinergi Sistem is facing a decline in sales, which is suspected to be triggered by decreasing consumer trust. Since May 2024, there has been a consistent decline, reflecting a possible drop in consumer purchasing interest or trust. The decline in sales at PT Inti Sinergi Sistem is most likely related to a decrease in consumer confidence. As a provider of quality furniture, any drop in perceived quality or trust has a direct impact on sales performance. When trust is disrupted, consumers tend to switch to other products perceived as better. Trust is a key factor in purchasing decisions, especially in the furniture industry, where products are high in value and built for long term use (Teguh Afwan & Budi Santosa, 2019). In the highly competitive furniture industry, price is a crucial element in purchase decisions. However, inaccurate pricing can create challenges, such as a perception of low value or a loss of competitiveness in the market. From a marketing perspective, competitive pricing can help a company win the competition (Kotler & Keller, 2021). Price must be aligned with quality to avoid negative perceptions. If consumers feel the price does not match the quality, trust in the brand will decline. This is especially critical in the B2B segment, where buyers like distributors demand reliable products to maintain end-customer satisfaction and their business reputation.

PT Inti Sinergi Sistem must also take product quality seriously. Furniture quality includes material strength, durability, precise workmanship, as well as smooth detailing and finishing. Consumers especially for wooden furniture expect materials that are strong, long lasting, and free of defects. If PT Inti Sinergi Sistem fails to meet these expectations, consumers may become disappointed and switch to competitors. In the furniture industry, quality is not merely an added value but a core necessity, as products serve as furniture, design elements, and sources of comfort (Saptaria, 2022). Poor product quality can damage brand image, while high quality builds trust and influences consumers to choose the product. Therefore, the company must ensure that every product meets high standards to restore trust and meet market expectations.

A purchase decision is a consumer process in selecting products, considering factors such as price, quality, brand, and prior experiences. According to Kotler & Armstrong (2016), a purchasing decision refers to consumer behavior regarding how individuals, groups,

and organizations select, buy, use goods, services, ideas, or experiences to satisfy their needs and wants. In the case of PT Inti Sinergi Sistem, the purchasing decisions of consumers and distributors are beginning to be influenced by uncertainty and declining trust. The main issue lies in the imbalance between price and quality, as well as negative perceptions resulting from decreased product quality.

Previous studies have revealed that product quality and price perception affect purchasing decisions in the furniture business of UD Rahayu Klungkung (Herlambang et al., 2025). Research by Humam et al. (2022) also explained that product quality and price perception influence trust and purchase decisions. Based on the issues above, this study aims to examine the influence of price perception and product quality on purchasing decisions through trust in the furniture business of PT Inti Sinergi Sistem, Bogor Regency.

REVIEW OF LITERATURE

Price Perception

Price perception is a process in which consumers interpret the value of a price or the attributes of goods and services they expect. When consumers evaluate and examine product prices, this is largely influenced by their own behavior. Price refers to the amount of money spent by consumers to obtain a good or service (Permana, Yusnita, & Oktaviani, 2023). Kotler & Keller (2016) explain that price perception relates to how consumers assess a product's value based on the price offered, and how external factors influence that assessment. Price perception can be shaped by previous experiences, market information, and the social context in which consumers operate. In other words, price perception is closely linked to perceived value, which is the comparison between perceived benefits and the cost sacrifices made by consumers. Indicators used to measure price perception include:

1. Price affordability
2. Price-quality suitability
3. Price competitiveness
4. Price-benefit alignment

Product Quality

Product quality is a determining factor in the level of satisfaction consumers experience after purchasing and using a product. Not only should the production process be emphasized, but the service must also meet consumer expectations to build and maintain trust in the products, which has proven to satisfy consumer needs and, for producers, helps increase company profits. According to Kotler & Keller (2016), product quality is a product's ability to deliver results or performance that meet or even exceed customer expectations. Indicators used to measure product quality include:

1. Performance
2. Durability
3. Features
4. Conformance to specifications
5. Reliability
6. Aesthetics
7. Perceived quality

Consumer Trust

Consumer trust refers to all the knowledge consumers have and all the conclusions they make about an object, its attributes, and its benefits (Mowen & Minor, 2012). Consumer trust arises when they feel satisfied with the quality of service and the company's reputation. The higher the level of consumer trust in a company, the more it positively impacts customer satisfaction and enhances the company's reputation. Consumer trust can be measured through the following indicators:

1. Ability
2. Integrity
3. Motivation
4. Confidence

Purchase Decision

A purchase decision is the stage in the buyer decision-making process where the consumer actually makes a purchase. Consumers can choose the product or service they desire according to their needs, decide when to buy, where to buy, how to buy, how much to buy, and why they should buy it. Consumers purchase and use products or services not only for their functional value but also for their social and emotional value (Kotler & Armstrong, 2016). The purchase decision is part of consumer behavior, which is the study of how individuals, groups, and organizations select, buy, use, and experience goods, services, ideas, or experiences to satisfy their wants and needs. According to Kotler & Keller (2016), the purchase decision-making process is described in five stages. These stages will be illustrated in the diagram below:

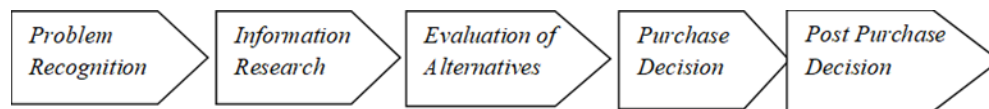


Figure 3.
Decision-Making Process
Source: Kotler & Keller, 2016

Research Constellation

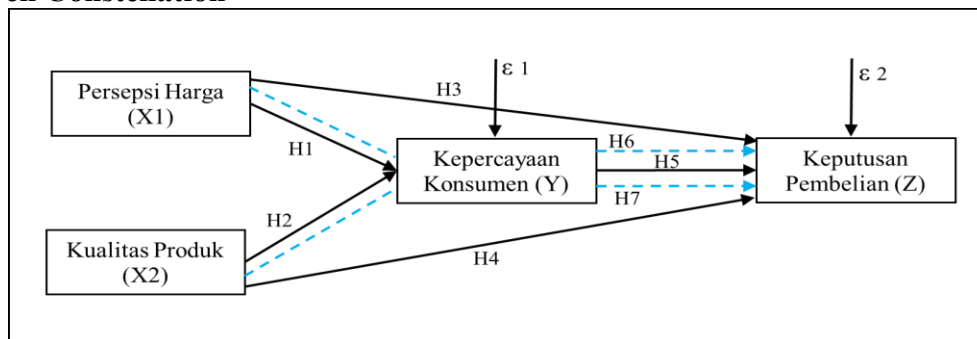


Figure 4.
Research Constellation
Source: Primary Data Processed by the Researcher, 2024

Note:

- = Direct Influence
- = Indirect Influence

Research Hypotheses

- H1: Price Perception has a direct influence on Consumer Trust
- H2: Product Quality has a direct influence on Consumer Trust
- H3: Price Perception has a direct influence on Purchase Decision
- H4: Product Quality has a direct influence on Purchase Decision
- H5: Consumer Trust has a direct influence on Purchase Decision
- H6: Price Perception has an indirect influence on Purchase Decision through Consumer Trust
- H7: Product Quality has an indirect influence on Purchase Decision through Consumer Trust

RESEARCH METHOD

This study uses a quantitative method with a descriptive and verification approach to describe and test the relationships between variables in a factual and structured manner. According to Sugiyono (2019), a population is the entire group of objects or subjects that possess certain characteristics and become the focus of the research, whether in the form of people, objects, or other elements. The population in this study consists of 144 B2B customers of PT Inti Sinergi Sistem in Bogor. A sample is a portion of the population that efficiently represents the characteristics of the population. This study employed a purposive sampling technique followed by simple random sampling. Purposive sampling is a technique for selecting data sources based on specific criteria in this case, Business-to-Business (B2B) customers who have purchased furniture products from PT Inti Sinergi Sistem. Simple random sampling is a method in which each individual in the population has an equal chance of being selected. To determine the sample size, the researcher used the Slovin formula with a 5% margin of error, resulting in a total of 106 respondents. Due to time constraints and the researcher’s capabilities, data collection was conducted through a questionnaire distributed via Google Forms.

The Structural Equation Modeling (SEM) method was used in this study to test the hypotheses related to the influence of Price Perception (ξ_1) and Product Quality (ξ_2) on Purchase Decision (η_2) through Trust (η_1). The analysis was carried out using LISREL 8.80 software due to its ability to measure constructs through their indicators (measurement model) and analyze relationships among latent variables (structural model).

RESULTS AND DISCUSSION

Structural Equation Modeling (SEM)

Confirmatory Factor Analysis (CFA) Test

The validity and reliability tests for each indicator are presented in the following table:

Table 1.

CFA Test of Construct Variables

Indicator	SLF	e	SLF ²	AVE	CR	Remarks
First Order CFA						
PeH1	0.893	0.202	0.797	0.723	0.913	Valid
PeH2	0.805	0.351	0.648			Valid

Indicator	SLF	e	SLF ²	AVE	CR	Remarks
PeH3	0.868	0.246	0.753			Valid
PeH4	0.833	0.307	0.694			Valid
KuP1	0.790	0.376	0.624	0.677	0.936	Valid
KuP2	0.804	0.354	0.646			Valid
KuP3	0.797	0.365	0.635			Valid
KuP4	0.815	0.335	0.664			Valid
KuP5	0.886	0.214	0.785			Valid
KuP6	0.828	0.315	0.686			Valid
KuP7	0.835	0.302	0.697			Valid
KeK1	0.921	0.152	0.848	0.856	0.960	Valid
KeK2	0.913	0.166	0.834			Valid
KeK3	0.938	0.120	0.880			Valid
KeK4	0.929	0.137	0.863			Valid
KeP1	0.856	0.267	0.733	0.760	0.941	Valid
KeP2	0.881	0.224	0.776			Valid
KeP3	0.882	0.222	0.778			Valid
KeP4	0.890	0.209	0.792			Valid
KeP5	0.849	0.278	0.721			Valid

Source: Primary data processed by the researcher using LISREL 8.80, 2024

Based on Table 4.41, all standardized loading factor (SLF) values (λ) are recorded at ≥ 0.50 , indicating that each indicator meets the criteria for construct validity. Additionally, the reliability of the measurement model is also well verified, as shown by the Construct Reliability (CR) values reaching ≥ 0.70 and the Average Variance Extracted (AVE) values at ≥ 0.50 . These findings indicate that all indicators and variables in the model meet the required standards of validity and reliability. Therefore, all indicators are considered valid and reliable for measuring all variables in this study.

Structural Equation Analysis

The following presents the results of the structural model estimation calculated using the LISREL version 8.80 software, as shown in the figure below.

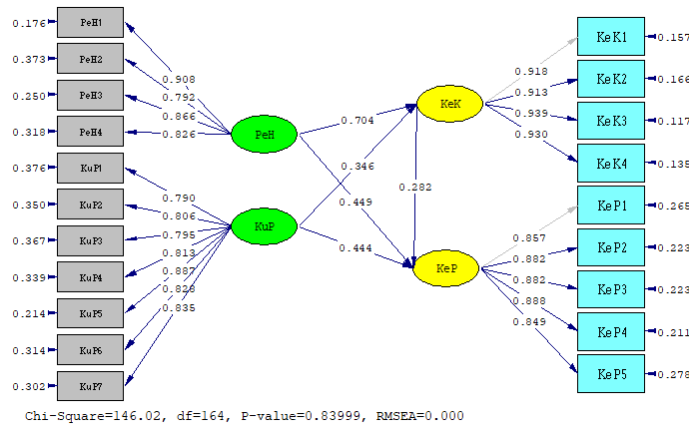


Figure 5.
Structural Model Standardized Loading

Source: Primary data processed by the researcher using LISREL 8.80, 2024

Based on the statistical analysis results of the structural model in this study, the structural equation is obtained as follows:

Structural Equations :

$$KeK = 0.704 * PeH + 0.346 * KuP, \text{ Errorvar.} = 0.388, R^2 = 0.612$$

(0.0875) (0.0745) (0.0729)
 8.049 4.642 5.328

$$KeP = 0.282 * KeK + 0.449 * PeH + 0.444 * KuP, \text{ Errorvar.} = 0.260, R^2 = 0.740$$

(0.106) (0.106) (0.0805) (0.0571)
 2.663 4.235 5.524 4.554

Note:

- ξ1 = Price Perception
- ξ2 = Product Quality
- η1 = Consumer Trust
- η2 = Purchase Decision

Next, the overall model fit test relates to the analysis of the goodness of fit (GOF), with the results of the analysis as follows:

Table 2.
Model Fit Test Results

Item	Value	Threshold	Remarks
RMSEA	0.000	RMSEA < 0.05 (close fit); 0.05 < RMSEA ≤ 0.08 (good fit); 0.08 < RMSEA ≤ 1.0 (marginal fit)	Close Fit
NFI	0.965	NFI ≥ 0.90 (good fit); 0.80 ≤ NFI < 0.90 (marginal fit)	Good Fit
NNFI	0.998	NNFI ≥ 0.90 (good fit); 0.80 ≤ NNFI < 0.90 (marginal fit)	Good Fit
CFI	0.999	CFI ≥ 0.90 (good fit); 0.80 ≤ CFI < 0.90 (marginal fit)	Good Fit
IFI	0.999	IFI ≥ 0.90 (good fit); 0.80 ≤ IFI < 0.90 (marginal fit)	Good Fit

Item	Value	Threshold	Remarks
RFI	0.960	$RFI \geq 0.90$ (good fit); $0.80 \leq RFI < 0.90$ (marginal fit)	Good Fit
RMR	0.009	$RMR \leq 0.05$	Good Fit
GFI	0.878	$GFI \geq 0.90$ (good fit); $0.80 \leq GFI < 0.90$ (marginal fit)	Marginal Fit
AGFI	0.844	$AGFI \geq 0.90$ (good fit); $0.80 \leq AGFI < 0.90$ (marginal fit)	Marginal Fit

Source: Primary data processed by the researcher using LISREL 8.80, 2024

Explanation:

RMSEA : Root Mean Square Error of Approximation

NFI : Normed Fit Index

NNFI : Non-Normed Fit Index

CFI : Comparative Fit Index

IFI : Incremental Fit Index

RFI : Relative Fit Index

RMR : Root Mean Square Residual

GFI : Goodness of Fit Index

AGFI : Adjusted Goodness of Fit Index

Based on the table above, nine categories have met the model fit requirements. Therefore, the model is considered to be a good fit. Consequently, the research model can proceed to the hypothesis testing stage. The results of the hypothesis testing based on the structural model show the t-values obtained from data processing, as illustrated in the following figure:

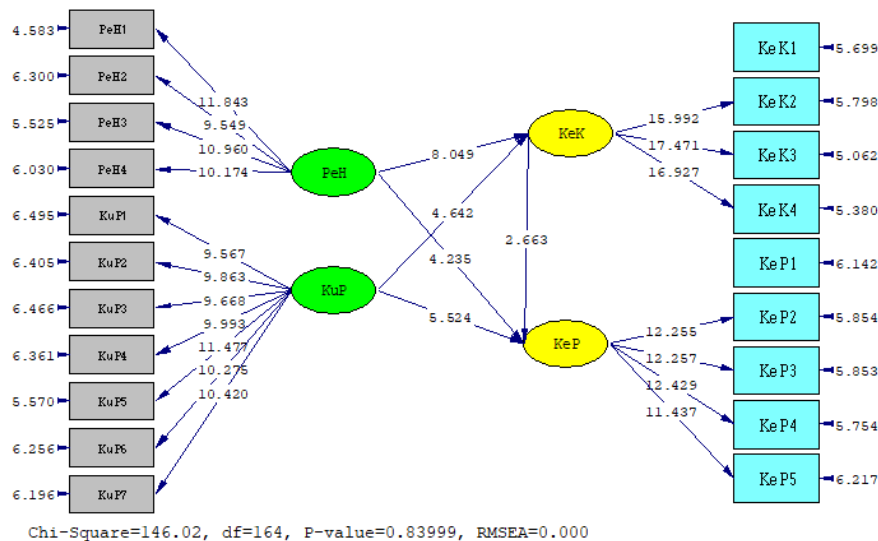


Figure 6.
Structural Model T-values

Source: Primary data processed by the researcher using LISREL 8.80, 2024

Hypothesis Testing and Discussion

Hypothesis testing in this study was conducted by comparing the t-values with the t-table value at a significance level of $\alpha = 5\%$, which is 1.96. If the t-value > 1.96 , then the hypothesis is considered accepted.

Table 3.
Hypothesis Testing Direct & Indirect Effects

Hypothesis	Relationship Between Variables	Standardized Coefficients	t-values	Remarks
H1	PeH \rightarrow KeK (Price Perception \rightarrow Consumer Trust)	0.704	8.049	Accepted
H2	KuP \rightarrow KeK (Product Quality \rightarrow Consumer Trust)	0.346	4.642	Accepted
H3	PeH \rightarrow KeP (Price Perception \rightarrow Purchase Decision)	0.449	4.235	Accepted
H4	KuP \rightarrow KeP (Product Quality \rightarrow Purchase Decision)	0.444	5.524	Accepted
H5	KeK \rightarrow KeP (Consumer Trust \rightarrow Purchase Decision)	0.282	2.663	Accepted
H6	PeH \rightarrow KeK \rightarrow KeP (Indirect via Trust)	0.199	2.526	Accepted
H7	KuP \rightarrow KeK \rightarrow KeP (Indirect via Trust)	0.098	2.308	Accepted

Source: Primary data processed by the researcher using LISREL 8.80, 2024

The Influence of Price Perception (ξ_1) on Consumer Trust (η_1)

Hypothesis 1 states that price perception has a direct effect on consumer trust. The results of the LISREL 8.80 analysis show a t-value of $8.049 > 1.96$. Thus, Hypothesis 1 is accepted. This finding aligns with the study by Herlambang et al. (2025), which stated that price perception influences purchasing decisions in the context of the furniture business at UD Rahayu Klungkung. These results reinforce the understanding that price perception plays a crucial role in building consumer trust. When consumers perceive that the price offered is in line with the quality and benefits received, their trust in the company or brand increases. This is also consistent with the findings of Kotler & Keller (2016), who emphasized that fair price perception can build customer loyalty and enhance purchasing decisions.

The Influence of Product Quality (ξ_2) on Consumer Trust (η_1)

Hypothesis 2 states that product quality has a direct effect on consumer trust. The LISREL 8.80 analysis results show a t-value of $4.642 > 1.96$. Therefore, Hypothesis 2 is accepted. This finding is in line with the study by Arifandi et al. (2023), which stated that product quality has a significant and positive impact on consumer trust at Toko Aksesoris Bintang Sembilan Situbondo. This means consumers view quality as a key indicator in shaping their perception of a brand's credibility and integrity. High product quality includes durability, functionality, aesthetics, and alignment with consumer expectations. When a

product meets or exceeds expectations, it fosters satisfaction and strengthens the belief that the company can be trusted in the long term.

The Influence of Price Perception (ξ_1) on Purchase Decision (η_1)

Hypothesis 3 states that price perception has a direct effect on purchase decisions. The LISREL 8.80 analysis results show a t-value of $4.235 > 1.96$. Thus, Hypothesis 3 is accepted. This is in line with the findings of Saputra (2023), which confirmed that price perception has a positive and significant effect on purchasing decisions among customers of Home Industry Kayu Mandiri Mekarsari Pacetengah, Tasikmalaya Regency. Consumers tend to perceive price as a representation of product value. If the price is perceived as fair and proportional to the benefits or quality received, consumers are more confident in making a purchase.

The Influence of Product Quality (ξ_2) on Purchase Decision (η_1)

Hypothesis 4 states that product quality has a direct effect on purchase decisions. The LISREL 8.80 analysis results show a t-value of $5.524 > 1.96$. Thus, Hypothesis 4 is accepted. This aligns with the research by Adi and Soliha (2022), which found that product quality has a positive and significant impact on furniture purchasing decisions in Semarang. In other words, when consumers perceive that a product is durable, visually appealing, and functionally meets their expectations, their intention to purchase increases.

The Influence of Consumer Trust (η_1) on Purchase Decision (η_2)

Hypothesis 5 states that consumer trust has a direct effect on purchase decisions. The LISREL 8.80 analysis results show a t-value of $2.663 > 1.96$. Thus, Hypothesis 5 is accepted. This is consistent with the findings of Anjani and Wimba (2021), which revealed that consumer trust has a positive and significant influence on purchase decisions at PT Warisan Eurindo in Dalung, Kerobokan, Kedonganan. This means that the higher the level of trust consumers have in a product or company, the more likely they are to make a purchase. Trust reflects consumers' confidence that the company will deliver quality products, fulfill its promises, and treat customers fairly. Therefore, companies must maintain consistent product quality, transparent communication, and strong after-sales service to build and sustain consumer trust, which in turn can directly impact purchasing decisions.

The Influence of Price Perception (ξ_1) on Purchase Decision (η_2) through Consumer Trust (η_1)

Hypothesis 6 states that price perception indirectly affects purchase decision through consumer trust. The results of the Sobel test using Free Statistic Calculators Version 4.0 show a z-value of $2.663 > 1.96$. Therefore, Hypothesis 6 is accepted. This finding is consistent with the study by Humam et al. (2022), which indicated that price perception influences both trust and purchase decisions. This implies that consumer trust serves as a significant mediator in the relationship between price perception and purchasing decisions. When consumers have a positive perception of price for example, believing the price is fair, transparent, and proportional to the value received this enhances their trust in the company. That trust then encourages them to make more confident purchasing decisions.

The Influence of Product Quality (ξ_2) on Purchase Decision (η_2) through Consumer Trust (η_1)

Hypothesis 7 states that product quality indirectly affects purchase decision through consumer trust. The Sobel test results using Free Statistic Calculators Version 4.0 show a z-value of $2.308 > 1.96$. Therefore, Hypothesis 7 is accepted. This aligns with the findings of

Humam et al. (2022), which showed that product quality influences both trust and purchasing decisions. This means that good product quality not only directly impacts purchasing decisions, but also strengthens consumer trust first, which subsequently drives them to make purchase decisions. This highlights the importance of building trust as a bridge between perceived quality and actual consumer actions.

CONCLUSION

The research on the influence of price perception and product quality on purchasing decisions through trust in the furniture business of PT Inti Sinergi Sistem in Bogor Regency, analyzed using SEM with LISREL 8.80, revealed several key findings. Price perception has been shown to have a direct impact on consumer trust in the company, while product quality also directly affects consumer trust. Furthermore, both price perception and product quality were found to directly influence consumers' purchasing decisions. Consumer trust itself plays a vital role, as it directly impacts purchasing decisions and serves as a mediating factor between both price perception and product quality toward purchasing behavior. In other words, trust bridges the relationship between perceived value, whether based on price or product quality, and the actual decision to purchase. These findings highlight that improving consumer trust through fair pricing and high-quality products is essential in enhancing purchase decisions. For PT Inti Sinergi Sistem, maintaining consistent quality and transparent pricing strategies can strengthen consumer confidence, ultimately driving better business performance in the competitive furniture market.

Managerial Implications

Efforts to enhance purchasing decisions through strengthening price perception can be achieved by optimizing price affordability. Strategies may include setting competitive prices without compromising quality, offering varied pricing based on product type and purchase volume, and implementing promotional programs such as discounts, bulk price reductions, and bundling packages. Furthermore, maintaining price transparency and clearly communicating the added value of products such as durability, warranty, and after-sales service can reinforce the perception that the price paid is proportional to the benefits received. Improving purchasing decisions through enhancing product quality can be pursued by maximizing product reliability. PT Inti Sinergi Sistem should ensure that its products function optimally without defects by maintaining consistent quality control, using premium raw materials, and providing warranties. Promotional efforts should also emphasize product durability and performance to build trust in the quality being offered.

To increase purchasing decisions through strengthening consumer trust, the company should focus on enhancing motivation. PT Inti Sinergi Sistem needs to deliver responsive, empathetic, and communicative service at every stage of customer interaction from pre-sale to post-sale. Personalized services such as product consultations, clear information, and follow-up after purchases will improve customer satisfaction. A strong commitment to customers should also be reflected in flexible service options, fast delivery, and easy warranty or claims processing.

Suggestions

PT Inti Sinergi Sistem should prioritize improving price perception, especially since the indicator related to price appropriateness compared to quality remains relatively low. The current product pricing is perceived as not fully reflecting the quality offered. Therefore, the

company needs to re-evaluate its pricing structure, enhance transparency regarding product value, and introduce relevant added value. Marketing communications should also emphasize the product's strengths so that consumers feel the price they pay is justified, thereby encouraging stronger purchasing decisions. The company should also focus on enhancing product quality, particularly in the area of performance, which has shown a lower score. Improving consistent performance in daily usage will make the products more reliable. This can be achieved through strengthened quality control, the selection of premium raw materials, and thorough product testing prior to distribution. Better product performance is likely to increase consumer trust and significantly influence purchasing decisions.

In addition, PT Inti Sinergi Sistem needs to strengthen consumer trust, particularly in terms of integrity, which is still perceived as lacking. The company must improve its honesty and accuracy in conveying product information, including specifications, pricing, and service policies. Providing transparent and reliable information will help build consumer confidence. High integrity in service will foster trust and directly contribute to increased purchasing decisions. For future research, it is recommended to include additional variables that are predicted to influence purchasing decisions and to test them empirically at PT Inti Sinergi Sistem in Bogor Regency or within other companies in the furniture industry.

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