p–ISSN: 2723 - 6609 e-ISSN: 2745-5254
Vol. 5, No. 8 August 2024 http://jist.publikasiindonesia.id/

The Influence of Product Quality, Service Quality, and Price on Purchasing Decisions at Customers Bila Bakery

Nabila Firdausa[1*], Reny Nadlifatin[2]
Institut Teknologi Sepuluh Nopember (SIMT), Indonesia
Email: nabilafirdausa04@gmail.com[1*], reny.nadlifatin@gmail.com[2]

*Correspondence

Keywords: customer behavior, product quality, price, excellent service, bakery.

ABSTRACT

Customer behavior is like something complex where in the process there are internal factors and external factors that can influence customers to determine purchase decisions. In this study, data will be collected on the food and beverage industry, namely Bila Bakery. There is a phenomenon that occurs in Bila Bakery in the form of a decline in sales after the pandemic. In fact, in this case, If the bakery has data related to customer membership but has never been evaluated, so the data cannot provide consideration in decision-making by management. This study is a quantitative research that uses a descriptive analysis method and PLS-SEM using data obtained from Bila Bakery customers through the distribution of questionnaires with WhatsApp Blast, there are 157 respondents as a sample in this study. The results of the study show that Product Quality and Price have a positive and significant effect on Purchase Decisions, but Service Quality has a positive effect but does not have a significant effect on Purchase Decisions on Bila Bakery customers. There are managerial implications for Bila Bakery as a future business strategy through Product Quality and Price that have an impact on Purchase Decisions.

Introduction

Customers are one of the important aspects determinants of the success of a company in producing products that can meet needs, as we know, of course, customers as humans have habits that can influence the decisions to be taken (Adinda, Mukson, & Prasetyo, 2021). According to marketing principles, a business must be able to fulfill customer desires to create profits, requiring knowledge related to consumer behavior. Companies must understand the needs of customers to apply a marketing strategy, as well as be able to offer products and services that customers will use and buy (Azhari, 2017). Consumer behavior is the discussion of individuals or groups who choose, buy, or use a product or service to meet needs, basically focusing on how individuals or groups make decisions to utilize the resources they already have (time, money, energy) to meet needs.

Consumer behavior is a discipline that discusses how humans make purchase decisions to provide satisfaction in meeting customer needs or desires, and how emotional, mental, and habits can affect the purchase decisions they make. According to (Cesariana, Juliansyah, & Fitriyani, 2022) internal factors, namely: Consumer resources related to time, energy, and money. There is a personal interest that arises from the impact of certain stimuli. (Chaerudin & Syafarudin, 2021) stated that customer involvement from the mental and physical aspects of a consumer also influences the purchase decision he will make. The existence of high involvement has an impact on problem-solving by using detailed information, processing the information that has been obtained properly, then making careful considerations and evaluating the product before determining confidence in the decision taken. (Christine, Fitriano, Halim, & Steven, 2022) stated that when customers already have in-depth information regarding alternative products to be purchased, customers will have greater motivation to pay attention and understand the product and then elaborate information about the purchase to be made. In-depth knowledge of information owned by consumers will greatly influence their purchasing patterns and result in the formation of an attitude toward alternative products that should be considered. There are personal factors that affect customer behavior are Age, Income, Job, and Lifestyle (Gunarsih, Kalangi, & Tamengkel, 2021). There is also a lifestyle that can be interpreted as a pattern of how consumers use their time and money to meet their desires and needs, so lifestyle also affects purchasing decisions. The existence of demographic characteristics such as age, income, and education also differentiates how customers make purchasing decisions about a product or service that they will use (Ran et al., 2022).

At this stage when analyzing customer behavior, we can use concepts and ideas from two disciplines such as psychology and economics. In the discussion of psychological factors that can affect there are four aspects, namely: Motivation, Perception, Learning, Attitudes, and Beliefs. There are also social factors that can affect customer behavior, namely: Family, Reference Group, Role, and Status. There are also economic factors that have an impact on customer behavior, namely: Personal Income, Family Income, Income Expectations, Consumer Credit, Liquid Assets, and Savings. Social factors that affect customer behavior are Culture, Subculture, and Social Class. The previous discussion that we can concurrently include environmental (external) factors which include culture, social class, and the influence of groups and families. Culture in customer behavior refers to several aspects such as values, ideas, artifacts, and other symbols that have their meaning for customers to be able to communicate, then interpret and evaluate as members of society, cultural differences can also have an impact on what is consumed by a person. The existence of social class in social life consists of values, interests, and behaviors, social class status can produce various forms of different customer behaviors. There is also the influence of groups and families where they can provide references to products they know or products they have used for others.

Consumer behavior as well as is something complex where in the process there are internal factors and external factors that influence customers to make decisions, in this

case, it is called a buying decision that they will determine, although in these internal and external factors, there are variations in purchasing decision-making factors for a product, it can be drawn in general in the process. Referring to the statement of Kotler and Keller (2016), consumer behavior is influenced by four key factors, namely: cultural, social, personal, and psychological. Activities carried out by customers to buy a product or service through evaluation in determining the choice of which service or product they will use, so that the evaluation results in a decision. Before decisions are made by customers in determining products or services, there is a process commonly called the consumer decision-making process in which there are five stages, namely: (1) Introduction of needs, (2) Search for information, (3) Evaluation of alternatives before purchase, (4) Purchase and consumption of products or services, and (5) Evaluation after purchase.

To the research question above, the main research objectives of this study are:

1. Testing and analyzing the influence of product quality on the purchase decisions of Bila Bakery customers.
2. Testing and analyzing the influence of service quality on the purchasing decisions of Bila Bakery customers.
3. Testing and analyzing the influence of price on purchase decisions on Bila Bakery customers.

Research Methods

Location and Time of Research

The research was carried out systematically in several stages from March to June 2024. The survey was conducted at Bila Bakery Ponorogo Regency with limited time when taking data directly from customers. After the required data is collected and the criteria are met, data processing and data analysis are carried out.

Research Design

Research design is a framework for conducting customer research that can be carried out effectively and efficiently and solve problems. This survey design consists of the type of survey design and data needed for the research.

Type of Research

The type of research used is quantitative research defined as a research method based on the philosophy of positivism, used to research on a certain population or sample, data collection using research instruments, and quantitative/statistical data analysis, to test hypotheses that have been determined. The independent variables in this study are Product Quality (X1), Service Quality (X2), and Price (X3) and the dependent variable is Purchase Decision (Y).

Based on the source, the data used in this study is divided into two types as follows:

1) Data Primer

The primary data sources used by the researcher aim to find solutions to the problems raised. The primary data of this study was collected directly by the researcher from the main source where the research object was carried out through a survey using a

questionnaire, namely in the form of respondent demographic data, customer information data, and data on factors that affect purchase decisions in Bila Bakery customers.

2) Data Seconds

Secondary data sources that can support the implementation of this research are data that indirectly provide additional information to researchers. This study uses information from previous research in the form of journals and books as secondary data related to the development of the bakery business, consumer behavior, and the impact of product quality, price, and service quality on purchasing decisions.

Target Population and Research Sample

The target population is a set of items or objects that contain the information that the researcher is looking for and the conclusions drawn from it (Malhotra, 2010). In this study, the target group is Bila Bakery customers. The number of observation data sampled in the SEM analysis is at least in the range of 100 to 150 samples as recommended by (Halle et al., 2009). The criteria for respondents to this survey are Bila Bakery customers spread throughout Indonesia who have purchased products at Bila Bakery and have a customer membership at Bila Bakery as loyal customers and basic customers.

Sampling Techniques and Data Collection

In this study, the sampling technique of the research subjects is the purposive sampling method, which is sampling carried out by the researcher based on certain considerations (Sugiyono, 2010). These certain considerations in this study are intended for customers who have customer membership at Bila Bakery as loyal customers and basic customers so that the data obtained by the researcher will facilitate the research process to solve problems that occur at Bila Bakery.

Data collection techniques to obtain information and data needed in this study by distributing questionnaires. The questionnaire used was in the form of several written questions to obtain information from respondents. Questionnaires are a data collection tool in the form of written statements that are systematically prepared and given to respondents to obtain information related to matters regarding responses to the variables being studied. The list of statements in this questionnaire is by the problems studied and data related to product quality, service quality, and price on purchase decisions at Bila Bakery customers.

Data Processing Engineering

The research will use PLS-based SEM because of explanatory-based research. (Sinaga & Ghozali, 2012) explained that PLS-SEM is one of the methods to analyze data that can answer various assumptions.

This study uses PLS-SEM because it can make it easier for researchers if they have limited samples. Smart PLS software can also help in processing and testing data related to statistical tools. The use of PLS-SEM is also based on having a complex structural model and there are many indicators in it. In addition, PLS-SEM can also be used for confirmation of existing theories. Here are some things to do when using PLS-SEM. The following are the stages of PLS-SEM analysis in completing this research.

Test Instrument

1. Validity Test

The validity test has the purpose for researchers to find out that the research questions on the research questionnaire do not deviate from the variables and can be said to be valid.

2. Reliability Test

The reliability test has the purpose of determining the consistency of values in the research data collection process. Alpha Cronbach is a coefficient used in reliability tests (Yusuf & Syarif, 2018).

Measurement Model (Outer Model)

Measurement models or external models are used to measure the relationship between latent variables and their attributes (see Table 3.3). There are three measurement models: internal consistency, convergent validity, and discriminatory validity.

1. Internal consistency test

Consistency or reliability uses Cronbach alpha (α) and Combined Reliability (CR). If the indicator panel that measures the latent variable has a Cronbach's alpha value of 0.7 and a combined confidence of 0.7, the indicator panel can be considered good.

Convergent Validity

A measure of the correlation between the reflex index and the latent variable reflex value. The tolerance for outer loadings is 0.5. If the value of the outer loadings is 0.5 and remains at 0.7, it can be maintained without affecting the Average Variance Extracted (AVE) and CR results. If the outer loadings are less than 0.5, then the indicator is not strongly bound to the variable and should be eliminated (Risher & Hair Jr, 2017). According to Ghozali (2021), in the study of increasing the scale of loading factor values of 0.5 to 0.6 is still acceptable, convergent validity can be fulfilled when each variable has an AVE value above 0.5.

Results and Discussion

Composite Variable Analysis

Descriptive analysis of composite variables was also carried out in this study. The composite variable is obtained from combining indicator variables by calculating mean, sum, standard deviation, variance, skewness, and kurtosis where the calculation results of each composite variable represent each indicator. The results of the descriptive analysis of the composite variables of this study can be seen in Table 1.

Table 1
Composite Variable Analysis

	PQ	SQ	P	PD
Std. Deviation	0,64	0,65	0,65	0,82
Variance	0,42	0,43	0,43	0,67
Skewness	-1,10	-0,51	-0,99	-1,23
Std. Error of Skewness	0,19	0,19	0,19	0,19

Kurtosis	0,42	-0,08	0,62	1,16
Std. Error of Kurtosis	0,39	0,39	0,39	0,39
Sum	705,2	697,75	700,5	686

The sum value of each variable is in the range of 686 to 705. There is a considerable difference in the range of values because there are different questions from each variable. The highest sum value was owned by the PQ variable of 705.2 and the lowest was owned by the PD of 686.

In this study, the standard deviation of the composite variable was in the range of 0.64 to 0.82. Standard deviations close to 0 indicate lower data deviations from the mean. Of the 5 composite variables, the highest standard deviation was owned by the PD variable of 0.82 which showed that there was a considerable variation in data. Meanwhile, the lowest standard deviation is owned by the PQ variable of 0.64 which shows that there is not too large variation in data compared to other variables (Essardi, Mardikaningsih, & Darmawan, 2022).

The variance value in the composite variable shows the distribution of values in the composite variable with the mean. The variance value in this study is in the range of 0.42 to 0.67 where the lowest variance value is owned by the PQ variable of 0.42 and the highest variance value is owned by the PD variable of 0.67. This shows that the PD variable has a high data distribution when compared to other variables (Hulima, Soepono, & Tielung, 2021).

Skewness shows the characteristics of the data set and its inclination towards the mean that can occur to the right or left of the mean. In this study, the majority skewness has a negative value, which shows that the data in this study has a leftward bias. This can be interpreted that the composite variables are distributed normally because the skewness value is in the range of -2 to 2.

The Kurtosis value indicates the peak pointiness of the frequency distribution. A kurtosis value below 3 indicates that the research data is classified as normal. In this study, all variables were classified as normal because the kurtosis value was less than 3.

Analysis PLS-SEM

PLS-SEM analysis is used to deal with studies that have smaller sample sizes (Marcoulides & Saunders, 2006). PLS-SEM analysis will be processed using SmartPLS 4.1.0.2 software where analysis is carried out on the outer model and inner model related to testing the compatibility between the model and the research data. The output of the research data by SmartPLS is as follows in Figure 1 and Figure 2.

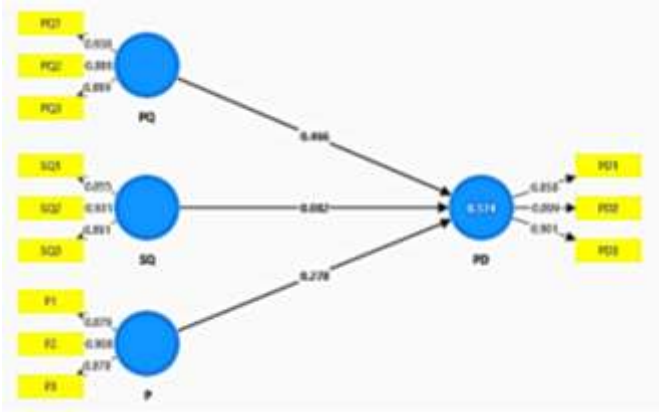

Figure 1 Outer Model Output

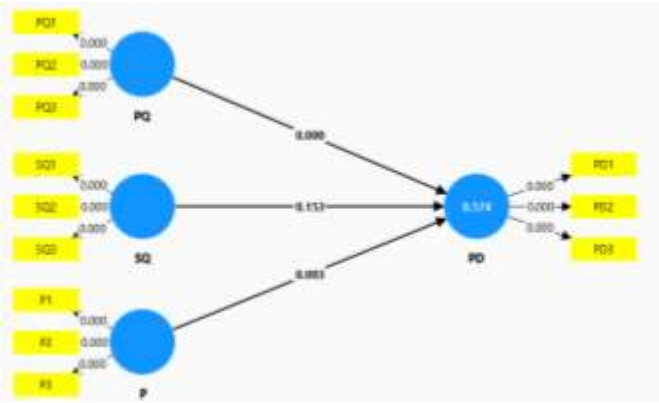

Figure 2 Inner Model Output

Measurement Model Analysis (Outer Model)

The measurement model or outer model is used to measure the relationship between latent variables and indicator variables. There are three measurement models, namely internal consistency, convergent validity, and discriminant validity.

Internal Consistency

Consistency or reliability testing uses Cronbach alpha (α) and composite reliability (CR). Cronbach's alpha was used to test the reliability of each latent variable used in the study. If the group of indicators that measure latent variables has a Cronbach's alpha value of ≥ 0.7 and a composite reliability ≥ 0.7, then the group of indicators can be said to be good. The results of internal consistency can be seen in Table 2.

Table 2
Uji Internal Consistency

Variable	*Cronbach Alpha*	*Composite Reliability*
	≥ 0,7 (Hair et al., 2017)	≥ 0,7 (Hair et al., 2017)
Price	0,866	0,868

Purchase Decision	0,863	0,868
Product Quality	0,889	0,892
Service Quality	0,89	0,873

From the table above, it can be seen that all latent variables have met the reliability test. The Cronbach's alpha value of each variable shows a ≥ 0.7 which indicates that each latent variable is reliable because the Cronbach's alpha value provides an estimate of reliability based on the intercorrelation of each indicator variable. The results of composite reliability on all latent variables also meet the minimum requirements, namely ≥ 0.7. So it can be concluded that the data in this study has good internal consistency reliability and can be used further in research.

Convergent Validity

After conducting an internal consistency analysis, a convergent validity analysis was carried out. In this study, the outer loading of each indicator variable and the value of average variance extracted (AVE) were used to measure the validity of the convergence of the reflective latent variable.

Tabel 3
Uji Convergent Validity

Variabel	**Indikator**	***Outer loadings***	**AVE**
		≥ 0,7 (Hair et al., 2017)	**≥ 0,7 (Hair et al., 2017)**
Price	P1	0,879	0,789
	P2	0,908	
	P3	0,878	
Purchase Decision	PD1	0,858	0,785
	PD2	0,899	
	PD3	0,901	
Product Quality	PQ1	0,938	0,819
	PQ2	0,886	
	PQ3	0,889	

Service Quality	SQ1	0,855	0,797
	SQ2	0,931	
	SQ3	0,891	

Based on Table 3, it can be seen that all AVE and outer loadings values have met the minimum standards so that they can be declared to have passed the convergence validity test. Therefore, it can be concluded that the latent variables in this study can be said to be valid and able to explain half of the variances or indicators.

Discriminant Validity

The discrimination test in this study uses the heterotrait-monotrait ratio (HTMT) which aims to measure the extent of the uniqueness of one latent variable compared to other latent variables. If the HTMT value ≤ 0.9, the construct passes the discrimination test (Hair et al., 2021). If it is closer to the number 1, then the construct can be said to be weak.

From the results of the HTMT test that has been carried out, it can be seen that overall the latent variables passed the discrimination test. According to Hair et al. (2017), the HTMT value < 0.9 is a conceptually similar variable, and should not include a value of 1. Where all latent variables in the model have a threshold value with the highest value of 0.884. This shows that the latent variable and other latent variables as a whole are empirically different, but there is one latent variable that is similar but does not touch the value of 1. The existence of the HTMT test can reflect that each latent variable can capture phenomena that cannot be represented by other latent variables in the research model so that there is no similarity between the latent variables in this study statistically.

Structural Model Analysis (Inner Model)

After the analysis of the measurement model, then the analysis of the structural model or inner model is carried out to determine the relationship between variables in a model. There are four measurement models, namely coefficient of determination, effect size, predictive relevance, and path coefficients.

Coefficient of Determination (R2)

According to Hair et al. (2017), the accuracy of a model is measured by the value of the determination coefficient or R2. A value of 0.75 is assumed to be substantial, a value of 0.5 is assumed to be moderate, and a value of 0.25 is assumed to be weak. The determination coefficient also serves to represent the combined effect of the entire exogenous latent variable on the endogenous latent variable. By conducting the determination coefficient test, it can be seen that the number of variances in endogenous latent variables is explained by all exogenous latent variables. The results of the determination coefficient test can be seen in Table 4 as follows.

Table 4
Hasil Uji Coefficient of Determination

	R-square
Purchase Decision (PD)	0,574

The value of the determination coefficient for the PD variable is 0.574 which is classified as substantial because the values are above 0.5 and below 0.75. This means that the variables Product Quality, Service Quality, and Price can describe the percentage of data diversity and can affect the Purchase Decision by 58.4%. Meanwhile, 41.6% of the data diversity in the PD variable was explained by other factors outside this study.

Effect Size (f2)

This study tested the effect size (f2) value which aims to see the changes that occur in the determination coefficient value when certain exogenous latent variables are removed from the model. By examining the effect size value, it can evaluate whether the removed exogenous latent variable has a substantive impact on the endogenous latent variable. 0.02 is the small limit, 0.15 is the medium limit, and 0.35 is the large limit.

Path Coefficient

The path coefficients test is used to measure the relationship between latent variables. If the value is close to +1 then it can be assumed to have a positive relationship, while if it is close to -1 it is assumed to have a negative influence (Hair et al., 2017). Thus, the value of path coefficients is used to find out whether the hypothesis in this study is acceptable or not. The coefficient path test was performed by bootstrapping on SmartPLS 4.1.0.2 using the bootstrapping option.

After bootstrapping, t-statistics and p-values will be generated for each relationship in the model. T-statistics and p-values are used to identify the significance of the relationship in the research model used to test as well as decide on the acceptance of the research hypothesis. A relationship between variables is said to be significant if the t-statistics value of each indicator > 1.65 (Henseler et al., 2009). In addition to looking at the t-statistics value, it can also be seen in the p-values value. If the p-values ≤ 0.05, it can be concluded that the hypothesis is accepted. If the p-values ≥ 0.05, it can be concluded that the hypothesis is not accepted (Hair et al., 2017). The significance level of ≤ 0.05 shows that the level of confidence obtained from the results of this study is 95%. If a value shows a significant number, it can be concluded that the test results of the relationship are more reliable.

In PLS-SEM, goodness *of fit* (GoF) can also be known. The calculation formula of the GoF uses the AVE average and the R2 average and can be calculated as follows.

$$GoF = \sqrt{\overline{AVE} \; x \; \overline{R^2}}$$

$$\text{GoF} = \sqrt{0{,}797 \; x \; 0{,}574} = 0{,}676$$

From the results of the GoF calculation above, it can be concluded that this research model has a strong fit model value because the GoF value is more than 0.36, which is 0.49. The discussion of the PLS-SEM hypothesis test in this study will be further explained as follows.

H1: Product Quality has a significant influence on Purchase Decision - Accepted

The results of the hypothesis test show that the relationship between the Product Quality (PQ) variable and the Purchase Decision (PD) has t-statistics and p-values of 4.754 and 0.000, respectively. Where the t-statistics value is higher than the t-statistics table (1.65). In addition, the p-values obtained from the relationship between these two variables are lower than the cut-off value (0.05). So in this hypothesis, it can be seen that there is a positive and significant relationship between PQ and PD. These results support the hypothesis put forward in the study. This finding is also by previous research conducted by (Marissa, 2020). According to (Aghitsni, 2022), the impact of Product Quality on Purchase Decisions indicates that PQ includes an impact on PD through aspects of product results, specialties, durability, aesthetics, and perceived quality of Bila Bakery products. The results of the hypothesis test, reflect that Bila Bakery provides good product quality because it is useful for the company, especially in terms of creating purchase decisions from Bila Bakery consumers.

H2: Service Quality has an insignificant influence on Purchase Decision - Rejected

Based on research conducted by (Fatmala, 2021) which shows that Service Quality has a positive effect on purchase decisions, the better the level of Service Quality, the better the level of consumer purchase decisions. However, this will not necessarily have a positive impact on Bila Bakery which implements Service Quality as a means of communicating with customers. This is contained in research conducted by (Nelly, 2020) which states that service quality does not affect purchase decisions because the most important aspect is the quality of the product itself which makes potential consumers determine purchase decisions. This can happen because the form of purchase consideration from potential consumers also considers the aspects of price, products, and the place offered by Bila Bakery. This argument makes this hypothesis about Service Quality related to Purchase Decisions rejected.

H3: Price has a significant influence on the Purchase Decision - Accepted

The results of the hypothesis test show that the relationship between the Price (P) variable and the Purchase Decision (PD) has t-statistics and p-values of 2.767 and 0.003, respectively. Where the t-statistics value is higher than the t-statistics table (1.65). In addition, the p-values obtained from the relationship between these two variables are lower than the cut-off value (0.05). So in this hypothesis, it can be seen that there is a positive and significant relationship between P and PD. These results support the

hypothesis put forward in the study. This finding is also by previous research conducted by (Gunarsih, 2021).

According to (Agatha, 2018) the impact of Price on Purchase Decision indicates that P includes the impact on PD through aspects of affordability, compatibility with quality, competitiveness, and compatibility with the benefits of Bila Bakery products. The results of the hypothesis test reflect that Bila Bakery provides prices that are by the target market, because it is useful for the company, especially in terms of creating purchase decisions from Bila Bakery consumers when facing competitors with competitive prices.

Managerial Implications

In this subchapter, the managerial implications of the research findings that can be recommended to Bila Bakery (see Table 4.15) will be explained. The managerial implications formulated in this study are based on the results of descriptive analysis and PLS-SEM. The managerial implications of this study aim to increase Bila Bakery's revenue, as referred to the findings in the study that has been conducted in the hope that the identification of the characteristics and behavior of respondents towards Bila Bakery products needs to be known to formulate and implement programs that can be carried out by Bila Bakery management so that the needs of Bila Bakery as one of the F&B businesses are well met.

Table 5 Managerial Implications

Analysis Tools	Findings	Managerial Implications	Intended	Execution Time (Years)							
				2024				2025			
				1	2	3	4	1	2	3	4
Analysis *Usage*	The majority of *Bila* Bakery *customers* spend money to buy Bila *Bakery products* in the range of Rp. 30,000 to Rp. 50,000	Create *package deals* that are valid on certain days with a total price of Rp.50,000 - Rp. 70,000 for IfBakery products are sold in *bundles*	Bila *Bakery*								
	Instagram is the platform that provides the most information to *Bila* Bakery *customers*	Actively interact with customers and potential customers, especially when choosing *influencers*									

	that are by the brand image that is built and have a *high* engagement rate		
Facebook is the platform that provides the least information to *Bila* Bakery *customers*	Bila Bakery's *Facebook account* expands its network by joining communities that match the target *market* and the majority of consumer demographics		
Bakery products are the most preferred and most often purchased by *Bila* Bakery *customers*	Creating *a campaign* that contains visuals *and narratives about the manufacturing process of bakery variant products* Bila *Bakery*		
	Creating *activation promo bundling* related to products that are often purchased by *Bila* Bakery *customers*		
Beverage products are the least frequently purchased products by Bila *Bakery customers*	Creating *content creation* that uses *talent* from *influencers* or *Key Opinion Leaders* with beverage products from Bila *Bakery*		

	The biggest reason *for customers* to buy Bila *Bakery* products is because of the special taste and quality given to each product	Maintain the taste and quality of Bila *Bakery* products by implementing Standard Operating Procedures that apply from the beginning of product manufacturing to products to *customers*		
Analysis Demographic	Sawasta employees occupy the first position as *customers* of Bila *Bakery*	Collaborate with *meeting room* providers such as cafes, restaurants, or hotels and then offer *snack* packages from Bila *Bakery* products at special prices		
	The majority of *Bila* Bakery *customers* are in the age range over 36 years old	Creating a large product that can be consumed by one family		
PLS SEM	*Product Quality* has a significant positive influence on *Purchase Decision*	Creating standardization of finished products to be sold with product standards that have quality according to Product Operational Standards		
		Maintain product quality by implementing *Quality*		

	Control on all products sold at *Bila* Bakery *Outlets*	
	Creating products with the latest innovations that prioritize good taste and quality	
Price has a significant positive influence on *Purchase Decision*	Create several product variants for products whose prices can compete with products offered by competitors	
	Creating products that match the price and quality provided	
	Creating several products at affordable prices to be used as *Traffic Count products*	
Service Quality has a positive but not significant influence on *Purchase Decision*	Creating *a Loyalty Card* with discount promo benefits for *regular customers* who often make transactions at Bila *Bakery*	
	Creating detailed procedures to better serve *customer* desires	
	Providing assurance and certainty that	

	products through *delivery orders* are in accordance and can be received by *customers* on time

Conclusion

Based on the results of data processing and analysis that have been carried out previously, conclusions can be drawn from the initial objectives of this study which are explained as follows.

1. The results of the PLS-SEM analysis show that Product Quality has a significant positive effect on the Purchase Decisions of Bila Bakery customers. There are also findings that the reason for buying from customers to make purchases is because of the special taste and quality of the products given to Bila Bakery products.
2. The PLS-SEM analysis that has been carried out has resulted in the finding that Service Quality has a positive but not significant effect on the Purchase Decisions of Bila Bakery customers. This is shown in the findings that customers as research respondents agree that the Quality of Service provided by Bila Bakery is good, but the Quality of Service does not have a significant influence on the Purchase Decisions made by Bila Bakery customers.
3. The results of the PLS-SEM analysis show that Price has a significant positive effect on the Purchase Decision made by Bila Bakery customers. Thus, it can be concluded that the price factor is something that affects the consideration of the Bila Bakery customer when making a Purchase Decision.

Bibliography

Adinda, Tania, Mukson, Mukson, & Prasetyo, Edy. (2021). Consumer Purchase Decision on Chicken-Nugget Purchasing Behavior in Semarang City. *SOCA: Jurnal Sosial, Ekonomi Pertanian*, *15*(3), 596.

Azhari, Fikri. (2017). *Pengaruh Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Di Alfamart Kota Palangka Raya*. IAIN Palangka Raya.

Cesariana, Carmelia, Juliansyah, Fadlan, & Fitriyani, Rohani. (2022). Model keputusan pembelian melalui kepuasan konsumen pada marketplace: Kualitas produk dan kualitas pelayanan (Literature review manajemen pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, *3*(1), 211–224.

Chaerudin, Satria Mulia, & Syafarudin, Afriapoll. (2021). The effect of product quality, service quality, and price on product purchasing decisions on consumer satisfaction. *Ilomata International Journal of Tax and Accounting*, *2*(1), 61–70.

Christine, Citra Eva, Fitriano, Andre, Halim, Riandi, & Steven, Steven. (2022). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Harga Terhadap Keputusan Pembelian Pada PT. Karya Furnindo Modern. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, *6*(2), 1002–1010.

Essardi, Nabeela Ibrahim, Mardikaningsih, Rahayu, & Darmawan, Didit. (2022). Service Quality, Product Diversity, Store Atmosphere, and Price Perception: Determinants of Purchase Decisions for Consumers at Jumbo Supermarket. *Journal of Marketing and Business Research (MARK)*, *2*(2), 95–104.

Gunarsih, Cindy Magdalena, Kalangi, Johny A. F., & Tamengkel, Lucky F. (2021). Pengaruh harga terhadap keputusan pembelian konsumen di Toko Pelita Jaya Buyungon Amurang. *Productivity*, *2*(1), 69–72.

Halle, Tamara, Forry, Nicole, Hair, Elizabeth, Perper, Kate, Wandner, Laura, Wessel, Julia, & Vick, Jessica. (2009). Disparities in early learning and development: lessons from the Early Childhood Longitudinal Study–Birth Cohort (ECLS-B). *Washington, DC: Child Trends*, *1*(7).

Hulima, Jihan S. P., Soepono, Djurwati, & Tielung, Maria V. J. (2021). Pengaruh Kualitas Produk, Promosi Dan Penetapan Harga Terhadap Keputusan Pembelian Pada Wardah Di Kota Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *9*(2).

Ran, Ylva, Lewis, A. Nilsson, Dawkins, Elena, Grah, R., Vanhuyse, F., Engström, E., & Lambe, F. (2022). Information as an enabler of sustainable food choices: A behavioral approach to understanding consumer decision-making. *Sustainable Production and Consumption*, *31*, 642–656.

Risher, Jeff, & Hair Jr, Joe F. (2017). The robustness of PLS across disciplines. *Academy*

of Business Journal, *1*, 47–55.

Sinaga, Daud M. T., & Ghozali, Imam. (2012). *Analisis pengaruh audit tenure, ukuran KAP dan ukuran perusahaan klien terhadap kualitas audit*. Fakultas Ekonomika dan Bisnis.

Sugiyono, Dr. (2010). *Memahami penelitian kualitatif*.

Yusuf, Ria Mardiana, & Syarif, Darman. (2018). *Komitmen organisasi*. Nas Media Pustaka.