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THE INFLUENCE OF PRICE ON CUSTOMER SATISFACTION AT MR.DIY AMONG MANAGEMENT STUDY PROGRAM STUDENTS, MEDAN STATE UNIVERSITY

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ABSTRACT

This study examines the effect of price on customer satisfaction among Management Study Program students at the Medan State University who shop at MR.DIY. Employing a quantitative research design with a convenience sampling technique, primary data were collected through questionnaires and analyzed using simple linear regression. The findings demonstrate that price has a positive and statistically significant influence on customer satisfaction. This indicates that price perception is a critical determinant for students; as the perceived suitability of the price increases, customer satisfaction rises accordingly. The study confirms that price is a dominant factor in explaining the variance in student satisfaction levels. These results highlight the importance for retailers to align pricing strategies with the purchasing capacity of the student segment to enhance satisfaction and support long-term customer loyalty.

Keywords: Price, Customer Satisfaction, MR.DIY, Students, Pricing Strategy

INTRODUCTION

In Indonesia, the modern business sector's rapid growth is a direct result of the rising consumer demand for greater convenience and comfort in their shopping experience. This growth is evident from the proliferation of retail stores offering easy shopping experiences, competitive prices, and a wider variety of products. Customer satisfaction is a critical component influencing a company's success, especially in sustaining consumer loyalty and remaining competitive in the market. Given the market's intense rivalry, businesses are obligated to gain a profound comprehension of the main elements contributing to customer retention, specifically by guaranteeing that high levels of customer satisfaction are consistently achieved. Satisfaction is defined as a person's feeling of contentment or discontent resulting from comparing a product's perceived performance to their prior expectations (Hasibuan et al., 2021). Attaining customer satisfaction yields substantial advantages for businesses by supporting the cultivation of positive client relationships, stimulating recurrent sales, establishing firm loyalty, and promoting positive word-of-mouth that subsequently elevate the brand's

reputation (Rahayu, 2023). Therefore, a higher degree of customer satisfaction is achieved when the congruence between a client's anticipated standards and the delivered service or product is closer.

One of the key factors influencing customer satisfaction is price. Price can be defined as the amount of money or value that consumers must pay to acquire a product or service, representing the benefits they receive from owning or using that product (Jaenudin, 2025). Price is not merely a means of exchange but also represents the value perceived by consumers toward a particular product. In the current economic situation, marked by rising prices of basic goods, declining purchasing power, and increasing business competition, consumers have become more selective. They tend to be careful in spending money and aim to get the best quality at a fair price. This behavior is especially evident among university students who have limited financial resources, making them more cautious in managing expenses and paying attention to price fluctuations. According to (Kumrotin & Susanti, 2021) students, as consumers with limited purchasing power, often consider price as the main factor in making purchase decisions. They are sensitive to price changes and tend to compare prices across different stores before buying.

The phenomenon of price influencing customer satisfaction is also evident among university students as retail consumers. One of the retail stores frequently visited by students is MR.DIY. MR.DIY operates as a global retail network that offers a wide range of household necessities, school supplies, and hobby-related products under a transparent pricing principle. Its presence in Medan has received a positive response, particularly from students who have various needs but limited financial resources. MR.DIY is perceived as a convenient place for students to obtain quality products in a single location, yet price remains the primary consideration for them. Therefore, it is essential to understand how price perception affects consumer satisfaction, especially among students who represent a key market segment for the sustainability of retail businesses such as MR.DIY.

As an initial step, this study conducted a preliminary survey involving 40 students to identify their level of satisfaction with MR.DIY. The findings from this pre-survey, which detail the level of customer satisfaction, are subsequently displayed in the table below.

Table 1
Pre-Survey Results for Customer Satisfaction Variable (Y)

No	Customer Satisfaction Variable Statement Items	Respondents' Answers				Total
		Yes		No		
		F	%	F	%	
1.	I have felt satisfied because the quality of MR.DIY products matches the price I paid.	37	92.5%	3	7.5%	100%
2.	I am satisfied because MR.DIY offers a variety of products that I rarely find in other stores.	38	95%	2	5%	100%
3.	I am satisfied with the friendliness and speed of MR.DIY employees' service.	38	95%	2	5%	100%

4.	I still choose to shop at MR.DIY even though other stores offer similar prices.	32	80%	8	20%	100%
5.	I have recommended MR.DIY to friends or family because of my satisfying shopping experience.	36	90%	4	10%	100%

Source: Processed Data (2025)

Pre-survey findings regarding the dependent variable, customer satisfaction (Y), indicated a relatively high level of satisfaction among respondents with MR.DIY. Specifically, the data showed that 92.5% of respondents (equivalent to 37 respondents) expressed satisfaction, attributing their positive perception to the match between product quality and price paid. In addition, 95 percent of respondents (38 individuals) stated that MR.DIY offers a variety of products rarely found in other stores and were satisfied with the friendliness and speed of the employees' service. Furthermore, 80 percent of respondents (32 individuals) continued to choose shopping at MR.DIY even though other stores offered similar prices, while 90 percent (36 individuals) had recommended MR.DIY to friends or family due to a satisfying shopping experience. These findings suggest that MR.DIY has successfully provided a positive shopping experience and consistently built student customer satisfaction.

Moreover, this study also conducted a pre-survey on the price variable (X) to understand how students perceive the appropriateness of MR.DIY's pricing relative to the products offered. The results are presented in the following table.

Table 2
Pre-Survey Results for Price Variable (X)

No	Price Variable Statement Items	Respondents' Answers				Total
		Yes		No		
		F	%	F	%	
1	I decided to purchase MR.DIY products because the prices are affordable for students.	37	92.5%	3	7.5%	100%
2.	In my opinion, MR.DIY product prices are proportional to the quality I receive.	38	95%	2	5%	100%
3.	Compared to similar stores, I feel that the prices of some products at MR.DIY are more profitable..	33	82.5%	7	17.5%	100%
4.	Promos or discounts at MR.DIY often make me buy more than I originally planned.	32	80%	8	20%	100%
5.	Overall, I feel that the price I pay at MR.DIY is fair considering the benefits of the products I receive.	39	97.5%	1	2.5%	100%

Source: Processed Data (2025)

The pre-survey results for the price variable (X) show that most respondents provided positive assessments. A total of 92.5 percent of respondents stated that MR.DIY product prices are appropriate for students' financial conditions, 95 percent believed that the prices are proportional to the quality received, and 97.5 percent felt that the prices paid are balanced with the benefits obtained from the products. In addition, 82.5 percent of respondents considered MR.DIY prices to be more competitive than those of similar stores, while 80 percent admitted that promotions or discounts encouraged them to purchase more than initially planned. Overall, these findings indicate that price is one of the main factors influencing students' purchasing decisions at MR.DIY.

The pre-survey results indicate that price is not only a primary element influencing purchasing choices but also plays a vital role in generating satisfaction among students who act as consumers. The high level of satisfaction expressed by respondents suggests that students perceive the prices they pay as fair in relation to the quality, variety, and services they receive. This finding aligns with Basri et al., (2023), who posited that price can act as a proxy for consumer value; greater perceived benefits at a particular price point lead to higher satisfaction. Previous studies also support this relationship. For instance, Anggraini & Budiarti (2020) found that pricing notably impacts customer satisfaction within the retail sector. Meanwhile, Rufliansah & Seno (2020) demonstrated that student consumers are more sensitive to price changes compared to other segments, making appropriate pricing strategies essential for maintaining satisfaction levels. These findings reinforce the justification for further investigation into the link between pricing and customer satisfaction, especially concerning university students who frequent MR.DIY.

Based on these conditions, this study formulates the research question: Is there a noteworthy influence of price on customer satisfaction regarding MR.DIY among Management Study Program students at Universitas Negeri Medan? The objective is to analyze the relationship between price and student satisfaction as consumers. This study holds significance primarily because price is the simplest variable to compare and has a paramount role in purchasing decisions, particularly for students who possess limited spending capability. A previous study by Putri & Zaini (2024) revealed a positive relationship between price and satisfaction, but most prior research has focused on general consumers or different retail sectors. This gap highlights the lack of studies examining MR.DIY with a specific focus on students. Therefore, this investigation is anticipated to offer theoretical advancements to marketing knowledge and deliver actionable recommendations for MR.DIY in assessing its pricing framework, aiming for better alignment with students' buying capacity, improved satisfaction, and the encouragement of customer loyalty.

METHODS

Type of Research Approach

A quantitative methodology was utilized for this study. This approach involves processing data primarily through hypothesis testing to resolve the established research problems. As stated by Gnawali (2022), quantitative research constitutes a systematic

inquiry centered on measuring variables and scrutinizing numerical information to expose correlations and extrapolate conclusions to a broader demographic, employing statistical tools to ensure the results' objectivity and reliability. To guarantee the objectivity, precision, and verifiability of the findings, all data manipulation within this investigation was performed using IBM SPSS Statistics. This methodology was chosen due to its perceived suitability for vividly illustrating the relationship between pricing (the independent variable) and customer satisfaction (the dependent variable).

Population

According to Suriani et al., (2023), a population refers to the entire set of objects or subjects within a specific area that meet certain criteria relevant to the research problem. Determining an appropriate population is crucial to ensure that the collected data are relevant to the research objectives and yield valid and accountable conclusions.

The study's population comprises 130 students enrolled in the Management Study Program at Universitas Negeri Medan who are also MR.DIY patrons. This population was selected strategically due to its direct relevance to the research topic, simplicity of access for the investigators, and the fact that its members possess firsthand experience as MR.DIY consumers, enabling them to furnish data congruent with the study's aims.

Sample

A sample is defined as a smaller portion of the overall population chosen either systematically or according to defined parameters for analytical purposes within the study. Creswell & Poth (2018) explains that a sample represents a portion of a population selected through specific procedures designed to guarantee it accurately reflects the whole. For this particular investigation, the sample was acquired via a non-probability approach employing a convenience sampling procedure, where participants were chosen based on their easy accessibility and willingness to complete the distributed survey. The sample size was established using the Slovin formula, as follows:

$$n = \frac{N}{1 + N (d^2)}$$

Where: n = Number of samples

N = Population size

d = Margin of error (5% or 0.05)

Given a total population (N) of 130 and employing an error margin (d) of 5% (0.05), the calculated sample size totals 100 respondents. These individuals met the specified research requirements and served as the primary data sources. The prerequisites for participant selection in this study were delineated as follows:

- a. Currently enrolled students in the Management Study Program, Faculty of Economics, Universitas Negeri Medan.
- b. Have made at least one purchase at MR.DIY.
- c. Willing to voluntarily complete the questionnaire provided by the researcher.

These criteria ensure that the selected sample aligns with the research objectives and can provide valid and relevant data.

Operational Definition of Variables

Table 3
Operational Definition of Variables

Variable	Definition	Indicators	Measurement Scale
Price (X)	The monetary sum requested for a good or service, or alternatively, the equivalent value relinquished by buyers to secure the advantages associated with the possession or utilization of the good or service (Kotler & Armstrong, 2008)	1. Price affordability 2. Price compatibility with product quality 3. Price competitiveness 4. Price compatibility with perceived benefits	Ordinal
Customer Satisfaction (Y)	The level of pleasure or satisfaction felt by students after comparing their expectations with their shopping experience (Tjiptono, 2020)	1. Product 2. Price 3. Employee Service 4. Facilities 5. Atmosphere	Ordinal

Data Collection Technique

Primary data were gathered directly from the 100 selected student participants (active Management Study Program students and MR.DIY purchasers) via an online questionnaire distributed through Google Forms. This instrument was systematically developed using a Likert scale based on the indicators for Price (X) and Customer Satisfaction (Y) to enable quantitative analysis. This method was chosen for its appropriateness in collecting measurable, relevant data, which was subsequently processed using IBM SPSS Statistics to ensure objectivity and reliability.

Data Analysis Technique

Data analysis was performed utilizing IBM SPSS Statistics 26. The analysis began with testing the instrument's validity and reliability to ensure accurate and consistent measurement. Next, classical assumption tests, including normality, were conducted to confirm proper data distribution. Simple linear regression was subsequently applied to assess the impact of pricing on customer satisfaction. The results were supported by a t-test to assess partial significance and the coefficient of determination (R^2) was used to quantify the proportion of variance in customer satisfaction accounted for by the price variable. These steps ensured a thorough and objective analysis of price's influence.

Research Hypothesis

The research hypothesis was put forth as a provisional answer to the core research query, necessitating empirical verification via statistical analysis. According to Sugiyono (2019), a hypothesis is a temporary assumption concerning the relationship between variables (both independent and dependent) that must be verified through real-world data. Based on this foundation, the study proceeded to establish specific hypotheses designed to evaluate the significant influence that pricing exerts on customer satisfaction.:

Null Hypothesis (H₀): There is no significant effect of price on customer satisfaction (price coefficient = 0).

Alternative Hypothesis (H_a): There is a significant effect of price on customer satisfaction (price coefficient \neq 0).

RESULTS AND DISCUSSION

Descriptive Statistical Test

Descriptive statistical analysis is an approach employed to consolidate and articulate data in a manner that improves comprehension for both the investigators and the readership. Such statistics furnish metrics like the mean, minimum, maximum, and standard deviation, which collectively denote the collective trend of respondents' input concerning the research variables (Sugiyono, 2019).

Table 4
Results of Descriptive Statistical Test for Price Variable (X)

No	Indicator	Min	Max	Mean	Std. Dev	Description
1.	Price Affordability	2.50	5.00	4.18	0.64	High
2.	Price Compatibility with Product Quality	3.00	5.00	4.16	0.60	High
3.	Price Competitiveness	2.00	5.00	4.10	0.71	High
4.	Price Compatibility with Benefits	3.00	5.00	4.13	0.61	High

Source: Primary Data Processed, 2025

Table 4 confirms that all price indicators achieved mean values over 4.00, establishing a highly positive student perception of MR.DIY's pricing. Students found the prices affordable, competitive, and consistent with the product's quality and benefits, validating pricing as a key strength for the store..

Table 5
Results of Descriptive Statistical Test for Customer Satisfaction Variable (Y)

No	Indicator	Min	Max	Mean	Std. Dev	Description
1.	Product	3.00	5.00	4.21	0.55	High
2.	Price	3.00	5.00	4.18	0.62	High
3.	Employee Service	3.00	5.00	4.19	0.59	High
4.	Facilities	3.00	5.00	4.32	0.54	High
5.	Store Atmosphere	3.00	5.00	4.33	0.58	High

Source: Primary Data Processed, 2025

As shown in the descriptive statistics (Table 5), all customer satisfaction metrics exceeded a mean of 4.00, achieving a high category rating. The highest satisfaction was recorded for store atmosphere and facilities. Overall, the findings confirm that students are highly satisfied with their MR.DIY experience, spanning product quality, service, and the retail environment.

Validity Test

The assessment of validity was performed to guarantee the meticulousness with which each survey item evaluated the variables under scrutiny. According to Sugiyono (2017), validity indicates the extent to which an instrument measures what it is purported to measure. Consequently, this evaluation is crucial to verify that the research questionnaire is appropriate and fit for the purpose of data collection.

Table 6
Validity Test Results

No	r-count		r-table	Description
	Price (X)	Customer Satisfaction (Y)		
1.	0.741	0.620	0.195	Valid
2.	0.756	0.688	0.195	Valid
3.	0.745	0.735	0.195	Valid
4.	0.756	0.595	0.195	Valid
5.	0.702	0.645	0.195	Valid
6.	0.756	0.712	0.195	Valid
7.	0.699	0.696	0.195	Valid
8.	0.719	0.598	0.195	Valid
9.	0.725	0.635	0.195	Valid
10.	0.750	0.691	0.195	Valid

Source: Primary Data Processed, 2025

Based on the validity test outcomes detailed in Table 6, every item associated with both the Price (X) and Customer Satisfaction (Y) variables exhibits r-count values surpassing the r-table threshold of 0.195 at the 5% significance level. Therefore, every statement item is certified as valid and deemed suitable for deployment as a research instrument.

Reliability Test

The reliability test was conducted to determine the consistency of the research instrument in measuring the studied variables. The test employed the Cronbach's Alpha coefficient, with a reliability criterion set at a value greater than 0.60. The results of the reliability test are presented in Table 7.

Table 7
Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Price (X)	0.904	10	Reliable
Customer Satisfaction (Y)	0.857	10	Reliable

Source: Primary Data Processed, 2025

Table 7 demonstrates that all variables possess Cronbach's Alpha scores greater than 0.60, confirming that each variable satisfies the required reliability standard. Specifically, the Price variable (X) yielded a score of 0.904, and the Customer Satisfaction variable (Y) achieved 0.857; both figures classify them as highly reliable. Thus, all components of the questionnaire are deemed consistent and dependable for subsequent statistical analysis.

Normality Test

The normality test was performed to ascertain if the research data adhered to a normal distribution. This assumption is crucial because normality is one of the prerequisites for using parametric statistical analyses such as linear regression. The test was executed utilizing the Kolmogorov-Smirnov (K-S) procedure at a 5% significance threshold.

Table 8
One-Sample Kolmogorov-Smirnov Test Results

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.76441155
Most Extreme Differences	Absolute	.057
	Positive	.050
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Primary Data Processed, 2025

Referencing the Kolmogorov-Smirnov test outcomes shown in Table 8, the significance value (Asymp. Sig. 2-tailed) registered at 0.200. Since this value exceeds the 0.05 significance level, it confirms that the data follow a normal distribution. Hence, the normality prerequisite is satisfied, permitting the continuation of the analysis using parametric statistical procedures.

Linearity Test

Tabel 9
Linearity Test Results
ANOVA Table

			Sum of		Mean		
			Squares	df	Square	F	Sig.
Kepuasan	Between	(Combined)	2701.044	22	122.775	12.165	.000
Pelanggan	Groups	Linearity	2432.735	1	2432.735	241.046	.000
*		Deviation from	268.310	21	12.777	1.266	.225
Harga		Linearity					
	Within Groups		777.116	77	10.092		
	Total		3478.160	99			

Source: Primary Data Processed, 2025

The linearity assumption was assessed to determine the nature of the relationship between Price and Customer Satisfaction. Based on the ANOVA table, the test yielded a significance value of 0.225 for the Deviation from Linearity component ($F = 1.266, p > 0.05$). Since this value exceeds the conventional significance threshold of 0.05, it indicates that there is no significant deviation from a linear pattern. Consequently, the relationship between Price and Customer Satisfaction is confirmed to be linear, thereby satisfying the prerequisite for simple linear regression analysis.

Simple Linear Regression Test

Simple linear regression analysis was conducted to assess the influence of Pricing (X) on Customer Satisfaction (Y). This analysis determined the direction of the correlation and measured the extent to which the pricing variable explains the variation in customer satisfaction.

Table 10
Simple Linear Regression Test Results

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	16.194	2.107		7.685
	Price	.634	.050	.785	12.561
					Sig.
					.001
					.001

a. Dependent Variable: Customer Satisfaction

Source: Primary Data Processed, 2025

Following the outcomes of the simple linear regression analysis, the relationship can be formalized in the regression equation as follows:

$$Y = \alpha + \beta X$$

$$Y = 16.194 + 0.634X$$

The intercept value of 16.194 signifies that Customer Satisfaction would measure 16.194 even if the Price variable were zero. The regression coefficient for price, at 0.634, is positive, thereby establishing a direct correlation between pricing and customer satisfaction. This implies that the more favorable respondents' assessment of pricing is, the greater their resultant satisfaction level tends to be.

Hypothesis Test (t-Test)

The t-test conducted on the Price coefficient yielded a t-statistic of 12.561, which substantially exceeds the critical t-table value of 1.984, alongside a significance level of 0.001 (< 0.05). This result provides evidence that the effect of pricing on Customer Satisfaction is statistically significant. By rejecting the null hypothesis, which states that there is no effect, it can be concluded that changes in Price significantly influence Customer Satisfaction. This finding suggests that an appropriate pricing strategy can enhance customer satisfaction, providing a strong foundation for decision-making in marketing and sales management.

Coefficient of Determination (R^2)

Table 11
Coefficient of Determination Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.617	.613	2.77848

a. Predictors: (Constant), Price

b. Dependent Variable: Customer Satisfaction

Source: Primary Data Processed, 2025

The regression model's coefficient of determination (R^2) stands at 0.617, which signifies that roughly 61.7% of the observed variance in Customer Satisfaction can be attributed to the Price variable alone. This outcome suggests that the predictive capacity of the model is robust in illustrating the dynamic between Pricing and Customer Satisfaction. The remaining 38.3% of the variation may be influenced by other factors not included in the model. Furthermore, the correlation coefficient (R) of 0.785 indicates a strong positive relationship between Price and Customer Satisfaction. Therefore, this model provides valuable insights into how pricing influences customer satisfaction.

Discussion

The study's outcomes established that the pricing variable (X) exerts a notable impact on the customer satisfaction variable (Y) among Management Study Program students at Universitas Negeri Medan who patronize MR.DIY. The simple linear regression analysis supports this finding, revealing a regression coefficient of 0.634 with a significance level of 0.001 (< 0.05). Furthermore, the t-test result yielded a t-value of 12.561, which surpassed the critical t-table value of 1.984, confirming that pricing holds a statistically significant influence on customer satisfaction. Consequently, the initial hypothesis asserting that price positively and significantly influences customer satisfaction is accepted.

This finding aligns with previous scholarship, notably Ariyanti et al. (2022), who documented that the pricing variable partially affected customer satisfaction within the Batik Tulis business, BUMDes Amarta. It is also reinforced by Zulkarnaini et al. (2024), who explained that price perception shapes value perception meaning that customers' satisfaction depends on whether they perceive the price they pay as fair relative to the quality or benefits received. This perspective indicates that when buyers consider prices to be reasonable and aligned with product quality, their perceived value increases, which directly enhances satisfaction.

Consistent with these prior studies, the present research also demonstrates a similar pattern among Universitas Negeri Medan students who shop at MR.DIY. Positive perceptions of price play a crucial role in shaping their satisfaction levels as

consumers. The main implication of this finding is that the more positively students perceive MR.DIY's pricing, the higher their level of satisfaction. Respondents generally agreed that MR.DIY's product prices are affordable, aligned with the perceived quality and benefits, and competitive compared to similar stores. This indicates that MR.DIY's pricing strategy effectively aligns with students' purchasing power and fosters a positive perception of its products.

In addition, the coefficient of determination (R^2) value of 0.617 indicates that 61.7% of the variability in customer satisfaction can be attributed to the pricing factor, while the remaining 38.3% is influenced by other factors not included in this study, such as service quality and store amenities. This percentage underscores the substantial function of price in determining customer satisfaction at MR.DIY. Taken together, these results show that MR.DIY's pricing approach has successfully achieved a balance between price and product quality. Customer satisfaction increases as patrons perceive the paid amount to be proportionate to the value and benefits acquired. This is clearly supported by the high average scores across all price indicators from the respondents. Hence, it can be concluded that a positive evaluation of pricing is fundamental to the satisfaction levels of university students who shop at MR.DIY.

CONCLUSION

Based on the results of this study, it can be concluded that price has a positive and significant effect on customer satisfaction among Management Study Program students at Universitas Negeri Medan who shop at MR.DIY. The findings indicate that the better students perceive the pricing policy applied by MR.DIY, the higher their level of satisfaction as consumers. This study emphasizes that price is not merely a medium of exchange but also serves as an indicator of the value perceived by customers regarding the quality and benefits of the products they receive.

Furthermore, the results suggest that MR.DIY's pricing strategy aligns well with the needs and purchasing capacity of student consumers. This alignment contributes to the formation of positive perceptions toward the company's products and services and encourages repeat purchase intentions. Students, as consumers with limited purchasing power, perceive that affordable, high-quality, and competitively priced products enhance their overall shopping satisfaction.

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