



The Effect of Pricing and Product Quality on Consumer Buying Interest of Honda PCX Motorcycles at PT Primadelta Starlestari Rangkasbitung

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Abstract

This research determines the factors influencing consumer buying interest through pricing and product quality at the company PT Primadelta Starlestari Rangkasbitung. The objectives of this research are (1) to determine the effect of price determination on consumer buying interest, (2) to find out the effect of product quality on consumer buying interest, (3) to find out price setting and product quality on consumer buying interest at PT Primadelta Starlestari Rangkasbitung. The method used in this research is the Quantitative Descriptive research method. The sampling technique is simple random sampling, which provides equal opportunities for each element (member). The sample from this research consists of 78 respondents. This research was tested using the classical assumption test, then analyzed using correlation tests and multiple linear regression tests using the SPSS VERSION 20 program. The research results showed an influence of pricing and product quality on consumers' buying interest in Honda PCX motorbikes at PT Primadelta Starlestari Rangkasbitung.

Keywords: Pricing, Product quality, Consumer purchase interest.

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1. Introduction

Companies face intense competition in today's rapidly evolving business landscape, necessitating continuous improvement in marketing and innovation to retain customers (Imaniar et al., 2024). Creativity and innovation significantly influence consumer purchasing decisions, enabling businesses to compete internationally (Febianti et al., 2024). Effective marketing concepts and strategies are crucial for companies to exist and thrive amidst growing competition (Gamalael et

al., 2022). Business model innovation, particularly in value proposition, customer segments, and key partnerships, helps companies survive and face global challenges (Permatasari & Dhewanto, 2013). To succeed, businesses must adapt to changing consumer needs, develop creative and innovative products, and implement well-planned marketing strategies (Pohan & Ibrahim, 2024). Companies should also conduct market analysis to identify strengths, weaknesses, and opportunities for growth in national and international markets.

Therefore, marketing in every company is important because the company does a way to survive and exist for the sake of the company's survival and to gain as much profit as possible. In addition, marketing can maintain the company's position and face competition between companies. The company implements several appropriate business strategies so that the company has an impact on the goals and procedures that were targeted at the beginning. Los (2022) in the article stated that. The largest motorcycle market share in the world is located in Indonesia. The existence of several motorcycle companies in Indonesia indicates this. The more motorcycle companies there are in Indonesia, the more competitive the competition between companies will be. The company will provide the best quality desired by consumers. This is done by the company in order to win the competition in its market. For the company to survive during tight competition, it must be able to sell its products according to the initial target. If not, the company will lose in the competition and cause significant losses.

Companies running the business must introduce and provide information about consumers' needs. Thus, the company must also be smart in reading market strategies related to information about what consumers need from a product that the company will offer. The company will also indirectly get a way to create innovative products according to what consumers need. In order to obtain the required data, the author researched the Honda PCX Motorcycle at PT Primadelta Starlestari, located at Jalan Jenderal Ahmad Yani No. Mandala, East Kaduagung, Rangkasbitung District, Lebak Regency, Banten 42317. Honda always sells motorcycles that have unmatched quality and have maximum value when associated with goods produced by competitors. Honda offers many types and designs of motorcycles to various consumers from various circles according to their needs. So that consumers can decide to make a purchase decision. In order to win over competitors, Honda opened dealers in every region to make it easier for buyers to obtain products sold by Honda. One of the dealers in Lebak, precisely in Rangkasbitung, is PT Primadelta Starlestari, located at Jalan Jenderal Ahmad Yani No. Mandala, Kaduagung Timur is an official dealer selling Honda products. PT Primadelta Starlestari sells various brands of Honda motorcycles, such as PCX, Scoopy, Vario, and Beat.

The dealer comes from the verb deal, which means agreement. The word dealer is usually used to refer to a car or motorbike shop. It can be understood that a dealer is a place to agree on price and goods. A dealer can be referred to as a business entity or company that provides services to the general public with goods facilities in the form of motorbikes or cars, as well as service work, washing services, modification services, and service services for guests who will use the goods (Islamiaty & Muslim, 2022). Consumer decisions are one of the important factors in a company to win market competition. Several factors cause consumers to be interested in buying a product, namely in terms of the quality of this Honda PCX motorbike. The latest Honda PCX engine is equipped with a 160 cc engine with four valves. With several power changes that the motor can produce reaches 15.9 hp at 8500 rpm and peak torque of 14.7 Nm at 6500 rpm. Although the power produced by the Honda PCX is greater, the fuel consumption of the motorbike with the flapping wing logo is claimed to be more efficient. Using the EURO 3 method and Idling Stop System (ISS) when on, fuel consumption reaches 45 kilometers per liter. Regarding luggage,

the capacity of goods is quite a lot, especially for those who like touring. There is also the Honda Selectable Torque Control (HSTC), which adds comfort when driving the PCX.

According to the website katadata.co.id The most significant difference lacking in the Honda PCX is the vehicle's connectivity with a smartphone. Of course, this is a concern for automotive lovers in the country. In addition, some consumers also complain about the sound on the CVT. To prevent this from happening, motorbike owners are expected to carry out regular vehicle maintenance at authorized workshops. Another disadvantage of the tires is the tire diameter. This type of tire model is challenging to find a replacement for on the market. Furthermore, it is difficult to use a rear suspension that does not use a tube model. The motorbike brand issued by Honda has used it and provides hardness settings to increase consumer driving comfort. This can be interpreted as every individual with a consumer interest in buying an object will have the strength or drive to carry out a series of behaviors to approach or obtain the object (Bilson Simamora, 2002) in the article (Los, 2022).

The higher the consumer's interest in buying the products offered, the better the company is at winning the existing market competition. The Honda PCX motorcycle has shortcomings in product quality, such as the design used being considered less attractive by customer respondents, and the comparison of the keyless system used is not good compared to the Honda motorcycle brand issued. According to (Tjiptono, 2020b) in his book, states that. Pricing is one of the most important decisions in marketing. Price is the only element of the marketing mix that generates income or revenue for the company, while the other three elements (product, distribution, and promotion) cause costs (expenses). In addition, price is a flexible element of the marketing mix, meaning it can be changed quickly.

It is different depending on product characteristics or commitment to distribution channels. The last two things cannot be changed/adjusted easily and quickly because they usually involve long-term decisions. However, it is very unfortunate that this is also one of the factors that is less in demand, even though it has been specifically distributed well according to the company's goals. Prices can be expressed in various terms, such as contributions, rates, rent, interest, premiums, commissions, wages, salaries, honorariums, SPP, etc. From a marketing perspective, price is a monetary unit or other measure (including other goods and services) exchanged to obtain ownership rights or use of a good or service.

Amstrong & Kotler (2012) state that product quality is the ability of a product to demonstrate its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Every motorcycle company will improve the quality of its products to compete with or outperform its competitors. Good product quality will increase consumer demand to buy its products. Conversely, suppose the product quality offered by the company is considered harmful or does not match what consumers expect. In that case, it can cause consumer interest in buying the product to decrease. Therefore, pricing is the most important thing and must receive special attention. If consumers are willing to pay the price offered, then the product will be accepted by the wider community.

Companies do not arbitrarily set product prices but based on various considerations. Companies must consider the value provided, benefits, and quality of the product when setting a price for consumers. If the price is higher than that of its competitors, consumers will choose the competitor's motorcycle rather than the Honda PCX. However, if the price is lower than that of its competitors, consumers will be interested in buying Honda motorcycles. According to (Kumala & Anwar, 2020) stated that. Consumers are one of the main targets in marketing the company's products and services. The company must study consumer behavior to determine the products needed or desired in determining the product.

Pramono (2012) states that, Consumer purchasing interest is the stage where consumers form their choices among several brands included in the choice set, then finally make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations. (Milansari et al., 2021), in their research article, states that. Consumer purchasing interest is an individual's desire to take action in buying or determining a product to meet needs. Purchasing interest according to Kotler and Keller (2016). Milansari et al. (2021) also stated that consumer purchasing interest is behavior seen in consumers consisting of consumer trust in product quality and the price offered by business actors to consumers. The indicators used to identify purchasing interest in this study are internal or external needs, purchasing decisions, low consumer involvement, and post-purchase behavior. Yurindera (2022) in his research article, stated that. Brand image is part of a brand that can be recognized but cannot be pronounced, such as a symbol, special letter or color design, or customer perception of a product or service represented by its brand (Surachman, 2008). Brand image is "The set of beliefs held about a particular brand known as brand image." This means the quote on the previous page is a set of beliefs about a brand called brand image (Kotler & Armstrong, 2010).

In their research article, Yuliyzar and Effendi (2020) stated that marketing management contains several marketing concepts called business philosophy. The purpose of business philosophy is to provide satisfaction to consumer desires and be oriented to consumer needs. Marketing management also consists of designing and implementing plans for both the long-term and the short-term. The pricing given by the company to sell a product becomes important. This is due to the level of demand for the product which is influenced by the price value of a product. Demand and price are usually inversely proportional; namely, if a product has a high price, the lower the demand for the product.

This will be the opposite; if the price offered is low, the demand for the product will be higher. Los (2022) stated in his research that pricing is the most important thing and must receive special attention. If consumers are willing to pay the price offered, then the product will be accepted by the wider community. Companies are not arbitrarily set prices for their products but from various existing considerations. Companies must pay attention to the value provided, benefits, and quality of the product when they want to set a price for consumers. Los (2022) in his research stated that. Good product quality will increase consumer demand to buy its products. Conversely, suppose the product quality offered by the company is considered poor or does not match what consumers expect. In that case, it can cause consumer purchasing interest in the product to decrease.

Differences related to the things conveyed from previous research in the study. The author concludes that the quality of the product owned plays a role in determining the price to increase consumer buying interest by considering the quality of the product. So, the author describes product quality as the ability of a product to demonstrate its function; this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. A study conducted by Tjiptono (2020) shows that the Pricing given by the company in order to sell a product is important. This is due to the level of demand for products which is influenced by the price value of a product.

Simamora (2002) states that consumer buying interest in a product arises because of the basis of trust in the desired product and the ability to buy the product. Thus, research conducted by previous researchers, on the pricing given by the company to sell a product becomes important. This is due to the level of demand for the product, which is influenced by the price value of a product. Demand and price are usually inversely proportional; if a product has a high price, the demand for the product is lower. This will be the opposite; if the price offered is low, the demand

for the product will be higher, and good product quality will increase consumer interest in buying its products. Conversely, suppose the product quality offered by the company is considered harmful or does not match what consumers expect. In that case, it can cause consumer interest in buying the product to decrease. This problem will affect consumer interest in buying for the company's sustainability to achieve its business goals or objectives. The gap in the results of previous studies in this study has an important effect on consumer interest in buying.

In contrast to research conducted by previous researchers, research conducted by researchers (Yurindera, 2022) stated that the relationship between a set of beliefs about a brand is said to affect consumer purchasing interest. The gap in the results of previous studies in this study did not significantly affect consumer purchasing interest. In addition, previous research conducted by researchers Yuliyzar and Effendi (2020) stated that marketing management aims to satisfy consumer desires and is also oriented toward consumer needs. At the same time, this is not real satisfaction. The results of this research contradict the results of previous research conducted by researchers. The problem PT Primadelta Starlestari experienced is the low consumer buying interest in automatic motorcycles on PCX brand motorcycles, which can lead to failure to achieve targets and lack of profit for the company PT Primadelta Starlestari. The cause of the low consumer buying interest in the PCX brand is the very high price setting and the lack of consumer buying interest, which has led to the failure to achieve sales targets.

At PT Primadelta Starlestari from the PCX brand motorcycle in 2020, the contribution to total sales of Honda PCX motorcycles was 385, and in 2021, it was 333, and in 2022, sales were 531. Although the percentage is small, the number of 1,249 units from the last three years' data still feels lacking in consumer buying interest. To strengthen the analysis data from previous research recommendations conducted by (Susanto and Realize 2022) in their research with the sampling technique in this study, this research uses the Non-Probability Sampling and Purposive Sampling methods. Yurindera (2022), in his research article, in determining this sample size, the author uses the Lemeshow Formula. This Lemeshow formula is used because the population is unknown or unlimited (infinite population). Through the formula above, the number of samples to be used can be calculated. By using the Lemeshow formula above, the sample value (n) obtained is 96.04, which is then rounded up to 100 people. Susanto and Realize (2022), the total population is not known with certainty, so the Cochran formula is used. The confidence level used is 95%, with a score of 1.96 and a maximum error rate of 5%. The total sampling in this study was 384.

2. Methods

The research method is a scientific way to obtain data with specific purposes and uses. Based on this, four keywords must be considered: scientific method, data, purpose, and usefulness (Sugiyono, 2022). This study uses quantitative research, stating that the quantitative research method can be interpreted as a research method based on the philosophy of positivism, where reality can be classified as relatively fixed, concrete, observed, measurable, and the relationship of cause and effect symptoms, used to research populations and samples. Population is a generalization area consisting of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then conclusions drawn. So, the population is not only people but also objects and other natural objects. The population is also not just the number of objects/subjects being studied but includes all the characteristics/properties possessed by the subject or object (Sugiyono, 2022)

From the survey results conducted at PT Primadelta Starlestari Rangkasbitung, located at Jalan Jenderal Ahmad Yani No. Mandala, East Kaduagung, Rangkasbitung District, Lebak Regency, Banten 42317. The research was conducted in March 2023 by conducting a survey first to determine the symptoms of the existing problems. So, the researcher describes the population available for the target sample of this study from the Honda PCX Motorcycle Sales Data for the last three years by investigating the data obtained. In this study, the research method used by the author is quantitative. In this study, the population to be used is 1,249 people. Data on consumers who have purchased Honda PCX motorcycles at PT Primadelta Starlestari Rangkasbitung in 2020-2022. To determine the sample used, the researcher used Probability Sampling, where the sampling technique provides the same opportunity for each element (member) of the population to be selected as a sample member. Because the sampling members are randomly taken from the population without considering the population's strata, the researcher uses Simple Random Sampling.

3. Results and Discussion

3.1. Results

The t-test aims to determine the significance of the Promotion and Price variables on Consumer Purchase Interest with a significance level of 0.05. The results of the SPSS version 20 statistical calculations produce the following data:

Table 1 - T-Test Results Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.404	1.133		-.357	.722
1 Pricing	.407	.135	.358	3.016	.003
Product Quality	.600	.135	.526	4.427	.000

a. Dependent Variable: Consumer Purchase Interest

Source: SPSS Processing Results. V. 20

Based on the calculation above, the significance level is 5% and the results of the SPSS V.20 test where Pricing shows a t count of 3.016 and a significance level of 0.003, then the significance value is ($0.003 < 0.05$). The results of the t count of 3.016 are then compared with the t table by determining the t table at the significance value (5%: $n - k - 1$: $78 - 2 - 1 = 75$) so that the t table is 1.992 with This shows that H1 is accepted because $t \text{ count} > t \text{ table}$ ($3.016 > 1.992$) meaning that Pricing has a significant influence on Consumer Buying Interest at PT Primadelta Starlestari Rangkasbitung.

Based on the calculation above, the significance level is 5% and the results of the SPSS V.20 test where the Product Quality value has $t \text{ count} > t \text{ table}$ ($4.427 > 1.992$) and a significance value of 0.00, then the significance value ($0.00 < 0.05$), then H2 is accepted because the significance value is less than 0.05, meaning that Product Quality has a partial and significant influence on Consumer Purchase Interest at PT Primadelta Starlestari Rangkasbitung.

The F test is used to determine the effect of independent variables simultaneously on the dependent variable. If the significant value ≤ 0.05 then there is a significant simultaneous effect between the independent variables on the dependent variable. The results of the SPSS version 20 statistical calculation produce the following data:

Table 2 - T-Test Results Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	829,849	2	414,925	101,004	.000b
	Residual	308.100	75	4.108		
	Total	1137.949	77			

a. Dependent Variable: Consumer Purchase Interest

b. Predictors: (Constant), Product Quality, Pricing

Based on the table above, the significance value is 0.000, which is smaller than the significance level value of 0.05 or F_{count} is greater than F_{table} ($101.004 > 3.11$). Thus, H3 is accepted. It can be concluded that Pricing and Product Quality have a joint effect on Consumer Purchase Interest at PT Primadelta Starlestari Rangkasbitung.

3.2. Discussion

3.2.1. *The Influence of Pricing on Consumer Purchase Interest at PT Primadelta Starlestari Rangkasbitung*

The data processing results indicate that the first hypothesis, which posits that pricing has a significant impact on consumer interest in purchasing Honda PCX motorcycles at PT Primadelta Starlestari Rangkasbitung, is substantiated. This conclusion aligns with previous research, including a study by Fauzan and Rohman (2022), highlighting a significant and positive relationship between price and consumer purchasing interest. Furthermore, this study is reinforced by additional empirical evidence from Ridwan et al. (2021), Tania et al. (2022), and Wirayanthi (2018), whose findings consistently support the notion that pricing plays a crucial role in influencing consumer behavior.

These studies collectively emphasize the importance of competitive pricing strategies as a key determinant in shaping purchasing decisions within the motorcycle market. The alignment of these findings with the current research underscores the relevance and robustness of price as a pivotal factor in driving consumer interest in motorcycle brands such as Honda.

3.2.2. *The Influence of Product Quality on Consumer Purchase Interest at PT Primadelta Starlestari Rangkasbitung*

Based on the data processing results, the second hypothesis is accepted, indicating that product quality has a partial and significant influence on consumer interest in purchasing Honda PCX motorcycles at PT Primadelta Starlestari Rangkasbitung. This conclusion is further supported by the consistent findings from Ahmad Fauzan and Abdul Rohman's research entitled "The Effect of Price and Product Quality on Interest in Buying Kawasaki Motorcycles," highlighting product quality's positive and significant impact on buying interest. In addition, this study is reinforced by the work of Arianto et al. (2020) and Satria et al. (2017), whose research also emphasizes the role of product quality in shaping consumer purchasing decisions.

These studies collectively underline the importance of product quality as a key determinant in influencing consumer preferences and their willingness to purchase motorcycles. The alignment of these findings with the current research reinforces the significance of high-quality products in driving consumer interest, positioning product quality as a crucial factor alongside price in determining consumer behavior in the motorcycle market.

3.2.3. *The Influence of Pricing and Product Quality on Consumer Purchase Interest at PT Primadelta Starlestari Rangkasbitung*

Based on the data processing results, the third hypothesis is accepted, indicating that pricing significantly influences consumer purchase interest. This conclusion is further supported by the consistency of Ahmad Fauzan and Abdul Rohman's research, titled "The Influence of Price and Product Quality on Purchase Interest of Kawasaki Motorcycles," which reveals a positive and significant relationship between price and purchase interest. Additionally, the findings of Ridwan et al. (2021), Wirayanthi (2018), and Arianto et al. (2020) reinforce this conclusion, all of which emphasize the importance of both price and product quality in influencing consumer decisions.

These studies collectively underline the critical role of competitive pricing and high product quality as key factors that drive consumer interest and shape purchasing behavior in the motorcycle market. The alignment of these studies with the current research further highlights the relevance of these two factors in motivating consumer purchases, particularly in the context of the Honda PCX motorcycle at PT Primadelta Starlestari Rangkasbitung.

4. Conclusions

Based on the results of the study aimed at determining the effect of pricing and product quality on consumer purchase interest at PT Primadelta Starlestari Rangkasbitung, it can be concluded that: first, the test results on the influence of pricing on consumer purchase interest show that pricing has a significant effect on consumer purchase interest. Second, the test results on the influence of product quality on consumer purchase interest show that product quality also significantly affects consumer purchase interest. Third, the test results on the combined effect of pricing and product quality on consumer purchase interest indicate that both factors significantly impact consumer purchase interest. Therefore, it can be concluded that pricing and product quality influence consumer decisions when purchasing the Honda PCX motorcycle at PT Primadelta Starlestari Rangkasbitung.

Conflict of Interest

The authors declare no conflicts of interest.

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