

The Effect of Product Quality and Price on Purchase Decisions in Sourfelly Custom Cakery, West Jakarta

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Abstract: The development of the patisserie industry, which is increasing in demand, causes competition in this industry to be tighter and have more value than other competitors. In this study, researchers examined Sourfelly Custom Cakery as one of the businesses in patisserie by examining the effect of product quality and price on purchasing decisions. The type of research method used is quantitative research methods with causal associative research types. This study, involving 48 respondents using a simple random sampling approach, is aimed at Sourfelly Custom Cakery consumers. The data analysis technique used is multiple linear regression with t-test, F-test, and determination coefficient, assisted by the SPSS24 software program. The results prove that the product quality partially does not significantly influence the purchase decision, and the price partially has a significant effect on the purchase decision. Also, product quality and price simultaneously influence purchasing decisions. From this study also obtained several suggestions and conclusions that should be used for Sourfelly Custom Cakery as input to be able to improve product quality and establish a better pricing strategy to improve consumer purchasing decisions.

Keywords: product quality; price; purchase decision; patisseries

Abstrak: Perkembangan industri kue yang semakin diminati menyebabkan persaingan di industri ini semakin ketat dan wajib memiliki nilai lebih dibandingkan kompetitor lainnya. Dalam penelitian ini, Sourfelly Custom Cakery diteliti sebagai salah satu pelaku usaha *patisserie* dengan cara menguji pengaruh kualitas produk dan harga terhadap keputusan pembelian. Jenis metode penelitian yang digunakan adalah kuantitatif dengan jenis penelitian asosiatif kausal. Penelitian ini melibatkan 48 responden dengan menggunakan pendekatan *simple random sampling*, ditujukan pada konsumen Sourfelly Custom Cakery. Teknik analisis data yang digunakan adalah regresi linier berganda dengan uji-t, uji-F, dan koefisien determinasi dengan bantuan program software SPSS24. Hasil penelitian membuktikan bahwa kualitas produk secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian, dan harga secara parsial berpengaruh signifikan terhadap keputusan pembelian. Selain itu, kualitas produk dan harga secara bersamaan mempengaruhi keputusan pembelian. Dari penelitian ini juga diperoleh beberapa saran dan kesimpulan yang sebaiknya digunakan Sourfelly Custom Cakery sebagai bahan masukan untuk dapat meningkatkan kualitas produk dan menetapkan strategi harga yang lebih baik untuk meningkatkan keputusan pembelian konsumen.

Kata Kunci: kualitas produk; harga; keputusan pembelian; pattiserie

INTRODUCTION

The increasing development of the patisserie industry has triggered many industry players to engage in this business (Pribadi et al., 2017). Over the past ten years, the pastry business has experienced rapid development in Asia, including Indonesia (Kingwell et al., 2018). This opportunity has resulted in the number of new cake shops that have sprung up in Indonesia, especially in Jakarta's capital city. Although only a few large industries engaged in the pastry and bakery business, it is undeniable that it turns out the business prospects are quite large, evidenced by the proliferation of cake shops scattered throughout Indonesia.

With the development of the pastry industry in Indonesia, more and more cake business players are emerging by following trends. Every business in the pastry field must have high creativity and creativity to be able to exist in the community. Following data obtained from Zomato (2018), 157 business partners are in the West Jakarta area. In addition to rising competition, increasing industry players in the pastry sector also result in consumers being very picky due to the large selection of pastry shops. According to Kotler and Armstrong (2014), the higher competition level will cause customers to face more alternative products, varying prices, and quality. Consumers will always look for the value that is considered the highest of several products. Everyone is competing to create a unique look and taste of cake in creating the best quality products to win market share. In this case, product quality is a critical factor in the success of a product.

With good quality and reliability, the product can be a great opportunity chosen by consumers because consumers are willing to pay some money to buy quality products (Schmidt & Bijmolt, 2019). Therefore, it is imperative to build good product quality to influence and improve purchasing decisions on consumers. In addition to product quality, price is also the most crucial factor in influencing purchase decisions because the price is a factor that is considered by consumers before buying a product or service (Diaz & Cataluña, 2011). If consumers feel they are suitable for the price offered, they will tend to make a purchase.

In this study, the researchers took an object in one of the cake businesses in West Jakarta, namely Sourfelly Custom Cake. Although the research object does not have an official business entity, the business trip is long enough, and it can be taken into consideration for research. The following are sales data of Sourfelly Custom Cakery, West Jakarta. The other purchases are custom cake products specifically requested from customers as many as 36 pieces. While the price range offered by Sourfelly Custom Cakery ranges from IDR 230,000–2,600,000.00, where the average customer spends around IDR 884,814,815 for ordering cakes, but prices can be adjusted to the request level of difficulty custom cake March, the number of cakes sold was 15 pieces with total revenue of IDR 13,345,000. However, in April, there was a decline in sales of 12 pieces and revenue of IDR 10,750,000, sales experienced an increase of 27 pieces with a total income of IDR 23,685,000. April's total revenue decreased by 19.45% compared to March, and the number of sales per piece decreased by 20%. In May, sales per piece increased by 55.56%, and revenue rose by 54.61% compared to April. Because of the fluctuating sales, researchers wanted to determine the causes that influenced purchasing decisions at Sourfelly Custom Bakery through product quality and price factors.

This research has identified problems such as the number of business players in the pastry sector growing, resulting in increasingly fierce competition. Good product quality can become the competitiveness factor to contend with competitors. Buyers tend to judge the price according to the product's quality before finally making a purchase decision. Determining the right price from business actors is a benchmark for consumers in the purchasing decision process.

The objective of this study is to determine the effect of product quality on purchasing decisions and determine the effect of price on purchasing decisions and determine the effect of product quality and price on purchasing decisions. The benefits of this research are broadening insight and knowledge in the field of research and can be a reference material for further research.

LITERATURE REVIEW

Quality

Tjiptono & Chandra (2012) mentioned that quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations. Sunyoto (2015) states that quality is a measure to assess that a product or service has a use value as desired or in other words a product or service is deemed to have quality if it functions or has a use value as desired.

Product

Products are defined as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler & Armstrong, 2014). The meaning of the definition is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Another definition put forward by Tjiptono (2011) suggests that a product is anything that can be offered to a market to be considered, owned, used, and consumed so that it can satisfy wants and needs.

Product Quality

Kotler and Keller (2012) state that product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and improvement as well as other valuable attributes. Product quality is an important thing that every company must strive for if it wants to be produced that can compete in the market to satisfy the needs and desires of consumers.

Product Quality Dimensions

According to Tjiptono (2012), product quality has dimensions as follows: Performance, Features, Conformance to Specification, Durability, Reliability, Reliability, Serviceability, Design, and Perceived Quality.

Price

According to Kotler and Armstrong (2014), prices can be narrowly defined as the amount of money billed for a product or service. Or it can be broadly defined the amount of money charged on an item or service or the amount of value of money that consumers exchange for the benefits of owning or using the product or service so that the company gets a reasonable profit by being paid for the value of the customer it creates.

Price Dimension

According to Kotler and Armstrong (2012), there are four measures that characterize prices, namely: price affordability, suitability of prices with quality, suitability of prices with benefits, and prices according to ability or purchasing power. The price dimensions are as follows: 1. Affordability of prices, 2. Price competitiveness, 3. Appropriate price with product quality 4. Appropriate price with benefits.

Buying Decision

According to Assauri (2013), a purchasing decision is a process of making a purchase decision which includes determining what to buy or not make a purchase and the decision is obtained from previous activities.

The Decision-Making Process

According to Kotler and Armstrong (2014), in a buying decision process (see Figure 1) consists of stages which can be described in detail as follows: Problem Recognition, Information Search, Evaluation of Alternatives, Decision Buying (Purchase Decision), Post-purchase Behavior.

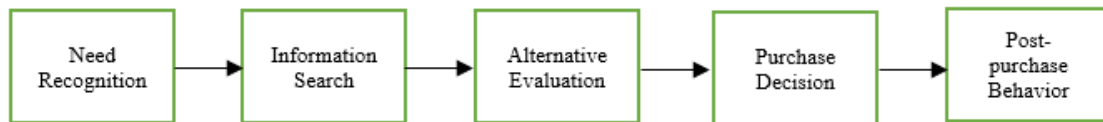


Figure 1. The Decision-Making Process

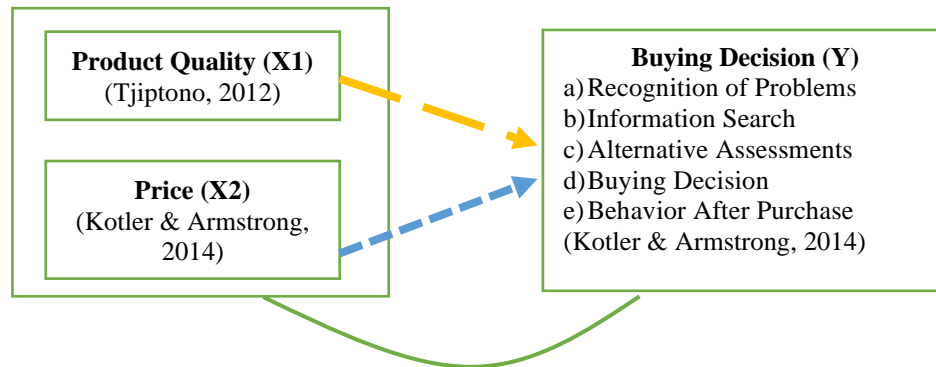


Figure 2. Framework

Information:

X: Independent variable

Y: Dependent Variable

H1: ————

H2: - - - - -

H3: —————

As seen in Figure 2, independent variables in this study are Product Quality (X1) and Price (X2).

Research Hypothesis

The hypothesis developed in this study is based on the formulation of the problem, the foundation of the theory and previous research that has been described, the hypotheses in this study are:

- a. Product Quality Variable (X1)
 - Ho: Product quality does not have a significant partial effect on purchasing decisions.
 - H1: Product quality has a significant partial effect on purchasing decisions.
- b. Price Variable (X2)
 - Ho: Price does not have a significant partial effect on purchasing decisions.
 - H2: Price has a partially significant effect on purchasing decisions.
- c. Independent Variable (X)
 - Ho: Product quality and price do not have a significant simultaneous effect on purchasing decisions.
 - H3: Product quality and price have a significant simultaneous effect on purchasing decisions

RESEARCH METHODOLOGY

Data Collection Methods

According to Darmadi (2013), the research method is a scientific way to obtain data with specific uses. The scientific way means that research activities are based on scientific characteristics, namely rational, empirical, and systematic. Based on the explanation above, it can be concluded that the research method is a scientific way to obtain data with specific purposes and uses. The type of research method used in this study is quantitative research methods with causal associative research types and inferential statistical

analysis. This is in accordance with the opinion of Sugiyono (2015) who argues that the quantitative method is a scientific approach that views a reality that can be clarified, concrete, observable and measurable, the relationship of variables is cause and effect where the research data in the form of numbers and analysis using statistics. Sugiyono (2016) suggested that the quantitative research process can be concluded in Figure 3.

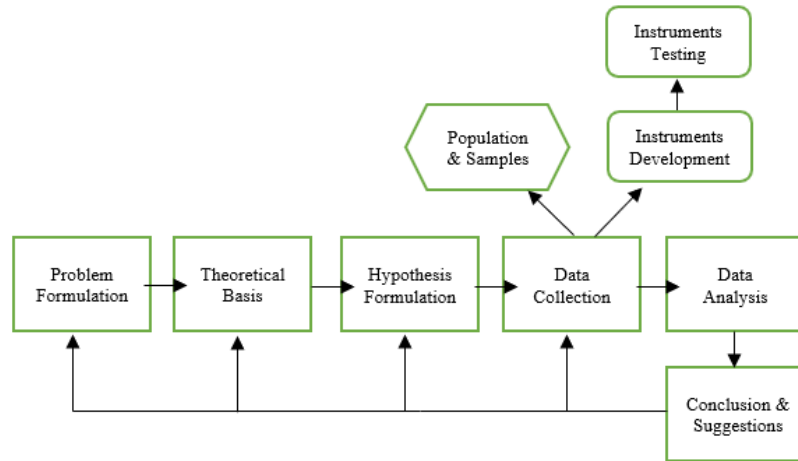


Figure 3. Quantitative Research Process (Sugiyono, 2016)

Data Collection Technique

Primary data is data obtained from respondents through questionnaires, focus groups and panels, or also data from researchers' interviews with resource persons (Sujarweni, 2015). Primary data obtained by the researchers for this study are sourced from: Questionnaire, Electronic Survey Method, while secondary data are from Library Studies and Documentation.

Population and Sample

In this study, the total population is the number of consumers at Sourfelly Custom Cakery in West Jakarta in March 2018-May 2018, which is 54 consumers. The author uses probability sampling with a simple random sampling approach. Where the authors provide equal opportunity or opportunity for each member of the population to be chosen as a sample. For that the sample taken from the population must be truly representative (representative). To calculate the determination of the number of samples of a particular population developed, the Slovin formula is used. In determining the number of samples to be chosen, the author uses an error rate of 5%, because in every study it is not possible to have 100% perfect results, the greater the error rate, the fewer sample sizes.

Analysis Method

According to Sugiyono (2016), in quantitative research data analysis is an activity after the data from all respondents or other data sources are collected. The data in this study, the authors will test data with quantitative methods and data taken using simple random sampling included in the probability sampling technique.

Validity and Reliability Methods

Validity test states that the instrument used to obtain data in research can be used or not. According to Sugiyono (2016) states that valid means the instrument can be used to measure what is to be measured. So the validity in this study wants to measure whether the questions contained in the questionnaire that researchers have made can measure what researchers want to be investigated.

The validity test in this study used item analysis, which correlates the score of each item with the total score which is the sum of each item score. If there are items that do not meet the requirements, then these items will not be further investigated.

Reliability is a translation of the word reliability which has the word rely and ability. Measurements that have high reliability are called reliable measurements. The reliability measurement technique in this study uses the Cronbach's Alpha technique. In calculating the reliability with the Cronbach's Alpha technique using the SPSS 24.00 program. The criteria for a research instrument are said to be reliable using this technique, if the Alpha value > 0.60 (Sujarweni, 2015).

Classic Assumption Test

Data normality test aims to test whether in a regression model, dependent variable, independent variable, or both have normal distribution or not (Ghozali, 2009). The classic assumption test in this study uses the P-Plot test. In principle, normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals, on the basis of decision making: If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram shows the normal distribution pattern, then the model of regression fulfills the normality assumption. And if the data spreads far from the diagonal and or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (Priyatno, 2013). To detect the presence or absence of multicollinearity is by looking at the value of Tolerance and Variance-Inflation Factor (VIF). If the Tolerance value > 0.1 and VIF value < 10 , then there is no multicollinearity.

Autocorrelation test aims to test whether in the linear regression model there is a correlation between the error of the intruder in period t and the error in the previous period (Ghozali, 2009). Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is homoscedasticity or heteroscedasticity does not occur.

Goodness of Fit Test

The Goodness of Fit test or the model feasibility test is used to measure the accuracy of the sample regression function in estimating the actual value. Statistically, the Goodness of Fit test can be done through the measurement of the coefficient of determination, the statistical value of F and the statistical value of t . The statistical method used in this study is multiple linear regression analysis. With the aim to determine the magnitude of the influence and the presence or absence of significant influence between the two independent variables (X_1 , X_2) on the dependent variable (Y) both individually (partial) and together (simultaneously). So, multiple linear regression analysis is used when the number of independent variables is at least 2, to determine the accuracy of the prediction of the influence that occurs between several independent variables (X) to the dependent variable (Y).

The t -test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. One way to do the t -test is to compare the t -statistical value with critical good according to the table. The t -test was used to test the significance of the constants of each independent variable, whether product quality (X_1) and price (X_2) really had a partial effect (separately) on the dependent variable, namely the purchasing decision (Y).

The F -statistical test basically shows whether all independent variables or independent variables entered in the model have an influence together on the dependent variable or the dependent variable. According to Sugiyono (2011), the F -test was used to find out whether the coefficient of the independent variable simultaneously had a real effect or not on the dependent variable. The test is done by comparing the calculated F -value with F -table at 5% error, in the sense ($\alpha = 0.05$).

The coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination is between zero and one ($0 < R^2 < 1$). A small R^2 value means that the ability of independent variables to explain the variation of the dependent variable is very limited.

RESULTS AND DISCUSSION

Characteristics of Respondents

Data obtained from 48 respondents through questionnaires that have been distributed through this study, respondents can be broken down through a variety of different characteristics namely gender, age, residence, education level, occupation and income level are presented through the following diagram tables.

Table 1. Characteristics of Respondents by Gender

Gender	Respondents	Percentage
Female	46	96%
Male	2	4%
Total	48	100%

The results in Table 1 shows that Sourfelly Custom Cakery consumers were dominated by women. Because the respondent data obtained are the majority of women with a percentage of 96%. This can be used by Sourfelly in determining product strategies in terms of attracting female consumers.

Table 2. Characteristics of Respondents by Age

Age	Respondents	Percentage
17-20 years old	11	23%
21-30 years old	32	67%
31-40 years old	5	10%
Total	48	100%

From Table 2, it can be concluded that the dominant consumer of Sourfelly Custom Cakery is 21-30 years old who is a teenager, which is as much as 67%. This opportunity can be used by Sourfelly to create creations that are present and follow trends according to the desires of teenage consumers to increase sales.

Table 3. Characteristics of Respondents by Residence

Residence	Respondents	Percentage
West Jakarta	9	19%
North Jakarta	27	56%
South Jakarta	2	5%
Tangerang	5	10%
Others	5	10%
Total	48	100%

From Table 3, the characteristics of respondents based on a residence is divided into West Jakarta, North Jakarta, South Jakarta, Tangerang, and others. The number of respondents residing in West Jakarta was 9 people, North Jakarta 27 people, South Jakarta 2 people, Tangerang 5 people, and others 5 people. It can be concluded that the characteristics of Sourfelly Custom Cakery customers are dominated by customers who live in North Jakarta, with 27 respondents with a percentage of 56%. Based on Table 4, the respondents with a high school/equivalent education level are 13 respondents, diploma is 3 respondents, undergraduate level is 30 respondents, postgraduate level is 1 respondent, and others amounting to 1 respondent. It can be concluded that Sourfelly Custom Cakery consumers have a fairly high educational background of bachelors as much as 63%.

Table 4. Characteristics of Respondents by Education Level

Education Level	Respondents	Percentage
High School/Equivalent	13	27%
Diploma	3	6%
Undergraduate	30	63%
Postgraduate	1	2%
Others	1	2%
Total	48	100%

Based on Table 5 on various types of work, private employees are 21 (44%) respondents, students are 13 (27%) respondents, entrepreneurs are 10 (21%) respondents, and others 4 (8%) respondents. It can be concluded that the majority of Sourfelly Custom Cakery consumers have the type of work as private employees, amounting to 44%.

Tabel 5. Characteristics of Respondents by Type of Job

Type of Jobs	Respondents	Percentage
Private employees	21	44%
Students	13	27%
Entrepreneurs	10	21%
Others	4	8%
Total	48	100%

From Table 6, the respondent data with the highest amount of income is > IDR 8,000,000, namely 14 respondents with a percentage of 29%. It can be concluded that Sourfelly Custom Cakery customers are domiciled having an income of more than IDR 8,000,000. So, it can be said that Sourfelly consumers are middle class consumers having high purchasing power.

Table 6. Characteristics of Respondents Based on Income Level

Income Level	Respondents	Percentage
< IDR 2,000,000	4	8%
IDR 2,000,000–4,000,000	11	23%
IDR 4,000,000–6,000,000	7	15%
IDR 6,000,000–8,000,000	9	19%

Classic Assumption Test Results

Normality Test

The normality test is carried out by looking at the pattern on the P-Plot distribution curve, the normal distribution will form a straight diagonal line. If the residual data is normal, then the line that represents the real data will follow the diagonal line. The normality test obtained from processing data through the SPSS24 program can be seen in Figure 4 which shows the normal probability plot tends to form a diagonal line, and the Histogram pattern appears to follow the normal curve, although there are some data that appear outlier, in general the data distribution follows the normal curve, so it can be concluded that the data is normally distributed, then the regression capital meets the assumptions normality.

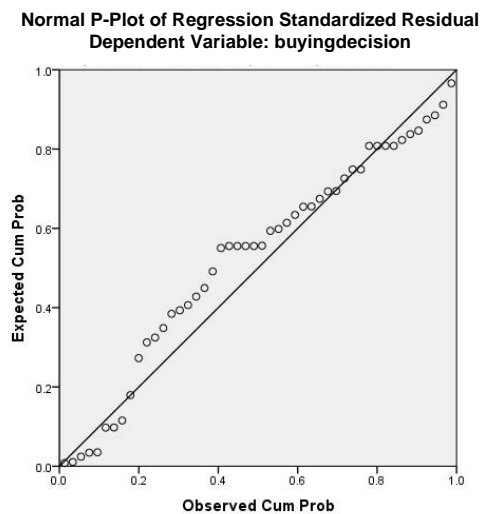


Figure 4. Normality Test Result

Multicollinearity Test Results

Based on Table 7, the results of multicollinearity testing use Tolerance and Variance Inflation Factor (VIF) values. Tolerance value of the independent variables, namely product quality and price have the same value that is equal to 0.585, and the value of Variance Inflation Factor (VIF), both of which amounted to 1.709. Each independent variable has a Tolerance value of more than 0.1 and has a Variance Inflation Factor (VIF) value of less than 10. Thus, based on test results using the Tolerance and Variance Inflation Factor (VIF) values, there is no multicollinearity problem between the variables studied, the regression capital fulfills the multicollinearity assumption.

Table 7. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Colinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.424	4.783		0.507	0.615		
Product Quality	0.104	0.106	0.148	0.977	0.334	0.585	1.709
Price	0.692	0.202	0.521	3.427	0.001	0.585	1.709
a. Dependent Variable: Buying Decision							

Heteroscedasticity Test Results

Based on Figure 5, the spread of points on scatterplots spreads below and above the zero on the Y axis, so it can be concluded that the regression model does not occur heteroscedasticity problems.

Goodness of Fit Test Result

Multiple Linear Regression Test Results

Multiple linear regression analysis is tested to determine the influence of the independent variable on the dependent variable, and to predict the dependent variable if there is an increase or decrease in the independent variable.

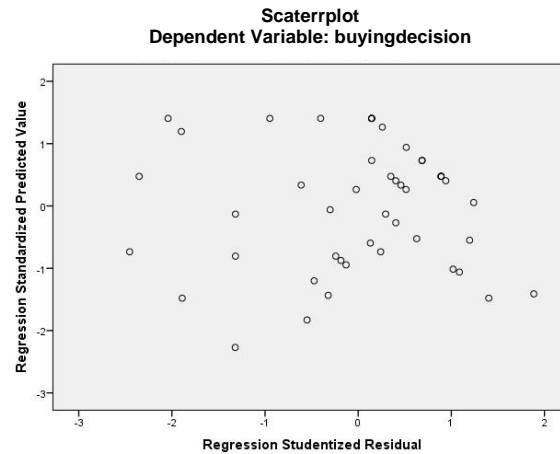


Figure 5. Heteroscedasticity Test Results

The regression equation can be explained as follows:

- A constant value of 2.424 means that if the product quality and price are zero then the value of the purchase decision is 2.424 points (see Table 8)
- The value of the regression coefficient for product quality (X1) is 0.104 meaning that if there is an increase in product quality (X1) with other X variables constantly then the purchase decision (Y) will also increase by 0.104.
- The value of the regression coefficient for the price (X2) is 0.692 meaning that if there is an increase in the price (X2) with another variable X constantly then the purchase decision (Y) will also increase by 0.692.

Based on the regression equation above it is known that the product quality variable (X1) and price (X2) are positive. This shows that the higher the value of the two independent variables, the purchasing decision at Sourfelly Custom Store is also increasing.

Table 8. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.424	4.783		0.507	0.615
Product Quality	0.104	0.106	0.148	0.977	0.334
Price	0.692	0.202	0.521	3.427	0.001
a. Dependent Variable: <i>Buying Decision</i>					

t-Test Result (Partial)

The t-test was used to test the significance of the constants of each independent variable, whether product quality (X1) and price (X2) really had a partial effect (separately) on the dependent variable, namely the purchasing decision (Y). The t-test data is sourced from the Coefficient table output, then testing is done by comparing between t-value and t-table.

F-Test Result

The coefficient of the independent variable has a real influence or not based on the dependent variable test results. The F-data is sourced from the ANOVA table input, then testing is done by comparing F-value and F-table.

Table 10. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	103.987	2	51.994	14.533	0.000
Residual	160.992	45	3.578		
Total	264.979	47			
a. Dependent Var: <i>Buying Decision</i>					
b. Predictors: (<i>Constant</i>) Price, Product Quality					

F-value of 14.533 > F-table of 3.20 and Sig. 0.000 < 0.05, it can be concluded that Ho is rejected and H3 is accepted, which means that product quality and price have a significant simultaneous effect on purchasing decisions.

Results of the Determination Coefficient Analysis

The coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation of the dependent variable.

Table 11. Regression Test

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	0.626	0.392	0.365	1.89145	2.329

From Table 11, the result of the coefficient of determination is 0.392. Based on these results, 39.2% of purchasing decisions are influenced by product quality and price, and 60.8% are influenced by other factors not examined in this study.

CONCLUSION

Based on the results of the research, data analysis and interpretation described in the previous chapters, it can be concluded that product quality does not have a significant effect on purchasing decisions, as evidenced by the t-test results. Price has a significant effect on purchasing decisions, as evidenced by the results of the t-test.

Product quality and price simultaneously influence purchasing decisions at Sourfelly Custom Cake, as evidenced by the results of the F-test. Whatever the advice given is, Sourfelly Custom Cakery is expected to improve the quality of packaging, because the item statement that Sourfelly Custom Cakery has attractive packaging has the lowest average value of the product quality variable statement items, so this can be used as input for Sourfelly Custom Cakery in an effort to improve consumer purchasing decisions This can be done by adding a more attractive design, making packaging with a special design from Sourfelly Custom Cakery itself. Sourfelly Custom Cake is expected to be wiser in determining pricing, because the research results show that the price variable is a variable that has a partially significant effect on purchasing decisions. Sourfelly Custom Cakery is expected to improve the quality of packaging, because the item statement that Sourfelly Custom Cakery has attractive packaging has the lowest average value of the product quality variable statement items, so this can be used as input for Sourfelly Custom Cakery in an effort to improve consumer purchasing decisions This can be done by adding a more attractive design, making packaging with a special design from Sourfelly Custom Cakery itself. It is hoped that further researchers can reveal the effect of product quality and price on purchasing decisions by research methods not used in this study and further researchers can reveal the effect of product quality and price on purchasing decisions by research methods not used in this study. This research has been endeavored and carried out in accordance with scientific procedures, however, it still has limitations, namely the factors that influence purchasing decisions in this study only consist of two independent

variables, namely product quality and price, while there are still many other factors that influence purchasing decisions. There are limitations to research using a questionnaire, namely where sometimes the answers given by the sample do not show the real situation.

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