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## THE EFFECT OF PRODUCT AND PRICE ON PURCHASING DECISIONS OF UNILEVER PRODUCTS AT CV KITA BEAUTY PONTIANAK



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### Abstract

Competition in the Fast Moving Consumer Goods (FMCG) industry and the cosmetic retail sector in Pontianak City encourages consumers to be increasingly selective in making purchasing decisions, particularly by considering product quality and price suitability. This condition is relevant for CV Kita Beauty Pontianak as a cosmetic retailer that serves as one of the distribution channels for Unilever products. The research problem of this study is whether product and price influence purchasing decisions of Unilever products at CV Kita Beauty Pontianak, both partially and simultaneously. This study aims to analyze the effect of product and price on purchasing decisions of Unilever products at CV Kita Beauty Pontianak. The method used is associative research with a quantitative approach. Primary data were collected through closed questionnaires and interviews, while secondary data were obtained from company documents. The research sample consisted of 100 respondents using a purposive sampling technique, and data analysis was conducted using multiple linear regression accompanied by validity tests, reliability tests, and classical assumption tests (normality, linearity, and multicollinearity). The results show that the research instruments are valid and reliable and that the model meets classical assumptions. Partially, product has a positive and significant effect on purchasing decisions ( $\beta = 0.374$ ;  $t = 4.356$ ;  $p < 0.05$ ) and price has a positive and significant effect on purchasing decisions ( $\beta = 0.268$ ;  $t = 3.408$ ;  $p < 0.05$ ). Simultaneously, product and price have a significant effect on purchasing decisions ( $F = 30.107$ ;  $p < 0.05$ ) with a coefficient of determination ( $R^2$ ) of 0.485, indicating that 48.5% of the variation in purchasing decisions is explained by product and price.

**Keywords:** Product, Price, Purchasing Decision, Unilever, Cosmetic Retail

## INTRODUCTION

The cosmetic store industry is part of the retail sector that is growing rapidly in the era of globalization, driven by increasing public awareness of personal care and beauty. At the global level, the cosmetic market shows significant growth due to digitalization trends, e-commerce, and increasing demand for personal care products. In Indonesia, the cosmetic industry is supported by a productive-age population and the growth of the middle class, with consumers increasingly considering factors such as product quality, price, promotion, and shopping experience. Business competition requires every company to be able to meet consumer needs and strive to create products that have advantages and distinguishing characteristics compared to competing products (Kojongian et al., 2022). This condition makes product and price variables important factors in influencing consumer purchasing decisions.

The development of the beauty and personal care industry in Pontianak City is reflected in the large number of cosmetic stores operating and officially registered. This condition is in line with progress in economic, socio-cultural, and technological fields that encourage changes in lifestyle, particularly in fashion and skincare, making beauty care products increasingly important necessities, especially for women (Selvia, 2022). These cosmetic stores serve as the main distribution channels for large companies such as Unilever, Wings Group, and other manufacturers to reach consumers directly. Intense competition in this sector encourages each cosmetic store to offer various brands with diverse product and price variations to attract consumer interest.

One of the cosmetic stores operating in Pontianak City is CV Kita Beauty Pontianak. As a developing company, CV Kita Beauty currently has four branches spread across strategic areas, namely CV Kita, CV Kita Glow, CV Kita Cosmetic, and CV Kita Beauty Mart, making it one of the cosmetic retailers with a wide consumer reach. CV Kita Beauty Pontianak plays a strategic role in the beauty product supply chain in West Kalimantan because it receives goods directly from official distributors of various well-known brands. In addition to serving end consumers, CV Kita Beauty also functions as a distribution intermediary for small cosmetic stores in surrounding areas. Thus, the pricing policies and product quality offered by CV Kita Beauty become a reference for other retailers, thereby having a broad influence on purchasing decisions at both local and regional community levels.

Unilever is a multinational company engaged in consumer goods with a product portfolio that includes personal care and beauty. In Indonesia, Unilever has a significant market share in personal care product categories such as bath soap, shampoo, and beauty products. Unilever products are widely recognized by consumers due to continuous innovation, maintained product quality, and trusted brands. In its operations, Unilever groups its brand portfolio into certain product categories to address specific consumer needs, such as Skin Cleansing, Hair Care, Skin Care, and Deodorants, which are widely available in cosmetic stores including CV Kita Beauty Pontianak.

Product is the main element in the marketing mix that plays an important role in shaping consumer perceptions and purchasing decisions. In the cosmetic industry, products are not only assessed based on their basic functions but also on ingredient quality, usage safety, formula innovation, packaging, and suitability of benefits to consumer needs. Unilever cosmetic products such as Ponds Glow'n Lovely, Vaseline, and Citra have

advantages in terms of quality and product differentiation. In addition to functional benefits, the diversity of product variations and practical, easily recognizable packaging also influence perceived product value. Consumer trust in Unilever products is also supported by distribution permits from the Food and Drug Supervisory Agency (BPOM) and halal certification, providing a sense of safety in product use.

In addition to product, price is an important factor that directly influences consumer purchasing decisions. Consumers tend to compare prices among brands by considering the suitability between the price paid and the benefits obtained. Unilever products are perceived as having relatively affordable prices and appropriate quality, enabling them to reach consumers from various segments. Price suitability with product quality creates positive value perceptions and encourages consumer trust and satisfaction. Moreover, Unilever also implements pricing strategies through various promotional programs such as discounts and bundling packages, which are frequently found at CV Kita Beauty Pontianak and increase product attractiveness in the eyes of consumers.

Sales data indicate that Unilever products at CV Kita Beauty Pontianak have increased year by year. In addition, based on interviews with the owner of CV Kita Beauty, Unilever products are among the most sought-after by consumers due to well-known product quality, trusted brands, and diverse product variations. Product quality and appropriate pricing are the main factors influencing consumer purchasing decisions.

Based on the problems described above, the purpose of this study is to determine the effect of product and price on purchasing decisions of Unilever products at CV Kita Beauty Pontianak. This study is expected to provide empirical understanding of consumer behavior in making purchasing decisions for Unilever products and identify the role of product and price as factors influencing consumer purchasing decisions at CV Kita Beauty Pontianak.

## **REVIEW OF LITERATURE**

### **Product**

Product is a combination of goods and services offered by companies to target markets to meet consumer needs and wants (Kotler & Armstrong, 2024). Products are not only understood as physical objects but also as value offerings that include quality, features, and benefits perceived by consumers. In the marketing context, product becomes the main element that determines a company's ability to create customer satisfaction and achieve organizational goals (Kotler & Keller, 2016). According to Kotler and Armstrong in Firmansyah (2019), products have main attributes including product quality, features, design, brand, packaging, and labeling. These attributes function to differentiate products, enhance performance, strengthen identity, and increase product competitiveness in the market. Stanton in Priansa (2016) emphasizes that product is part of the total marketing activity system designed to satisfy actual and potential consumers. Tjiptono (2019) states that product is a form of organizational offering aimed at achieving goals through fulfilling customer needs and wants.

### **Price**

Price is the amount of money that must be paid by consumers to obtain a product or service (Kotler & Armstrong, 2024). In the marketing mix, price has a strategic role because it is directly related to perceived consumer value and the company's ability to compete in the market. Price is also one of the most flexible elements and easiest to adjust compared to other

marketing mix elements (Kotler & Keller, 2016). According to Suharno and Sutarmo (2010), price can be understood as a certain monetary value that must be expended by consumers to obtain goods or services. According to Tjiptono in Handini & As'ad (2022), price dimensions consist of price affordability, price suitability with product quality, price suitability with benefits, and price competitiveness. According to Tjiptono (2019), pricing decisions include strategic and tactical policies such as price levels, discount structures, and payment terms that can influence consumer perceptions. Sunyoto (2019) adds that price is part of marketing activities aimed at satisfying consumer needs and wants through mutually beneficial exchange processes.

### **Purchasing Decision**

Purchasing decision is the result of a consumer's thought process in choosing one alternative among various available options to fulfill needs and wants (Kotler & Armstrong in Priansa, 2016). This process does not stand alone but is influenced by consumer behavior as well as internal and external stimuli encountered in the marketing environment (Kotler & Keller, 2016). According to Kotler and Armstrong in Priansa (2016), purchasing decisions go through five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

## **RESEARCH METHOD**

This study is an associative research aimed at determining the relationship between product and price variables on purchasing decisions of Unilever products at CV Kita Beauty Pontianak. Associative research is used to explain and predict relationships among variables in a study (Siregar, 2020). The data used consist of primary data and secondary data. Primary data were obtained through interviews and questionnaires. Interviews were conducted with the owner of CV Kita Beauty, Mrs. Kasniting, as well as consumers to obtain information related to business policies and reasons for choosing Unilever products. Questionnaires were used as data collection instruments in the form of closed questionnaires compiled based on research variable indicators and distributed to consumers who purchased Unilever products at CV Kita Beauty Pontianak. Secondary data include data on cosmetic store businesses in Pontianak, product and price lists, and sales data of Unilever products obtained from CV Kita Beauty Pontianak.

The population in this study includes all consumers who have purchased Unilever products at CV Kita Beauty Pontianak. Because the population size is not known with certainty, sample determination used the Purba formula in Sujarweni (2015) with a margin of error of 10%, resulting in a minimum sample of 96 respondents. This study used 100 respondents with purposive sampling technique, namely respondents aged at least 18 years and making purchases based on their own decisions. Research variables consist of independent variables, namely product (X1) and price (X2), and the dependent variable, purchasing decision (Y). Variable measurement was conducted using a five-point Likert scale (Sugiyono, 2023).

Data analysis was conducted using SPSS. Instrument tests included validity tests using Pearson Product Moment correlation and reliability tests using Cronbach's Alpha technique (Siregar, 2020). Classical assumption tests included Kolmogorov-Smirnov normality test, linearity test, and multicollinearity test by examining Tolerance and Variance Inflation Factor (VIF) values (Siregar, 2020; Ghazali, 2021). Hypothesis testing was

conducted through multiple linear regression analysis, simultaneous test (F test), and partial test (t test).

## RESULTS AND DISCUSSION

### Test Research Instruments

#### a. Validity Test

Validity testing was conducted by examining the relationship between the score of each statement item and the total score using Product Moment correlation. The obtained correlation coefficient value (r calculated) was then compared with the r table value at a 5% significance level ( $\alpha = 0.05$ ). With 100 respondents, the r table value was 0.195. Statement items were declared valid if the r calculated value was greater than the r table value, while items with r calculated values smaller than r table were declared invalid. The validity test results for each variable are presented in Table 1.

**Table 1. Validity Test Results**

Variable	Indicator	r-count	r-table	Description
Product (X1)	X1.1	0.858	0.195	Valid
	X1.2	0.783		
	X1.3	0.722		
	X1.4	0.804		
	X1.5	0.719		
	X1.6	0.491		
	X1.7	0,568		
	X1.8	0.523		
	X1.9	0.411		
	X1.10	0.349		
	X1.11	0.521		
	X1.12	0.579		
Price (X2)	X2.1	0.718	0.195	Valid
	X2.2	0.364		
	X2.3	0.411		
	X2.4	0.592		
	X2.5	0.626		
	X2.6	0.827		
	X2.7	0.762		
	X2.8	0.721		
	X2.9	0.364		
	X2.10	0.792		
	X2.11	0.742		
	X2.12	0.626		
	Y.1	0.640		
	Y.2	0.718		
	Y.3	0.836		
	Y.4	0.835		
	Y.5	0.592		

Purchasing Decision (Y)	Y.6	0.858	0.195	Valid
	Y.7	0.719		
	Y.8	0.568		
	Y.9	0.411		
	Y.10	0.718		
	Y.11	0.718		
	Y.12	0.592		
	Y.13	0.626		
	Y.14	0.762		
	Y.15	0.675		

Source: Processed Data, 2026

Based on the validity test results in Table 1, each variable is declared valid because the r calculated values are greater than 0.195, meaning r-count values are greater than r-table.

### b. Reliability Test

The reliability test results for product, price, and purchasing decision variables are presented in Table 2.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Description
Product (X1)	0.636	Reliable
Price (X2)	0.684	
Purchasing Decision (Y)	0.893	

Source: Processed Data, 2026

Based on the reliability test results in Table 2, Cronbach's alpha for product variable is 0.636, price variable is 0.684, and purchasing decision variable is 0.893. These Cronbach's alpha values are greater than 0.195, indicating that all measurement items for product, price, and purchasing decision variables are reliable.

### Classical Assumption Test

#### a. Normality Test

Normality testing was conducted using the Kolmogorov–Smirnov test. The decision criterion is based on the significance value, where data are normally distributed if the significance value is greater than 0.05, and not normally distributed if the significance value is less than 0.05. The normality test results are presented in Table 3.

**Table 3. Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic	.083
Asymp.Sig.(2-tailed)	.084 <sup>c</sup>

Source: Processed Data, 2026

Based on the normality test in Table 3, the Kolmogorov-Smirnov significance value is 0.084, which is greater than 0.05. Therefore, it can be concluded that the tested data are normally distributed.

#### b. Linearity Test

The linearity test was conducted to ensure the suitability of the model specification used in the study. This test aims to determine whether the relationship between Product and

Price variables with Purchasing Decision variable is linear. The linearity test results are presented in Table 4.

**Table 4. Linearity Test Results**

Variable	Deviation From Linearity	Description
Purchasing Decision * Product	0.405	Linear
Purchasing Decision * Price	0.286	

Source: Processed Data, 2026

Based on the linearity test in Table 4, the Deviation from Linearity significance values are greater than 0.05, indicating a statistically linear relationship between Product (X1) and Price (X2) variables with Purchasing Decision (Y).

### c. Multicollinearity Test

Multicollinearity testing was conducted by examining Tolerance and Variance Inflation Factor (VIF) values. According to Siregar (2017), multicollinearity is indicated when Tolerance values are less than 0.10 and VIF values exceed 10. The multicollinearity test results are presented in Table 5.

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF
Product	0.780	1.282
Price	0.744	1.344

Dependent Variable: Purchasing Decision

Source: Processed Data, 2026

Based on the multicollinearity test in Table 5, it shows that the Tolerance value of the Product variable (X1) is 0.780, and the Tolerance value of the Price variable (X2) is 0.744, which are greater than 0.10. The VIF value of the Product variable (X1) is 1.282, and the VIF value of the Price variable (X2) is 1.344, which are less than 10.00. Therefore, it can be concluded that there is no multicollinearity problem in the regression model.

### Hypothesis Test

#### a. Multiple Linear Regression Analysis

In this study, the results of the multiple linear regression analysis are presented in Table 6.

**Table 6. Multiple Linear Regression Analysis Results**

Variable	Coefficients	T Statistic	Significance Value
(Constant)	.452	1.223	.224
Product	.374	4.356	.000
Price	.268	3.408	.001

Dependent Variable: Purchasing Decision

Source: Processed Data, 2026

Based on the results of the multiple linear regression analysis in Table 6, the regression equation is as follows:

$$Y = 0.452 + 0.374 X1 + 0.268 X2$$

From the regression equation, it can be explained as follows:

1. The constant (a) value is 0.452. This means that if the product (X1) and price (X2) variables are both equal to zero, then the purchasing decision (Y) value is 0.452 units.

2. The regression coefficient value of the product variable (X1) is 0.374. This means that if the product variable increases by one unit, then the purchasing decision will increase by 0.374 units.
3. The regression coefficient value of the price variable (X2) is 0.268. This means that if the price variable increases by one unit, then the purchasing decision will increase by 0.268 units.

**b. Correlation Coefficient Analysis (R)**

The results of the correlation coefficient analysis (R) are presented in Table 7.

**Table 7. Correlation Coefficient Test Results (R)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 <sup>a</sup>	.485	.496	.36191
Predictors: (Constant), Price, Product				
Dependent Variable: Purchasing Decision				

Source: Processed Data, 2026

Based on the results of the correlation coefficient analysis (R) in Table 7, it shows that the correlation coefficient value is 0.696, therefore it can be concluded that the level of relationship between product (X1) and price (X2) on purchasing decision (Y) has a very strong relationship.

**c. Determination Coefficient (R<sup>2</sup>)**

The value of the coefficient of determination (R<sup>2</sup>) is presented in Table 7, showing that the coefficient of determination (R<sup>2</sup>) value is 0.485. This explains that 48.5% (1 × 0.485 × 100%) of purchasing decisions for Unilever products can be influenced by product and price, while the remaining 51.5% (100 – 48.5%) of purchasing decisions for Unilever products are influenced by other variables not examined in this study.

**d. Simultaneous Test (F test)**

The results of the simultaneous test (F test) are presented in Table 8.

**Table 8. Simultaneous Test Results (F Test)**

Model	Sum of Squares	Mean Square	F	Significance
Regression	11.830	3.943	30.107	.000 <sup>b</sup>
Residual	12.574	.131		

Dependent Variable: Purchasing Decision

Predictors: (Constant), Product, Price

Source: Processed Data, 2026

Based on the results of the F test in Table 8, it shows that the calculated F value of 30.107 is greater than the F table value of 2.70, and the significance value is 0.000 < 0.05, therefore it can be concluded that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, meaning that product and price simultaneously (together) have a significant effect on purchasing decisions of Unilever products at CV Kita Beauty Pontianak.

**d. Partial Test (t Test)**

The results of the partial test (t test) are presented in Table 9.

**Table 9. Partial Test Results (t Test)**

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	.452	1.223	.224
Product	.374	4.356	.000

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Price	.268	3.408	.001
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Dependent Variable: Purchasing Decision

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Source: Processed Data, 2026

Based on Table 9, it can be explained as follows:

1. The t-test result for the product variable (X1) obtained a calculated t value of 4.356, which is greater than the t-table value of 1.984. The significance value is  $0.000 < 0.05$ , meaning that  $H_0$  is rejected and  $H_a$  is accepted, indicating that the product partially has a significant effect on purchasing decisions of Unilever products at CV Kita Beauty Pontianak.
2. The t-test result for the price variable (X2) obtained a calculated t value of 3.408, which is greater than the t-table value of 1.984. The significance value is  $0.001 < 0.05$ , meaning that  $H_0$  is rejected and  $H_a$  is accepted, indicating that price partially has a significant effect on purchasing decisions of Unilever products at CV Kita Beauty Pontianak.

### **Effect of Product on Purchasing Decisions**

The partial test results show that the product variable has a positive and significant effect on purchasing decisions. The positive direction of the effect indicates that an increase in consumer perceptions of product quality will be followed by an increase in purchasing decisions. This finding confirms that product attributes such as quality, features, and suitability to consumer needs are important determinants in shaping purchasing decisions in the research object. The results of this study are consistent with the research conducted by Supriyanto (2020), which states that the product has a positive and significant effect on purchasing decisions, thus confirming that product quality and characteristics are the main factors considered by consumers in the purchasing decision-making process. This consistency indicates that the role of product as an internal company factor remains relevant in various research contexts, including daily consumer goods products. In the empirical context of this study, consumers at CV Kita Beauty Pontianak are faced with various choices of similar products. This condition places product attributes as the main basis for consumer consideration in determining purchasing decisions. Therefore, the results of this study reflect that positive perceptions of Unilever products are an important factor that encourages consumers to make purchases.

### **Effect of Price on Purchasing Decisions**

The partial test results also show that the price variable has a positive and significant effect on purchasing decisions. This positive effect indicates that prices perceived as appropriate to the benefits and quality of the product will increase consumers' tendency to make purchasing decisions. Thus, price is not only viewed as a sacrifice but also as an indicator of product value. This finding is consistent with the research conducted by Pratiwi et al. (2020), which proves that price has a positive and significant effect on consumer purchasing decisions, showing that competitive price levels are an important factor in encouraging consumers to make purchasing decisions. Empirically, consumers at CV Kita Beauty Pontianak have access to various alternative products with varying price levels. Under these conditions, the price of Unilever products, which is considered proportional to their quality, becomes a factor that strengthens purchasing decisions. This explains why the price variable in this study is proven to have a significant partial effect.

### **Simultaneous Effect and Strength of the Research Model**

The simultaneous test results show that the product and price variables jointly have a significant effect on purchasing decisions. This finding indicates that purchasing decisions

are not influenced by a single factor, but rather are the result of interaction between several complementary marketing attributes. Product and price in this study function as a combination of internal factors that simultaneously shape consumer preferences and decisions. The coefficient of determination ( $R^2$ ) value shows that part of the variation in purchasing decisions can be explained by product and price variables, while the remainder is influenced by other factors outside the research model. This result is consistent with the research conducted by Sahara & Prakoso (2020), which shows that product and price simultaneously have a positive and significant effect on purchasing decisions. Thus, these results confirm that although product and price have a fairly strong contribution, there are still other variables that contribute to shaping purchasing decisions. Overall, the results of this study are consistent with previous findings that emphasize the importance of product attributes and price in influencing consumer purchasing decisions. In the context of the research object, these two variables play a complementary role in explaining consumer purchasing behavior toward Unilever products at CV Kita Beauty Pontianak, without eliminating the contribution of other factors not analyzed in this study.

## CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that the product and price variables have a significant effect on purchasing decisions of Unilever products at CV Kita Beauty Pontianak. Partially, the product variable has a positive effect with a regression coefficient value of 0.374 and a calculated t value greater than the t table value, as well as a significance level below 0.05. The price variable also shows a positive effect on purchasing decisions with a regression coefficient value of 0.268, a calculated t value greater than the t table value, and a significance value less than 0.05. Simultaneously, the product and price variables have a positive effect on purchasing decisions, as indicated by the calculated F value being greater than the F table value with a significance level below 0.05. The coefficient of determination ( $R^2$ ) value of 0.485 indicates that purchasing decisions are influenced by product and price by 48.5%, while the remaining 51.5% is influenced by other factors outside the variables examined. These findings confirm that product and price are important factors that encourage consumers to make purchasing decisions for Unilever products at CV Kita Beauty Pontianak.

Based on the research results, Unilever is advised to maintain and optimize the product and price factors that have been proven to influence consumer purchasing decisions. The company is expected to continue improving sales performance through the development and expansion of product variations, considering that purchasing decisions are not entirely influenced by these two variables alone. From the product perspective, Unilever needs to continuously innovate in terms of product quality, packaging, and benefits, as well as ensure that safety and feasibility standards are consistently maintained in order to enhance consumer satisfaction and trust. From a price perspective, pricing strategies that are balanced with product quality need to be carefully considered so that consumers perceive proportional value. In addition, future research is recommended to include other variables such as promotion, brand image, location, and service quality, in order to obtain a more comprehensive understanding of the factors influencing purchasing decisions.

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