

Investigating the Drivers of Consumer Purchase Decision:

Evidence from P.T. Solo Murni



By:

Name : Tsamara Galuh Deasty Rachmadhani

Student Number 20311174

Department : Undergraduate Program in Management

Specialization : Operations Management

UNDERGRADUATE PROGRAM IN MANAGEMENT

FACULTY OF BUSINESS AND ECONOMICS

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from PT. Solo Murni**

Internship Final Project

Presented as Partial Fulfilment of the Requirements to Obtain a Bachelor's Degree
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Islam University of Indonesia

UNDERGRADUATE PROGRAM IN MANAGEMENT



By :

Tsamara Galuh Deasty Rachmadhani

20311174

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2024

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Yogyakarta, 29 October 2024



Tsamara Galuh Deasty Rachmadhani

ADVISORS' APPROVAL

**Investigating the Drivers of Consumer Purchase Decisions: Evidence from
P.T. Solo Murni**

Internship Final Project

Written By:

TSAMARA GALUH DEASTY RACHMADHANI

20311174

Approved By:

Content Advisor,



Baziedy Aditya Darmawan, SE., MM.

24 October, 2024

Language Advisor,



Nihlah Ilhami, S.Pd.

29 October 2024

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By:

TSAMARA GALUH DEASTY RACHMADHANI

20311174

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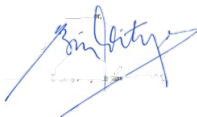
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International Undergraduate Program

Faculty of Business and Economics

Universitas Islam Indonesia

(Prof. Johan Arifin, S.E., M.Si., Ph.d.)



FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. Ace Partadiredja
Ringroad Utara, Condong Catur, Depok
Sleman, Yogyakarta 55283
T. (0274) 881546, 883087, 885376;
F. (0274) 882589
E. fe@uii.ac.id
W. fecon.uii.ac.id

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Name : **Tsamara Galuh Deasty Rachmadhani**
Student ID Number : **20311174**
Content Advisor : **Baziedy Aditya Darmawan, S.E., M.M.**
Study Program : **Management**
Final Project Title : **Investigating The Drivers of Consumer Purchase
Decision: Evidence From PT. Solo Murni**
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Yogyakarta, 29 October 2024

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FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. Ace Partadiredja
Universitas Islam Indonesia
Condong Catur Depok Yogyakarta 55283
T. (0274) 881546, 885376
F. (0274) 882589
E. fbe@uii.ac.id
W. fbe.uii.ac.id

BERITA ACARA UJIAN TUGAS AKHIR/SKRIPSI

Bismillahirrahmanirrahim,

Pada Semester Ganjil 2024/2025, hari Senin, tanggal 25 November 2024, Program Studi Manajemen Fakultas Bisnis dan Ekonomika UII telah menyelenggarakan Ujian Tugas Akhir yang disusun oleh:

Nama : Tsamara Galuh Deasty
No. Mahasiswa : 20311174
Judul Tugas Akhir : Investigating The Drivers Of Consumer Purchase Decision :
Evidence From PT. Solo Murni
Pembimbing : Baziedy Aditya Darmawan, S.E., M.M.

Berdasarkan hasil evaluasi Tim Dosen Penguji Tugas Akhir, maka Tugas Akhir tersebut dinyatakan:

Lulus Ujian Tugas Akhir

Nilai : A/B
Referensi : Layak ditampilkan di Perpustakaan

Tim Penguji:

Ketua Tim : Anjar Priyono, S.E., M.Si., Ph.D.
Anggota Tim : Baziedy Aditya Darmawan, S.E., M.M.

Yogyakarta, 02 Desember 2024

Ketua Program Studi Manajemen,



Abdur Rafik, SE., M.Sc.
NIK. 133110105

BERITA ACARA UJIAN TUGAS AKHIR

TUGAS AKHIR BERJUDUL

**INVESTIGATING THE DRIVERS OF CONSUMER PURCHASE DECISION : EVIDENCE FROM
PT. SOLO MURNI**

Disusun oleh : Tsamara Galuh Deasty

Nomor Mahasiswa : 20311174

Telah dipertahankan didepan Tim Penguji dan dinyatakan Lulus
pada hari, tanggal: Senin, 25 November 2024

Penguji/Pembimbing TA : Baziedy Aditya Darmawan, S.E., M.M.

Penguji : Anjar Priyono, S.E., M.Si., Ph.D.

Mengetahui
Dekan Fakultas Bisnis dan Ekonomika
Universitas Islam Indonesia



Prof. Johan Arifin, S.E., M.Si., Ph.D.

ABSTRACT

This study aims to evaluate how Perceived Value, Price Perception, and Product Quality influence Consumer Purchasing Decisions concerning Kiky notebook products manufactured by P.T. Solo Murni Industries. This particular study intends to, always in the framework of the research question, examine how each of these factors aids or hinders consumer decision-making and how much each of these factors matters when deciding to purchase a product. The study follows a quantitative research method, where numbers are collected and analyzed. The respondents were drawn from a population of 100 individuals who had bought Kiky notebooks. All the subjects in the population were used; thus, it was a total sampling. Questionnaires concerning perceived value, price perception, and product quality were used to collect data from the respondents. Each item was scored on a Likert-type scale to measure the extent of agreement or disagreement with that statement.

The results indicated that Perceived Value, Price Perception, and Product Quality were significant drivers of consumer choice. The higher the value perceived by the consumers in Kiky notebooks, the more likely they would buy the product. Therefore, providing substantial product benefits that meet or surpass consumer expectations is essential. Another critical dimension influencing consumer choice was Price Perception: competitive pricing and being perceived as fair positively impacted consumer choices. In the meantime, Product Quality played a significant role in making the purchase decision, as buyers favored those products over others for their better quality regarding paper and design.

Overall, these three variables explain 72.4% of the variance in consumer purchase decisions of Kiky notebooks: Perceived Value, Price Perception, and Product Quality. This means that the variables strongly predict consumer behavior when buying Kiky notebooks. The remaining 27.6% variance is contributed by other factors not studied here. The study stresses that to improve consumer purchase decisions in a highly competitive notebook market, the perceived value should be high, prices reasonable, and quality products consistent.

Keywords: Evaluate, Perceived Value, Price Perception, and Product Quality

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CHAPTER I

INTRODUCTION

1.1 Background

Notebooks are among the most commonly used writing tools at various educational levels and work environments. These books typically consist of a collection of paper sheets ranging from 30 to hundreds of sheets, providing a place to record information, draw, or write ideas. Notebooks help individuals easily retrieve their old notes. Additionally, notebooks can aid in improving writing skills and fostering good study habits. Regular writing and note-taking can help individuals practice their writing abilities, enhance information retention, and better organize their thoughts.

Unknowingly, notebooks have become a necessity for students, college students, and even in work environments. One commonly used brand is the Kiky brand, which has many enthusiasts across various groups. The brand is known for its attractive designs and reliable quality that meet different learning needs. The production process of Kiky notebooks prioritizes quality and user satisfaction by carefully selecting raw materials and meticulously carrying out every stage of printing and finishing. High-quality paper is chosen to provide a smooth and comfortable writing experience. Additionally, innovative and

appealing designs are continuously developed to meet the ever-changing market preferences. Thus, Kiky notebooks are not just writing tools but also educational partners that can motivate and inspire their users.

However, in the modern era, especially with Gen Z, who always want everything instant, easy, and convenient, there is a noticeable shift from physical notebooks to digital media. For example, many schools have adopted Microsoft Word Office, Excel, PDF, and other digital media for taking notes, storing notes, and doing assignments. In the workplace, digital media is more beneficial for storing essential files and noting important things since they will stay dry and dry. This has led many to switch from physical notebooks to digital ones.

The shift from physical books to digital media has become increasingly common. Although it has been replaced by other digital media, which offer incredible ease of access and flexibility, some issues accompany the dominance of digital media in replacing physical books. One of them is the need for more understanding and literacy skills. Even though information can be easily accessed through digital devices, users consume content quickly without deep analysis. This can lead to a decline in comprehension and critical reasoning skills. Furthermore, the use of digital media can increase the risk of

concentration disturbances and addiction, potentially disrupting one's ability to focus on a single task for an extended period.

In recent years, notebook companies have followed technological developments to improve their production and distribution processes. Using efficient technology can help companies reduce costs and enhance product quality. Moreover, effective management can help notebook companies maintain good marketing strategies to manage an efficient supply chain using accurate inventory management systems. Notebook companies also need to consider retaining existing customers and attracting new ones. This can be done through product innovation, competitive pricing, and good customer service. Notebook companies must also understand the value they provide to customers. This involves product quality, a strong brand, and consumer trust so that the value can be reinforced and the company remains relevant in the market.

This research focuses on the Kiky notebook brand, which focuses on the design and style of their notebooks to maintain visual appeal and paper quality to remain competitive in the market. Another notebook brand, Sinar Dunia, is known for its good quality and affordable price across various groups. Meanwhile, the Big Boss brand has larger sizes and good paper quality. This shows the intense competition in the notebook market, where each company

competes to improve quality, price, and value as assets to win consumers' hearts.

One strategy to address these issues is to maintain value, quality, price stability, and convenience and provide products that can compete with other companies with more significant advantages and appropriate benefits to continuously and sustainably increase consumer purchasing interest. It is known that various factors, including perceived value, perceived price, and product quality, influence consumer purchasing decisions. The Kiky Notebook brand is quite popular among students in Indonesia. This notebook is well-known for its quality and attractive designs featuring Disney characters. However, in this digital era, many consumers have switched to digital media for noting and storing information, presenting a challenge for physical notebooks, especially the Kiky brand.

Regarding perceived value, the Kiky notebook brand has long been known for providing high value to its users regarding paper quality and innovative designs. However, with the increasing use of digital tools, consumers are beginning to question whether the value provided by physical notebooks is still relevant. Digital writing tools offer users easy access, flexibility, and efficiency that physical notebooks do not. Therefore, this research will focus on maintaining and increasing the perceived value of Kiky

notebooks in influencing purchasing decisions. This study will also focus on how far this product is considered to have added value or prove its benefits in higher education.

Perceived price is also an important factor influencing purchasing decisions, such as how consumers assess the price of a notebook product, especially the Kiky brand. How far the notebook price is considered reasonable compared to the benefits obtained by consumers. Additionally, quality is an equally important factor. Superior quality can attract consumer attention to purchase decisions as a valuable and beneficial product choice. One of the focuses of this study is how far the quality of the notebook, both in terms of the paper used and its attractive designs, can increase the public's purchasing decision for the product.

Previous comparisons between the Kiky brand and Sinar Dunia and Big Boss brands have presented additional dimensions in this research, where the availability and price of products and product quality have become researchers' highlights. Initial observations show that the Kiky brand notebook products are still affordable for the middle class and provide exciting quality notebooks that can significantly increase a student's interest in learning and taking notes with more attractive notebook designs. Thus, this research will provide a deeper

understanding of these distinguishing factors in this study, especially the Kiky brand notebooks made by P.T. Solo Murni.

According to Kotler (2009), perceived value is the difference between the prospective customer's evaluation of all the benefits and costs of an offering compared to alternatives. Customer perceived value is a key factor in evaluating the success of selling a product or service. Customer perceived value is the overall evaluation of the usefulness of a product based on the consumer's perception of what is received and what is provided by the product and service provider; the rating of products and services received by customers significantly influences their purchase intentions.

Price perception is a psychological factor that influences consumers' reactions to prices. Price perception is why someone decides to buy (Campbell, 2015). Each consumer has unique characteristics, and their assessment of products or services varies. Consumers' perception of price can influence purchasing decisions, so companies need to create a positive perception of the products or services offered to influence consumer decisions.

According to Kotler and Armstrong (2008) in research (Harni & Lukas Agung Heriputranto, 2023), product quality is the ability of a product to demonstrate its functions, including all the meaningful characteristics of an item that can affect its capacity to meet expressed or implied needs. In this

context, product quality can encompass performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, influencing consumers' purchasing decisions regarding a particular product or brand.

Nugroho, in the research (Nurjaya et al., 2021), Consumers' purchasing decision is a problem-solving process to buy a product after considering various aspects and alternatives involving emotional and rational influences, whether within themselves or their surrounding environment. Factors influencing a consumer's purchasing decision include perceived value, price, and product quality.

Previous research conducted by (Khayah et al., 2022), "The Influence of Product Quality and Perceived Value on Purchasing Decisions for Scarlett Whitening Products (Case Study in Cikarang, Bekasi Regency)," showed that product quality and perceived value have a positive influence on purchasing decisions. Based on the coefficient of determination test, the result was 28.3%, while the remaining 71.7% is influenced by other variables not included in the research model.

Additionally, previous research conducted by (Dzulkharnain, 2020) titled "The Influence of Price Perception, Brand Image, and Product Quality on Purchasing Decisions" showed that, partially, price perception, brand image,

and product quality positively and significantly influence purchasing decisions for Sophie Martin bags in Sidoarjo Regency. When viewed simultaneously, price perception, brand image, and product quality also positively and significantly influence buying decisions for Sophie Martin bags in Sidoarjo Regency, with price perception having the most significant impact on purchasing decisions for Sophie Martin bags in Sidoarjo Regency.

The first thing consumers usually consider before buying a product is the price. Price perception is the consumer's view of whether the price offered by the seller is acceptable and appropriate when compared to the buyer's expectations and standards. Besides price, consumers also consider perceived value, which is the extent to which the product provides benefits equal to or exceeding the costs incurred. Product quality is also an important factor, where consumers assess whether the product meets or exceeds their expectations regarding physical form, comfort, durability, and benefits offered. Price perception, perceived value, and product quality together form the consumer's final decision in choosing and purchasing a particular product (Anggraeni et al., 2020).

Companies must focus on "meeting consumer desires" in facing rapid growth and a highly competitive market. This aims to maintain a good defense amid the increasing market competition. Purchase intention is an important

dimension in marketing literature and is often used by many companies as a variable to predict new product sales or existing consumer purchasing decisions. Purchase intention reflects the likelihood of consumers planning or being willing to buy a particular product or service. Therefore, perceived value, price perception, and product quality are relevant variables in the Kiky notebook industry, which is the focus of this research.

The reason for choosing the Kiky Notebook brand in this research is that it is widely used among students and college students in Indonesia and is known for its quality, popularity, and good design. It can compete competitively in the community, especially among students and college students. This research is also relevant to the physical notebook industry in Indonesian education, especially among students and college students. By gaining a deeper understanding of the factors influencing consumer purchasing decisions, companies can optimize marketing strategies, set more accurate pricing policies, improve the quality of products provided, and respond to consumer demands related to notebook products that follow current digital trends, with the last variable being consumer purchasing decisions, which is the dependent variable in this research. In this research, consumer purchasing decisions are predicted to be influenced by perceived value, price perception, and product quality.

Based on the above explanation, the researcher is interested in conducting this research titled "Investigating the Drivers of Consumer Purchase Decisions: Evidence from PT. Solo Murni." Therefore, this research is expected to provide valuable insights for physical notebook industry players to increase competitiveness, add value for consumers, and maintain consumer loyalty.

1.2 Problem Statement

The main problem faced by P.T. Solo Murni related to purchasing decisions is unstable demand fluctuations. This shows the need for companies to understand the factors that influence their customers' purchasing decisions. Demand instability can be caused by various things, such as changing market trends, changing customer preferences, or price uncertainty. Without a clear understanding of what motivates customers to buy, P.T. Solo Murni may have difficulty in planning effective production and marketing strategies. Therefore, companies must conduct in-depth research to identify the key factors influencing customer purchasing decisions to address this problem effectively.

Based on the background above, the problem statements identified in this research are as follows. Do perceived Value, price Perception, and Product Quality positively affect customer Purchase decisions for Kiky-branded notebooks?

1.3 Research Objectives

This study aims to identify and analyze the factors influencing customer purchasing decisions at P.T. Solo Murni, especially those related to unstable demand fluctuations. This study aims to determine the main factors that cause changes in product demand, analyze the influence of customer preferences on purchasing decisions, and identify the impact of price uncertainty. In addition, this study will also explore the relationship between market trends and customer purchasing decisions. With this goal, the company is expected to gain in-depth insights to plan more effective marketing and production strategies.

1.4 Benefits of the Research

The research conducted will provide several uses or benefits, including:

a. Theoretical Benefits

This research can provide additional insights and studies on the influence of Perceived Value, Price Perception, and Product Quality on Consumer Purchasing Decisions for the Kiky notebook brand. It also

enriches the existing body of research and can serve as a comparison for future studies.

b. Practical Benefits

1. For Researchers

This research can be used by researchers to deepen and develop knowledge related to additional references, especially in the field of marketing, in implementing theories learned during academic studies related to Perceived Value, Price Perception, and Product Quality on purchasing decisions, both for students and the general public, as well as to enhance understanding of real-world business cases.

2. For Companies

It serves as an objective basis for decision-making and a guideline for determining effective, innovative strategies to increase sales volume, address or minimize consumer dissatisfaction, and enhance consumer attraction for repeat purchases.

3. For Universities

It adds to the library references and serves as educational material. It provides input and comparison for developing knowledge and considerations for future research of a similar nature.

4. For Others

This research is expected to provide additional information for readers, serve as a reference for consumers considering various perceptions in purchasing decisions, and be considered by other researchers who wish to discuss similar issues.

CHAPTER II

LITERATURE REVIEW

2.1 Literature Review

2.1.1. Buying Decision

Purchasing decisions are one of the stages in the post-purchase decision-making process (Arfah, 2022). According to Kotler et al. (2012), a purchasing decision is an individual's problem-solving process involving the selection of behavioral alternatives deemed most appropriate for making a purchase. It represents the initial step in the decision-making process. Additionally, Tjiptono (2008) defines purchasing decisions as a part of consumer behavior, where they are directly related to acquiring and identifying products and services, including the decision-making process before and after the action. According to Assael (Arfah, 2022), purchasing decisions are influenced by two factors:

- a. Internal Factors: These influence consumer purchasing decisions from within the consumer. Internal factors include motivation, perception, learning, beliefs, and attitudes.

- b. **External Factors** These affect purchasing decisions from outside the consumer. External factors include culture, social class, and membership in a group.

Before making a purchasing decision, customers consider several factors. To reach a purchasing decision, consumers go through various stages in the decision-making process. The decision to buy or not buy a product, especially for a crowd, often involves many people in the decision-making process. The stages of the decision-making process are as follows:

1. **Problem Recognition:** This is the first stage of the consumer purchasing decision process, where the consumer recognizes a problem or need. The buyer perceives a difference between the actual state and the desired state. Indicators used to measure purchasing decisions, according to Kotler and Armstrong (2010) (Arfah, 2022), are:
 - a. **Problem Recognition:** The buying process begins with recognizing a problem or need resulting from a difference between the actual and desired states. The need can be triggered by stimuli from within the buyer or external sources.
 - b. **Information Search:** Consumers may not actively seek information about their needs.

- c. Purchase Decision Manufacturers must understand that consumers handle information by narrowing down the alternatives to choose or evaluating which product to purchase.
- 2. The Evaluation Stage involves consumers forming preferences among several brands within the choice set. Consumers may also create a buying intention and purchase the brand they prefer. However, other factors may interfere with this buying intention, affecting the final purchase decision. These factors include:
 - a. Attitudes of Others: The extent to which others' perspectives influence a person's preferred alternatives depends on their negative attitudes toward the consumer's alternatives and their motivation to conform to others' desires.
 - b. Unexpected Situational Factors: Consumers form buying intentions based on factors such as family income, price, and expected benefits from the product. Unexpected situational factors may alter the buying intention before making the purchase decision. A consumer deciding to fulfill their buying intention will make five sub-decisions, including decisions about the brand, where to buy, the quantity, and the payment method.

3. Post-Purchase Behavior: This stage involves consumers' actions after purchasing based on satisfaction or dissatisfaction.
 - a. Post-Purchase Satisfaction Buyer satisfaction is the level of match between expected benefits and the actual benefits received from a product. If the product performance meets expectations, the consumer will be satisfied. Conversely, the consumer will be happy if the benefits meet expectations.
 - b. Post-Purchase Actions Consumer satisfaction or dissatisfaction with a product will influence future behavior. If satisfied, consumers are more likely to repurchase the product.
 - c. Post-Purchase Use and Disposal: When consumers use the product, it might need to be used correctly. This can result in suboptimal product function or benefits, leading to dissatisfaction. This can be mitigated by including clear instructions on proper product use to achieve optimal results.

2.1.2 Perceived Value

Customer Perceived Value (CPV), according to Kotler (2018), is the difference between a prospective customer's evaluation of all the benefits and costs of an offering compared to the alternatives. Total customer value is the monetary value of the economic, functional, and psychological benefits the customer expects from a market offering due to the product, service,

personnel, and image involved. Total customer cost is the perceived costs incurred in evaluating, obtaining, using, and disposing of a market offering, including monetary, time, energy, and psychological costs. The process of perception formation, as stated by Ngatno (2017), involves several stages:

- a. Stimulus or Trigger Perception begins when an individual is confronted with a stimulus or trigger from their environment.
- b. Registration During registration, a noticeable phenomenon is the physical mechanism involving sensing and the nervous system, influenced by the individual's sensory organs.
- c. Interpretation is a crucial cognitive aspect of perception that involves giving meaning to the received stimulus. The interpretation process depends on the individual's understanding, motivation, and personality.
- d. Feedback After the interpretation process, the individual perceives the received information as feedback on the stimulus.

According to Kotler (2018), customer value dimensions include the difference between total customer value and total customer cost, where total customer value is the set of benefits expected by customers from a particular product or service. Total customer cost is the set of costs consumers expect to evaluate, obtain, use, and dispose of the product or service. According to Tjiptono (2016), customer value consists of four dimensions:

1. Emotional Value Utility is derived from the feelings or positive emotions generated from consuming the product.
2. Social Value Utility is derived from the product's ability to enhance the consumer's social self-concept.
3. Quality/Performance Value Utility derived from the product due to reducing short-term and long-term costs.

Based on the theory of perceived value, the variable of perceived value can be formed from three indicators: emotional, social, and quality/performance.

2.1.3 Price Perception

Price is the amount charged for a product, whether goods or services. More broadly, price is the sum of all values given by customers to gain the benefits of having or using a product, whether goods or services (Kotler, 2018). Paul Peter and Jerry Olson (2000) in Manggarani et al. (2021) state: "Price perception relates to how price information is comprehensively understood by consumers and gives deep meaning to them." When consumers evaluate and research the price of a product, it is greatly influenced by their behavior. Therefore, the assessment of a product's price as expensive, cheap, or average varies among individuals because it depends on their perceptions,

which are influenced by their environment and personal conditions. (Manggarani, et.al, 2021).

Price is important in influencing buyers' choices when purchasing goods or services. In Desy et al. (2017), Kotler explains that price is the measure of cash fixed on goods or services or cash value bought for various uses since purchasing the goods or services. Nasution et al. (2020) also explain that the price indicated by customers or buyers is the cost incurred for something.

For companies, price is one of the many elements of the marketing mix that generates revenue (Sudrartono et al., 2020). Essentially, as explained by Insani et al. (2020), price is defined as the amount customers must pay for a product or service. Five indicators represent price: price range, alignment between price and product quality, price competition, and price-value alignment (Kotler, 2008). However, according to Rahman (2010), the purposes of pricing include:

1. Revenue

Most businesses rely on revenue, except for public service industries.

2. Capacity

Companies typically adjust to demand and supply, using maximum production limits.

3. Customers Price setting usually represents various customers, market segments, and purchasing power levels. This can be applied through discount systems, bonuses, etc.

According to Ardista et al. (2020), several factors influence price:

1. Analyzing Product Demand: This involves two steps: analyzing expected prices and analyzing differences in sales.
2. Competitor Response: Competitors are a component that drives pricing, especially concerning anticipated competitive threats.

According to Tjiptono (2008), several strategic dimensions of price include:

1. Price Influences Image and Positioning Strategy: Price becomes crucial when marketing prestigious products emphasizing quality and exclusivity. Price is associated with the level of product quality. Higher prices are perceived to reflect higher quality, and vice versa.
2. Price as a Statement of Value: Value is the ratio of perceived benefits to the costs incurred to obtain the product. Total customer value includes product value (such as reliability, durability, performance, and resale value), service value (product delivery, training, maintenance, repair, and

warranty), personal value (competence, friendliness, politeness, responsiveness, and empathy), and image value (product, distributor, and manufacturer reputation). Total customer costs include monetary costs (the price paid), time, energy, and psychological costs. Thus, "good value" does not necessarily mean a cheap product. Instead, it reflects a specific product that offers the type and amount of potential benefits (such as quality, image, and shopping convenience) consumers expect at a certain price level.

3. Price Flexibility: Price can be quickly adjusted. Price is the most easily changed and adapted to market dynamics of the four traditional marketing mix elements.

Based on the theory of price perception, price perception can be formed from three indicators: price in line with quality, price in line with benefits, and competitive pricing. The following diagram illustrates these indicators.

2.1.4 Product Quality

Product quality can be defined as the ability of a product to perform its functions, which includes durability, reliability, advanced features, strength, ease of packaging and repair, and other characteristics (Luthfia, 2012). Additionally, according to Wijaya (2011) in Ibrahim et al. (2019),

product quality is defined as the combination of all the product characteristics resulting from marketing, production engineering, and maintenance, making it a product that can be used according to consumer needs. Furthermore, Garvin and Davis (2009) state that product quality is a dynamic condition related to products, human resources, processes and tasks, and the environment that meets or exceeds customer expectations.

Product quality involves the product's ability to meet consumer needs well, including competitiveness, innovation, strict quality standards, and the application of modern technology in the production process. Therefore, improving product quality is an important strategy to support consumer purchasing decisions. Consumers prefer better-quality products at a slightly higher price, believing they will provide better value in the long run.

Product quality directly enhances consumer purchasing decisions and creates opportunities for broader market penetration, sales growth, and long-term business sustainability. Thus, improving product quality impacts competitiveness, economic growth influences consumer buying interest, and creates added value for sustainable economic development.

Planning the products to be offered in the market involves careful planning, where product planners must consider five levels of the product. By

understanding each level, more value can be added to the product for customers. The levels are as follows:

1. Core Benefit: The fundamental benefit that the product provides is the primary reason consumers purchase the product.
2. Basic Product: The basic version of the product that meets consumers' essential functions and needs.
3. Expected Product: A set of attributes and conditions that customers typically expect and agree to when they purchase the product.
4. Augmented Product Additional services and benefits are provided to meet customer desires and exceed their expectations, thus differentiating the company's offering from competitors (Tonce et al., 2022).

Products can be classified from various perspectives. One way to classify them is based on whether the product is tangible or intangible. In this context, products can be divided into two main groups: goods and services. Consumer goods are items purchased for the immediate benefit of the final consumer, such as individuals and households, rather than for business purposes. Typically, consumer goods can be grouped into four types: convenience goods, shopping goods, specialty goods, and unsought goods. This classification depends on consumer shopping behavior (Sinulingga, 2023). According to Tjiptono (2016), the classification of products is as follows:

1. Convenience Goods: These are products generally bought frequently, needed immediately, and require minimal effort in comparison and purchase. Examples include cigarettes, soap, toothpaste, batteries, candy, and newspapers. Convenience goods can be divided into staples, impulse goods, and emergency goods.
2. Shopping Goods These are products that consumers compare among various available alternatives during the selection and purchase process. Consumers consider each item's price, quality, and model. Examples of shopping goods include household appliances, clothing, and furniture.
3. Consumer Goods These are items individuals and households consume to meet nutritional and energy needs, including food and beverages. Food products can vary from raw foods like vegetables and meat to processed foods like bread, milk, or ready-to-eat meals. Food product classification can be based on various factors, including the type of raw material, production process, nutritional value, and method of presentation. Examples include rice, wheat, meat, milk, fruits, vegetables, cereals, cooking oil, canned food, frozen food, and many more.

According to Tjiptono (2016), product quality can be measured by five indicators:

1. Expected Product: The formal product offered with various attributes and conditions normally (reasonably) expected and agreed upon for purchase.
2. Core Benefit: The primary benefit needed and consumed by customers from each product. In the shoe industry, the primary benefit consumers purchase is the quality of raw materials, having materials that are comfortable to wear.
3. Generic Product: The basic product that can fulfill the most basic functions (the minimal product design to be functional).
4. Augmented Product: Various product attributes supplemented or added with various benefits and product variations, providing additional satisfaction and differentiation from competing products.
5. Potential Product: All possible additions and changes that can be developed for a product in the future.

2.2 Previous Research

Previous research is a review or study of earlier researchers on a topic or issue within this study. It is derived from the findings of studies conducted before this research was carried out.

Table 2. 1 Previous Research

No.	Researcher Name & Year	Research Title	Research methods	Results Study
1.	(Bintaya	The Influence	Quantitative	The research results

No.	Researcher Name & Year	Research Title	Research methods	Results Study
	Zahriati Khayah & Netti Natarida Marpaung, 2022)	of Product Quality and Perceived Value on Purchasing Decisions for Scarlett Whitening Products (Case Study of the Cikarang Area, Bekasi Regency).	method.	show that Product Quality and Perceived Value positively influence Purchasing Decisions. The coefficient of determination was 28.3%, while the remaining 71.7% was influenced by other variables not included in this research model. The results of the t-test (partial) and the results of the t-test (simultaneous) show that there is a significant influence both partially and simultaneously between product quality variables and perceived value on purchasing decisions.
Link: https://garuda.kemdikbud.go.id/documents/detail/2613450				
2.	(Dzulkharnain, 2020)	The Influence of Price Perception, Brand Image, and Product Quality on Purchasing Decisions	Quantitative Methods	The results of this research show that: (1) partially/individually, the perception of price, brand image, and product quality has a positive (+) and significant/meaningful influence on purchasing

No.	Researcher Name & Year	Research Title	Research methods	Results Study
				decisions for Sophie Martin bag products in Sidoarjo Regency, (2) simultaneously/together Price perception, brand image and product quality have a positive (+) and significant/meaningful influence on purchasing decisions for Sophie Martin bag products in Sidoarjo Regency, (3) Price perceptions have the most significant influence on purchasing decisions for Sophie Martin bag products in Sidoarjo Regency.
Link: https://e-journal.umaha.ac.id/index.php/iqtisad/article/view/543				
3.	(Dinka Wardah Robi'ah & Medi Nopiana, 2022)	The Influence of Price and Product Quality Perceptions on Purchasing Decisions for Avoskin Skincare Products.	Quantitative Methods.	This research shows that perceived price and product quality significantly influence purchasing decisions. Price perceptions do not considerably influence purchasing decisions, but product quality does.
Link: https://journal.stieamkop.ac.id/index.php/yume/article/view/1545				
4.	(Aghitsni &	The Influence of Product	Quantitative	The influence's research results, or the

No.	Researcher Name & Year	Research Title	Research methods	Results Study
	Busyra, 2022)	Quality on Motor Vehicle Purchase Decisions in Bogor City.	Methods.	coefficient of determination shown by the Product Quality variable (X) on Purchasing Decisions (Y), is 0.677 or 67.7%. In contrast, the remaining 32.3% is influenced by variables not examined in the research.
Link: https://journal.stiemb.ac.id/index.php/mea/article/view/2271				
5.	(Mardiasih, 2020)	The Influence of Price Perceptions, Product Quality, and Location on Purchasing Decisions.	Quantitative Methods.	Research results show that: 1). Price Perception resulted in a calculated t value of 2.756 with a significant value of 0.007. Based on the test results, the hypothesis is accepted, meaning that price positively and significantly influences purchasing decisions. 2). Product quality resulted in a t-calculated value for the product quality variable of 6.597 with a significant value of 0.000.
Link: https://e-journal.umaha.ac.id/index.php/iqtisad/article/view/546				

No.	Researcher Name & Year	Research Title	Research methods	Results Study
6.	(Mahendra Supriyat Dinata & Imroatul Khasanah, 2022)	The Influence of Price Perception, Product Quality Perception and Service Quality on Consumer Purchasing Decisions Eden International Daily Food, Semarang.	Quantitative Methods.	This research indicates that price and product quality perceptions positively influence consumer purchasing decisions from Eden International Daily Food Semarang. Service quality does not affect consumer purchasing decisions from Eden International Daily Food Semarang.
Link: https://ejournal3.undip.ac.id/index.php/djom/article/view/33954				
8.		The Influence of Product Quality, Price Perception, and Brand Image on Shoe Purchasing Decisions.	Quantitative Methods.	Based on the instrument test results, it was determined that all indicators were valid and all variables were reliable. Based on the regression coefficient and t-test, this research concludes that product quality has a positive and significant effect on purchasing decisions, price perception has a positive and significant impact on buying decisions, and brand image has a positive

No.	Researcher Name & Year	Research Title	Research methods	Results Study
				and significant effect on buying decisions.
Link: https://journal.stieamkop.ac.id/index.php/mirai/article/view/4769/3143				

2.3 Hypothesis Formulation

2.3.1 The Relationship between Perceived Value and Purchasing Decisions

Consumer

Perceived value is the consumer's view of the extent to which a product or service provides benefits comparable to or even exceeding the costs incurred (Khayah et al., 2022). When consumers feel that a product offers high quality, price, or other additional benefits, they are more likely to purchase it. However, if consumers think the value provided needs to be commensurate with the cost, they will hesitate to buy the product.

For Kiky brand notebooks, the company must ensure that consumers see these notebooks as products that offer additional benefits, such as good paper quality, attractive design, and high durability. Thus, a positive perceived value can enhance consumers' purchasing decisions, help the company maintain customer loyalty, and compete effectively in the market.

H1: Perceived value has a positive impact on customer purchasing decisions

2.3.2 The Relationship between Price Perceptions and Consumer Purchasing Decisions

Price perception is the consumer's view of whether the price offered for a product or service is comparable to the benefits received (Maimunah, 2020). When consumers feel that the price of a product is reasonable or justified by the quality and value offered, they are more likely to make a purchase. Conversely, consumers may seek more affordable alternatives if the price is perceived as too high compared to the benefits received.

For Kiky brand notebooks, the company needs to set a price that is considered fair by consumers, especially considering the competition with often more economical digital writing tools. A competitive price that matches the quality of Kiky notebooks' paper, design, and durability can increase consumer desire to purchase. Thus, a positive price perception can drive buying decisions, maintain customer satisfaction, and help the company compete in an increasingly competitive market.

H2: Price Perceptions have a positive impact on Consumer Purchasing Decisions

2.3.3 The Relationship between Product Quality and Consumer Purchasing Decisions

Product quality encompasses various aspects, such as reliability, durability, and features that meet or even exceed consumer expectations (Coanto et al., 2018). When consumers perceive a product to be of high quality, they are more likely to purchase it because they believe it will meet their needs and provide good value for the money spent.

For Kiky brand notebooks, product quality includes the quality of the paper, the durability of the cover, attractive design, and comfort while writing. Kiky notebooks, known for their high quality, can attract consumers who desire durable and comfortable products. Suppose consumers are satisfied with the quality of Kiky notebooks. In that case, they are likely to make an initial purchase and repeat purchases in the future and recommend the product to others. Therefore, maintaining and enhancing product quality influences consumer purchasing decisions. By ensuring that every notebook produced meets high-quality standards, the company can build consumer loyalty, increase satisfaction, and maintain a competitive position in the market.

H3: Product Quality has a positive impact on Consumer Purchasing Decisions

2.4 Framework

It is important to have a conceptual framework in a research study. A conceptual framework guides the research design before the research process

begins. This framework illustrates the relationship between theory and various factors identified as significant issues. The following is the conceptual framework for this research.

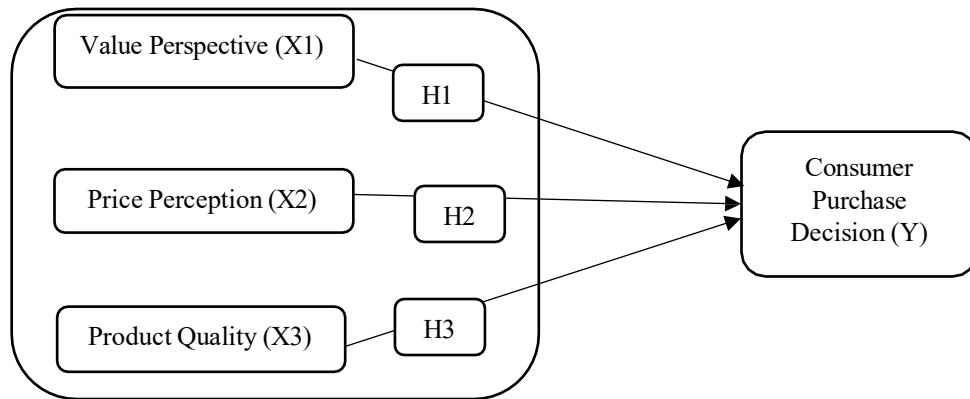


Figure 2.1 Framework of Thought

CHAPTER III

RESEARCH METHODS

3.1. Research Approach

The research method applied in this study is quantitative research. The quantitative approach emphasizes collecting numerical data and using statistical analysis to understand the relationships between variables (Sekaran & Bougie, 2016). This research is categorized as associative or relational research, which aims to determine cause and effect. Quantitative analysis through statistics is employed to produce broader and more objective generalizations, providing a strong data foundation to support the research findings.

3.2. Population and Sample

3.2.1. Population

The population is an important element in research. The population is the total number of objects to be studied. It is described as the number of objects that can be used for research: organizations, individuals, and institutions. According to Handayani (2020), the population is the entirety of each element to be studied with similar characteristics; it can be individuals in a group, an event, or something to be researched. The population in this

study includes all consumers who have purchased Kiky brand notebooks produced by P.T. Solo Murni.

3.2.2. Sample

A sample is a portion of the total number and characteristics of the population in the research object Sekaran dan Bougie (2016). The sample in this study comprises 100 respondents who have purchased Kiky brand notebooks produced by P.T. Solo Murni. The researcher used total sampling because the population size is small. According to Sekaran dan Bougie (2016), total sampling is a technique for determining the sample when all population members are used as the sample.

3.3. Types of Research Data

3.3.1. Primary data

In this study, the research objects are consumers who have made purchases of Kiky brand notebooks produced by P.T. Solo Murni. This research uses primary data sources obtained from information collected from respondents' answers through the distribution of surveys or questionnaires.

3.4. Data Collection Technique

The researcher collected data through questionnaires distributed to respondents and conducted a literature review related to the studied issues. Questionnaires were given to consumers who purchased Kiky brand notebooks

produced by P.T. Solo Murni. The questions relate to Perceived Value, Perceived Price, and Product Quality in Purchase Decisions. This research utilized an instrument with a Likert scale.

The variables were assessed based on the answers provided by respondents in the questionnaires, with each response being assigned a score. The Likert scale is used to measure an individual's response or reaction to a social object, with each answer having the following values:

Table 3.1 Likert Scale

Scale Point	Description
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

A Likert scale research instrument can be designed as a checklist or multiple-choice options.

3.5. Research Variables and Operational Definitions

According to Sekaran and Bougie (2016), a variable is an attribute characteristic or value of a person, object, or activity with certain variations

determined by the researcher that must be studied and concluded. The variables in this study consist of two types:

3.5.1.Independent Variable (X)

1. Perceived Value (X1)

According to Sweeney et al., as cited by Tjiptono (2010), Perceived Value can be measured by three indicators:

- a. Emotional Value Indicates the extent to which consumers feel an emotional connection to the food product.
- b. Social Value Shows how much the food product meets social norms or the desire for social interaction in consumption.
- c. Quality Value Reflects the evaluation of the quality of the food product.

2. Perceived Price (X2)

Perceived Price is how consumers understand and assign meaning to price information. According to Kotler and Armstrong (2008), four indicators characterize perceived price.

- a. Price Affordability: An indicator used to measure how affordable a food product is for consumers in terms of their purchasing power.
- b. Price-Quality Fit: This indicator assesses how well the food product's price aligns with the expected quality and service.

- c. Price Competitiveness: This indicator indicates how a food product's price compares to similar products in the market.
- d. Price-Value Fit: This indicator measures how the price of the food product compares to the benefits consumers receive.

3. Product Quality (X3)

Product Quality is a dynamic condition related to the product, people/workers, processes and tasks, and the environment that meets or exceeds customer or consumer expectations. According to Tjiptono (2016), product quality can be measured by five indicators:

- a. Expected Product The formal product offered with various attributes and anticipated conditions and agreed upon for purchase.
- b. Core Benefit: The actual benefit that customers need and will consume from each product. In the shoe industry, the core benefit that consumers seek is the quality of the raw materials and comfort.
- c. Generic Product: The basic product that fulfills the most fundamental functions (minimal product design to function).
- d. Augmented Product: Various product attributes that are enhanced or supplemented with additional benefits and variants provide extra satisfaction and distinguish them from competitor products.

- e. Potential Product: All possible additions and changes that might be developed for a product in the future.

3.5.2. Dependent Variable (Y)

According to Kotler et al. (2012), purchase decision is the individual's problem-solving process of choosing alternative behaviors. It is considered the most appropriate action in purchasing the first step in the decision-making process. The indicators used to measure purchase decisions, according to Kotler and Armstrong (2010) (Arfah, 2022), are as follows:

1. Problem Recognition: The buying process involves recognizing a problem or need resulting from a discrepancy between the actual and desired states. Internal stimuli or external factors can trigger this need.
2. Information Search Consumers may not actively seek information related to their needs.
3. Purchase Decision Manufacturers must understand that consumers can handle the information they obtain by narrowing down the alternatives to choose or evaluating which product to purchase.
4. Post-Purchase Behavior If the purchased item does not meet the expected satisfaction, the buyer will shift their attitude towards the brand to a negative one, potentially removing it from their list of choices.

Conversely, if the consumer is satisfied with the purchased item, the desire to repurchase it strengthens.

Table 3.2 Operational Variable Question Items

Research variable	Indicator	Code Items
Perceived Value (X1)	I feel that by purchasing Kiky brand notebooks, I can achieve satisfaction while using them.	PV1
	The Kiky brand notebooks are an excellent product to purchase.	PV2
	I feel proud to use Kiky brand notebooks in front of my friends.	PV3
	The price of Kiky brand notebooks is economical.	PV4
	I believe Kiky notebooks have better quality value than other notebook brands.	PV5
	Kiky brand notebooks offer the best value for money.	PV6
Price Perception (X2)	I feel that Kiky brand notebooks are affordable for everyone.	PP1
	I believe the price of Kiky brand notebooks aligns with the quality provided.	PP2
	I feel that Kiky notebooks are cheaper compared to	PP3

Research variable	Indicator	Code Items
	other notebook brands.	
	I perceive the benefits of Kiky brand notebooks to be proportional to the price I paid.	PP4
Product Quality (X3)	I feel that Kiky brand notebooks meet my expectations after purchasing them.	PQ1
	I believe Kiky brand notebooks have high quality.	PQ2
	I feel that Kiky brand notebooks are superior products.	PQ3
	I believe Kiky brand notebooks have better paper quality than other notebook brands.	PQ4
	I feel that Kiky brand notebooks have a distinctive design compared to other brands.	PQ5
	I believe Kiky brand notebooks add value to enhance their product value.	PQ6
	I feel that Kiky brand notebooks have a continuously improving	PQ7

Research variable	Indicator	Code Items
	potential for innovation.	
	Kiky brand notebooks have excellent quality.	PQ8
Purchase Decision (Y)	I recognize my needs before purchasing Kiky brand notebooks.	PD1
	I will make an effort to buy Kiky brand products.	PD2
	I always seek information about Kiky brand notebooks before buying them.	PD3
	I always feel compelled to decide to purchase Kiky brand notebooks.	PD4
	I plan to buy Kiky brand notebook products.	PD5
	I feel happy after purchasing Kiky brand notebooks.	PD6
	I am willing to buy Kiky brand notebook products in the future.	PD7

3.6. Data Analysis Technique

3.6.1. Descriptive Statistical Analysis Test

Descriptive statistics is a method for analyzing data that involves describing or explaining the collected data to draw conclusions that are not generalizable (Sugiyono, 2019). Descriptive statistical analysis does not form conclusions about the population from the collected sample but is used to describe the sample data.

This study's descriptive statistical analysis pertains to the Perceived Value, Perceived Price, and Product Quality of Purchase Decisions for Kiky brand notebooks produced by P.T. Solo Murni. The researcher can obtain a descriptive overview of the respondents related to the investigated variables. The average value is used in this research for descriptive analysis. Classification is based on a scoring weighting method through interval distances for each group based on the highest and lowest scales, with the resulting classification as follows:

Minimum Value = 1

Maximum Value = 5

Interval Distance = $(5-1)/5 = 0.80$

Table 3.3 Score Interpretation Categories

No	Score Average Interval	Category
1	1.00 – 1.80	Very Poor/Very Low
2	1.80 – 2.60	Not Good/Low
3	2.60 – 3.40	Pretty good
4	3.40 – 4.20	Good/High
5	4.20 – 5.00	Very Good/Very High

Source: Ghozali, 2017.

The table above shows that the interpretation will improve or increase as the average interval value increases.

3.6.2. Data Quality Test

a. Validity Test

Sugiyono (2022) states that a validity test determines the suitability of items in a questionnaire for defining a variable. This questionnaire generally supports a specific group of variables. The validity test is performed on each question item. The computed value (r_{hitung}) is compared with the table value (r_{tabel}) where the degrees of freedom (df) are $n-2$ and the significance level is 5%. If $r_{tabel} < r_{hitung}$, then the item is considered valid.

b. Reliability Test

According to Sugiyono (2022), reliability (or dependability) measures the stability and consistency of respondents in answering questions related to the constructs of a variable arranged in a questionnaire. The reliability test can be performed collectively on all question items. The instrument is considered reliable if the Alpha value is > 0.60 .

3.6.3. Classic Assumption Test

a. Normality Test

Sugiyono (2022) states that the normality test determines whether a data distribution is normal. This is important for choosing the appropriate statistical test, as parametric statistical tests require normally distributed data. The Kolmogorov-Smirnov test is used for normality testing when the data is single or frequency data, not grouped frequency data. The data is normally distributed if the asymptotic significance (asymptotic sig) value > 0.05 .

b. Multicollinearity Test

According to Sugiyono (2022), the multicollinearity test aims to determine whether there is a correlation among variables in a multiple linear regression model. A good multiple linear regression model should have low or no correlation among independent variables (IVs). In other

words, a good model does not experience multicollinearity. One way to test for multicollinearity is by examining the tolerance and variance inflation factor (VIF.) values. Tolerance and VIF. values indicate the presence or absence of multicollinearity. Tolerance values should be between 0.0 and 1, with no tolerance values less than 0.0 or greater than 1. VIF should also be lower than 10.

c. Heteroscedasticity Test

According to Sugiyono (2022), the heteroscedasticity test is used to determine whether the errors in the data have the same variance. Heteroscedasticity occurs when the variance of errors differs from one observation to another. A good multiple linear regression model should not experience heteroscedasticity.

3.6.4. Multiple Regression Analysis

Regression analysis aims to test the influence of one variable on another. The variable being influenced is called the dependent variable, while the variable influencing it is called the independent variable. When regression involves one dependent variable and more than one independent variable, it is called multiple regression. The equation for multiple regression in this study is as follows:

$$KPE = \alpha + \beta_1 PN + \beta_2 PH + \beta_3 KPR + e$$

Information:

PD = Purchasing Decision

a = Constant

β = Coefficient

PV = Value Perception

PP = Price Perception

PQ = Product Quality

e = Standard Error

3.6.5. Hypothesis Testing

1. Coefficient of Determination Test

The coefficient of determination measures how well the regression model explains the variation in the dependent variable. The R^2 value ranges from zero to one. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. Generally, the coefficient of determination for cross-sectional data is considered low due to significant variation between observations, whereas time series data

usually have a high coefficient of determination. If a high R^2 is obtained, it indicates that the regression model is good, whereas a low R^2 suggests that the model is poor.

2. F-Test

The F-test, or the model test or ANOVA test, aims to determine how all independent variables affect the dependent variable together. The test uses a significance level of 0.05 ($\alpha=5\%$), per Sugiyono (2022). If the computed F-value (F_{hitung}) is greater than the critical F-value (F_{tabel}), or if the p-value < 0.05 , the null hypothesis (H_0) is rejected, indicating that the regression model can be used to test the effect of all independent variables on the dependent variable. If F_{hitung} is less than F_{tabel} , or if the p-value > 0.05 , H_0 is accepted, indicating that the model is not yet capable of testing the effect of independent variables on the dependent variable.

3. T-Test

The T-test, also known as the partial test, aims to determine how each independent variable affects the dependent variable. The test uses a significance level of 0.05 per Sugiyono (2022). Hypothesis acceptance or rejection is based on the following criteria:

- a. The hypothesis is rejected if the significance value > 0.05 (the regression coefficient is insignificant). This means that, on a partial basis, the independent variable does not significantly affect the dependent variable.
- b. The hypothesis is accepted if the significance value < 0.05 (the regression coefficient is significant). This means that, on a partial basis, the independent variable significantly affects the dependent variable.

CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

4.1. Research Overview

P.T. Solo Murni (Kiky) is a company that has become one of Indonesia's leading players in the book and stationery industry and has penetrated the global market. With a long history of 42 years, P.T. Solo Murni shows extraordinary dedication to innovating and maintaining product quality. This company has a solid vision to become a leader not only in the domestic market but also in the international arena. P.T. Solo Murni is very focused on efficiency and quality. This can be seen from the use of sophisticated equipment and skilled workers.

Furthermore, the company's vast distribution reach to five continents and 37 countries shows its commitment to expanding the market and establishing cooperation with various distributors and retailers worldwide. In terms of innovation, PT Solo Murni not only strives to create new products but also continues to improve existing products, ensuring that they are always relevant and meet the evolving needs of consumers.

4.2. Research result

4.2.1. Respondent Data Characteristics

1. Gender

Table 4.1 Respondent Characteristics Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	31	31.0	31.0	31.0
	Woman	69	69.0	69.0	100.0
	Total	100	100.0	100.0	

Source: Processed primary data, 2024

The data processing results show that this study's respondents were dominated by females, as many as 69% or 69 people, while male respondents were as many as 31% or 31 people. This shows that respondents who purchased Kiky notebooks were mostly female.

2. Age

Table 4.2 Respondent Characteristics Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 - 15 Years	24	24.0	24.0	24.0
	16 - 20 Years	29	29.0	29.0	53.0
	21 - 30 Years	15	15.0	15.0	68.0
	Above 31 Years	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Source: Processed primary data, 2024

Based on the results of data processing, it shows that respondents in this study are dominated by respondents aged over 31 years, as many as 32% or 32 people, for those aged 10-15 years, as many as 24% or 24 people, for those aged 16-20 years as many as 29% or 29 people, while for those aged over 21-30 years as many as 15% or 15 people. This shows that respondents who purchased Kiky notebooks were more over 31 years old than other ages.

4.2.2. Validity and Reliability Test

Based on the testing method in Chapter III, the research instrument needs to be tested first for its validity and reliability in measuring research variables in

a research sample, so that the research can produce results that are in accordance with the actual situation.

Table 4.3 Validity Test

Variable	Questionnaire	rcount	rtable	Information
Perception Value	PV1	.814**	0,1966	Valid
	PV2	.806**	0,1966	Valid
	PV3	.674**	0,1966	Valid
	PV4	.806**	0,1966	Valid
	PV5	.740**	0,1966	Valid
	PV6	.852**	0,1966	Valid
Price Perception	PP1	.790**	0,1966	Valid
	PP2	.782**	0,1966	Valid
	PP3	.706**	0,1966	Valid
	PP4	.777**	0,1966	Valid
Product Quality	PQ1	.719**	0,1966	Valid
	PQ2	.755**	0,1966	Valid
	PQ3	.672**	0,1966	Valid
	PQ4	.611**	0,1966	Valid
	PQ5	.716**	0,1966	Valid
	PQ6	.775**	0,1966	Valid
	PQ7	.761**	0,1966	Valid
	PQ8	.684**	0,1966	Valid
Purchasing Decision	PD1	.572**	0,1966	Valid
	PD2	.586**	0,1966	Valid

Variable	Questionnaire	rcount	rtable	Information
	PD3	.564**	0,1966	Valid
	PD4	.595**	0,1966	Valid
	PD5	.586**	0,1966	Valid
	PD6	.640**	0,1966	Valid
	PD7	.692**	0,1966	Valid

Source: Processed primary data, 2024

The validity test was conducted on 100 respondents. The validity of a question item is determined if the calculated r value is greater than the r table value. The data processing above is done using the SPSS program. Table 4.5 shows that in the validity test of the variables Perception of Value, Perception of Price, Product Quality, and Purchasing Decisions, which are below the r table value in the r table in degrees of freedom $df = 100 - 2 = 98$ is 0.1966, or in other words, all variables have indicators with $r \text{ count} > r \text{ table}$. The significance of each indicator in the variables above can be seen in the appendix by looking at the Sig. row, where if the Sig. value > 0.05 , then it can be said that the variable item is valid.

Table 4.4 Reliability Test

Variable	Cronbach's Alpha	Information
Perception Value	0.870	Reliable
Price Perception	0.763	Reliable
Product Quality	0.860	Reliable
Purchasing Decision	0.710	Reliable

Source: Processed primary data, 2024

The reliability test results on all variable statements can be seen through Cronbach's alpha value of Value Perception of 0.870, Price Perception of 0.763, Product Quality of 0.860, and Purchase Decision of 0.710. By looking at the categorization of reliability values, all variables have moderate reliability because it is more than 0.7.

4.2.3. Classical Assumption Test

1. Data Normality Test

Data can be said to be normally distributed (H_0) if the p value (Sig) > 0.05 . The p value (Sig) is seen through the numbers in the "Asymp. sig. (2-tailed)" column in the results/output table of normality test calculations by the SPSS program. The normality test is carried out using the Kolmogorov-Smirnov method. The normality test is carried out based on the following hypotheses:

H0: Data in the sample is normally distributed

H1: Data in the sample is not normally distributed

The SPSS application program is used to assist in processing research data.

The calculation results can be seen in Table 4.5 as follows:

Table 4.5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters,b	Mean	.0000000
	Std. Deviation	1.26535427
Most Extreme Differences Absolute		.079
	Positive	.079
	Negative	-.060
Test Statistic		.079
Asymp. Sig. (2-tailed)		.123c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed primary data, 2024

Based on Table 4.5, the error/residual normality test shows that the error (e) or residual is generated from the following equation:

$$e = Y - \hat{Y}$$

E = error

Y = Purchase Decision Data

$\hat{Y}$ = regression result data

A good regression is a regression with residual values following a normal distribution. Based on the statistical data in Table 4.5, the error/residual normality test shows the hypothesis test results, which states that the residual distribution in this regression analysis follows a normal distribution. This can be seen through the Kolmogorov Smirnov value (test statistic) of 0.079 and the Asymp Sig. value of $0.123 > 0.05$. Both of these values mean that the assumptions or requirements of the regression analysis are met. distribusi normal. Hal ini dilihat melalui nilai kolmogorov smirnov (test statistic) sebesar 0,079 dan nilai Asymp Sig. $0,123 > 0,05$.

2. Multicollinearity Test

This collinearity test is conducted to detect the presence of a high or even perfect correlation between two independent variables in the regression model because a good regression model should not correlate with independent variables. The test is conducted with the hypothesis:

H0: There is collinearity between the Perceived Value, Perceived Price, and Product Quality variables.

H1: There is no collinearity between the Perceived Value, Perceived Price, and Product Quality variables.

Multicollinearity hypothesis testing is carried out by looking at the VIF and tolerance values in the multicollinearity test results via SPSS below:

Table 4.6 Multicollinearity Test Results

Coefficients

		Collinearity Statistics	
Model		Tolerance	VIF
1	PV	.315	3.170
	PP	.772	1.296
	PQ	.291	3.436

a. Dependent Variable: Y

Source: Processed primary data, 2024

The regression model is considered free from multicollinearity if it has a VIF value of less than 10 and a tolerance value exceeding 0.1. Based on the test requirements and the test results in Table 4.8, the Tolerance value is greater than 0.1, and the VIF value is less than 10. Thus, there is no multicollinearity problem in the three independent variables used.

3. Heteroscedasticity Test

The heteroscedasticity test was carried out using the Glejser test using the absolute residual value (ABSRES) so that the results were obtained in Table 4.7 below:

Table 4.7 Glejser Heteroscedasticity Test Results

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1.(Constant)	3.167	.670			4.725	.000
PV	-.020	.031	-.113		-.658	.512
PP	-.070	.041	-.186		-1.688	.095
PQ	-.012	.027	-.082		-.460	.647

a. Dependent Variable: absres

Source: Processed primary data, 2024

A good regression model has a variance inequality between the residuals of one observation to another. Heteroscedasticity testing through the Spearman method sees the occurrence/absence of heteroscedasticity by looking at the Sig. value in Table 4.7. in the Glejser test, the Sig. value in the table above must have a Sig. value > 0.05 , so the regression model can be said to have no heteroscedasticity because of the Sig. value in this regression model is Perception of Value of 0.512, Perception of Price of 0.095, and Product Quality of 0.647, so it can be used to predict the

Purchasing Decision variable based on the variables Perception of Value, Perception of Price, and Product Quality.

4.2.4. Descriptive Statistics

Table 4.8 Research Data Description

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PV	100	12	30	25.41	4.085
PP	100	8	20	17.36	1.946
PQ	100	15	40	33.24	4.839
PD	100	17	34	30.93	2.446
Valid N (listwise)	100				

Source: Processed primary data, 2024

The overall data description is attached in the appendix section of the thesis. In this sub-chapter, descriptive statistics are displayed from the results of calculations and tests carried out with the help of a computer through the SPSS application program, as well as their analysis and interpretation.

1. Descriptive Analysis of Purchasing Decisions

The average value of Purchasing Decisions obtained from respondents is 30.93, with a minimum Purchasing Decision of 17 and a maximum Purchasing Decision of 34.

2. Descriptive Analysis of Perceived Value

The average value of Perceived Values obtained from respondents is 25.41, minimum Perceived Values are 12, and maximum Perceived Values are 30.

3. Descriptive Analysis of Perceived Price

The average value of Perceived Prices obtained from respondents is 17.36, the minimum is 8, and the maximum is 20.

4. Descriptive Analysis of Product Quality

The average value of Product Quality obtained from respondents is 17.36, minimum Product Quality is 8, and maximum Product Quality is 20.

4.2.5. Hypothesis Testing

Hypothesis testing is done to see the significance of the influence that has been shown in the results of the determination coefficient calculation in the regression test. Hypothesis testing in partial regression is done by looking at the t-count and Sig. values, while hypothesis testing in multiple regression is done by looking at the t-count values in the partial test and F-count in the simultaneous test.

1. Test of the Determination Coefficient of Perceived Value, Perceived Price, and Product Quality Variables on Purchasing Decisions

Table 4. 9 Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.732	.724	1.285

a. Predictors: (Constant), X3, X2, X1

Source: Processed primary data, 2024

Table 4.10 above explains that the R2 value for the variables of Perceived Value, Perceived Price, and Product Quality on Purchasing Decisions shows an influence with a determination value 0.724, or 72.4%. This figure means that Perceived Value, Perceived Price, and Product Quality influence Purchasing Decisions (Y) by 72.4%, while other variables influence the remaining 27.6%.

2. Hypotheses Testing

Table 4.10 T-Test

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.229	1.226		9.978	.000
1 PV	.185	.056	.309	3.290	.001
PP	.506	.076	.403	6.698	.000
PQ	.157	.049	.310	3.169	.002

a. Dependent Variable: Y

Source: Processed primary data, 2024

This test is used to test the significance of the regression coefficient individually, or in other words, this test basically shows how far the influence of one independent variable on the dependent variable is by assuming the other independent variables are constant (Ghozali, 2018). If the significance value is <0.05 , then an independent variable partially has a significant effect on the dependent variable (Ghozali, 2018).

Based on Table 4.10, it can be interpreted as follows:

1. The results of hypothesis 1 testing show a significance value of 0.001 less than 0.05. This indicates that H1 is accepted, which partially the Perceived Value variable positively affects Purchasing Decisions. Thus Hypothesis 1 is accepted.
2. The results of hypothesis 2 testing show a significance value of 0.000 less than 0.05. This indicates that H2 is accepted, which partially positively affects Price Perception variables on Purchasing Decisions. Thus Hypothesis 2 is accepted.
3. The results of hypothesis 3 testing show a significance value of 0.002, less than 0.05. This indicates that H3 is accepted, which partially the

Product Quality variable positively affects Purchasing Decisions.

Thus, Hypothesis 3 is accepted.

The multiple linear regression test results form a regression line equation that presents the influence of Value Perception, Price Perception, and Product Quality on Purchasing Decisions, obtained through the table above. The regression equation is:

$$\hat{Y} = 12.229 + 0,185 X_1 + 0,506 X_2 + 0,157 X_3$$

Keterangan:

Y = Buying decision

X1 = Perception of Value

X2 = Price Perception

X3 = Product Quality

The regression equation means that if Perception of Value, Perception of Price, and Product Quality have a value of 0 or have not been included in the calculation, then the Purchase Decision has a value of 12,229. Then, the regression coefficient of the Perception of Value variable of 0.185 means that if the Perception of Value increases by one unit, then the Purchase Decision will also increase by 0.185. The regression

coefficient of the Perception of Price variable of 0.506 means that if the Perception of Price increases by one unit, the Purchase Decision will also increase by 0.506. The regression coefficient of the Product Quality variable of 0.157 means that if Product Quality increases by one unit, the Purchase Decision will also increase by 0.157.

The regression test results suggest that Value Perception, Price Perception, and Product Quality influence Purchasing Decisions (Y) together.

4.3. Discussion

4.3.1. Perceived Value and Purchasing Decision

Based on the data description above, especially the hypothesis test, the sig value is obtained at 0.001, which is less than 0.05 with a calculated t value of 3,290, which is greater than the t table of 1.984; the results were obtained through testing with the help of the SPSS program, and it was proven that the value was significant. This means that value perception positively influences purchasing decisions on Kiky Brand Notebooks. This shows that the higher the Value Perception, the higher the Purchase Decision for Kiky Brand Notebooks.

The results of this study are in accordance with the concept of Khayah et al. (2022). Perceived Value is the consumer's view of the extent to which a product or service provides benefits comparable to or exceeding the costs incurred. When consumers feel that the product offers high value in terms of quality, price, and other additional benefits, however, if consumers feel that the value offered needs to be commensurate with the costs incurred, they will hesitate to buy the product. Thus, a positive perception of value can improve consumer purchasing decisions, help companies maintain customer loyalty, and help them compete effectively in the market.

This study's results align with previous studies, such as research by Darmawan and Prabawani (2020). The study found that Perceived Value has a positive relationship with Purchasing Decisions. From the quantitative information and concepts/theories above, the researcher concludes that Perceived Value significantly positively affects Purchasing Decisions on Kiky Brand Notebooks.

4.3.2. Price Perception and Purchasing Decision

Based on the data description above, especially the hypothesis test, the sig value is obtained at 0.000, which is less than 0.05 with a calculated t value of 6.698, which is greater than the t table of 1.984; the results were obtained through testing with the help of the SPSS program, and it was proven that the

value was significant. This means that Price Perception influences purchasing decisions on Kiky Brand Notebooks. This shows that the higher the Price Perception, the higher the Purchase Decision for Kiky Brand Notebooks.

The results of this study are by Maimunah's (2020) conception. Price perception is the consumer's view of whether the price offered for a product or service is commensurate with the benefits received. When consumers feel that the price of a product is appropriate or appropriate for the quality and value offered, they are more likely to make a purchase. Conversely, consumers may look for other, more affordable alternatives if the price is too high compared to the benefits received. Thus, positive price perception can drive purchasing decisions, maintain customer satisfaction, and help companies compete in an increasingly competitive market.

This study's results align with previous studies, such as research by Mahendra Supriyat Dinata and Imroatul Khasanah (2020). The study found that Price Perception has a positive relationship with Purchasing Decisions. From the quantitative information and concepts/theories above, the researcher concludes that Price Perception significantly affects Purchasing Decisions for Kiky Brand Notebooks.

4.3.3. Product Quality and Purchasing Decision

Based on the data description above, especially the hypothesis test, the sig value is obtained at 0.002 which is less than 0.05 with a calculated t value of 3.169 which is greater than the t table of 1.984; the results were obtained through testing with the help of the SPSS program and it was proven that the value was significant. This means that Product Quality influences Purchasing Decisions on Kiky Brand Notebooks. This shows that the higher the Product Quality, the higher the Purchase Decision for Kiky Brand Notebooks.

The results of this study are in accordance with the concept of Coanto et al. (2018). Product Quality includes various aspects such as reliability, durability, and features that meet or even exceed consumer expectations. When consumers feel that a product has high quality, they are more likely to buy it because they believe that it will meet their needs and provide good value for the money they spend. Suppose consumers are satisfied with the quality of Kiky's book. In that case, they will not only make an initial purchase but are also likely to make repeat purchases in the future and recommend the product to others. Therefore, maintaining and improving product quality is an important thing to do to influence consumer purchasing

decisions. Companies can build consumer loyalty, increase satisfaction, and maintain a competitive position in the market

by ensuring that every book produced meets high-quality standards.

This study's results align with previous studies, such as Mardiasih's research (2020). The study found that Product Quality has a positive relationship with Purchasing Decisions. From the quantitative information and concepts/theories above, the researcher concludes that Product Quality significantly affects Purchasing Decisions for Kiky Brand Notebooks.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

The quantitative aspect of the study demonstrates a connection between the Value Perception variable and the Purchase Decision-making variable of the Kiky Brand Notebook. In this case, consumers with a high-value Perception have a great chance of purchasing the product. The research demonstrates that product quality plays a significant role in influencing consumers' purchase decisions. Higher perceptions of product quality were associated with a stronger intention to buy. This indicates that when consumers perceive a product to be of high quality, they are more likely to purchase it.

Additionally, the study highlights that Perceived Value, Price Perception, and Product Quality, when considered together, significantly impact purchasing decisions. This suggests that consumers not only evaluate the quality of the product but also consider its price and overall value when making purchase decisions. The combined influence of these three factors explains a large proportion of the variation in purchasing behavior, particularly in the case of the Hamka Notebook brand among women.

In conclusion, improving a product's perceived quality, value, and price perception can significantly enhance consumers' willingness to purchase, making these factors critical considerations for businesses aiming to increase sales and strengthen brand loyalty.

5.2. Suggestion

Based on the conclusions that have been made, the suggestions that can be given in this research are:

1. PT Solo Murni must improve Perceived Value, Price Perception, and Product Quality to enhance customer purchasing decisions.
2. Based on this study, price perception is the most significant factor affecting the customer purchasing decision. Therefore, P.T. Solo Murni should take this factor into account. Some efforts that can be performed to gain the price perception are focusing on affordability, price match, price competitiveness, and matching price with benefits.

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APPENDIX

RESEARCH QUESTIONNAIRE

THE INFLUENCE OF PERCEIVED VALUE, PERCEIVED PRICE, AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISION (P.T. SOLO MURNI ON KIKY BRAND BOOK PRODUCTS)

I. INSTRUCTIONS FOR FILLING OUT

1. Completing this questionnaire is solely for scientific purposes and the development of knowledge. The researcher will keep all your answers and opinions confidential.
2. Please fill in your personal information in the respondent identification section according to your actual situation.
3. Read and choose one answer for the statements provided by marking (✓) your selected answer.
4. Please ensure that your answers are honest, accurate, and reflect reality.
5. Thank you for your willingness, cooperation, and assistance.

II. RESPONDENT IDENTIFICATION

1. Respondent Name
2. Age
3. Gender
4. Occupation

5. Monthly Income

III. ANSWER DESCRIPTION

1. SA = Strongly Agree
2. A = Agree
3. N = Neutral
4. D = Disagree
5. SD = Strongly Disagree

6. QUESTION

No.	Question	SD	D	N	A	SA
Perceived Value (X1)						
1.	I feel that by purchasing Kiky Brand Notebooks, I can achieve satisfaction while using them.					
2.	The Kiky Brand Notebooks are an excellent product to purchase.					
3.	I feel proud to use Kiky Brand Notebooks in front of my friends.					
4.	The price of Kiky Brand Notebooks is economical.					
5.	I believe Kiky notebooks have better quality value than other notebook brands.					
6.	Kiky Brand Notebooks offer the best value for money.					

Perceived Price (X2)					
7.	I feel that Kiky Brand Notebooks are affordable for everyone.				
8.	I believe the price of Kiky Brand Notebooks aligns with the quality provided.				
9.	I feel that Kiky notebooks are cheaper compared to other notebook brands.				
10.	The benefits of Kiky Brand Notebooks are proportional to the price I paid.				
Quality Price (X3)					
11.	I feel that Kiky Brand Notebooks meet my expectations after purchasing them.				
12.	I believe Kiky Brand Notebooks have high quality.				
13.	I feel that Kiky Brand Notebooks are superior products.				
14.	I believe Kiky Brand Notebooks have better paper quality than other notebook brands.				
15.	I feel that Kiky Brand Notebooks have a distinctive design compared to other brands.				
16.	I believe Kiky Brand Notebooks add value to enhance their product value.				
17.	I feel that Kiky Brand Notebooks have a continuously improving potential for innovation.				

18.	Kiky Brand Notebooks have excellent quality.					
Purchase Decision (Y)						
19.	I recognize my needs before purchasing Kiky Brand Notebooks.					
20.	I will make an effort to buy Kiky brand products.					
21.	I always seek information about Kiky Brand Notebooks before buying them.					
22.	I have always felt compelled to purchase Kiky Brand Notebooks.					
23.	I plan to buy Kiky Brand Notebook products.					
24.	I feel happy after purchasing Kiky Brand Notebooks.					
25.	I am willing to buy Kiky Brand Notebook products in the future.					

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1	X2.1	X2.2	X2.3	X2.4	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y
1	2	2	2	2	2	2	12	3	3	3	3	12	2	2	2	2	2	2	2	2	16	3	3	3	3	3	3	3	21
2	4	4	4	5	5	5	27	4	4	5	5	18	5	5	4	4	4	5	5	4	36	5	5	5	4	4	5	5	33
3	4	4	5	4	4	5	26	5	5	5	5	20	5	4	5	5	5	4	5	4	37	5	5	4	5	5	5	5	34
4	4	4	5	5	5	5	28	5	5	4	4	18	5	5	5	5	4	5	4	4	37	5	5	4	4	5	5	4	32
5	5	4	4	5	4	4	26	5	4	4	5	18	4	5	4	5	4	4	5	4	35	5	4	4	4	5	4	5	31
6	4	5	4	5	5	5	28	4	5	5	5	19	5	5	5	5	5	5	5	5	40	4	4	5	4	5	5	5	32
7	4	5	4	4	5	5	27	4	4	5	4	17	4	5	4	5	5	4	4	4	35	5	4	4	4	5	4	5	31
8	5	5	4	5	4	5	28	5	4	4	4	17	3	4	4	5	5	5	4	4	34	4	4	5	4	4	4	5	30
9	4	5	4	5	4	5	27	4	5	4	5	18	4	4	5	5	4	5	4	4	35	5	4	4	5	4	5	4	31
10	5	5	5	5	4	5	29	4	5	4	4	17	5	4	4	4	5	5	5	4	36	4	4	5	4	5	4	5	31
11	3	4	5	5	5	5	27	4	4	4	4	16	5	5	4	3	4	5	5	4	35	5	4	4	4	4	5	4	30
12	5	4	5	4	4	5	27	4	4	4	4	16	3	4	5	4	5	4	5	5	35	4	5	4	4	5	4	5	31
13	5	4	5	4	4	5	27	4	5	4	4	17	4	5	4	4	4	5	4	5	35	4	5	4	5	5	4	4	31
14	5	5	1	5	5	4	25	5	5	4	4	18	5	5	4	4	4	5	4	4	35	4	5	5	5	4	5	5	33
15	5	4	4	3	3	4	23	3	3	3	3	12	5	4	4	3	2	2	5	4	29	4	5	5	4	4	4	4	30
16	5	5	4	5	5	5	29	4	4	4	5	17	4	5	4	5	5	4	5	3	35	5	4	5	5	4	5	5	33
17	5	4	4	5	4	5	27	5	5	4	5	19	5	4	4	4	5	4	5	4	35	5	4	5	4	4	4	5	31
18	5	4	5	4	4	4	26	4	4	4	4	16	2	5	4	4	4	4	4	4	31	5	4	4	4	4	5	4	30
19	5	5	4	5	4	5	28	5	4	4	4	17	4	5	5	4	5	4	4	4	35	4	4	5	5	4	4	5	31
20	5	4	4	5	4	5	27	5	4	4	5	18	5	4	4	5	4	4	5	4	35	5	4	4	4	4	4	5	30
21	5	4	4	4	4	5	26	4	4	5	5	18	5	5	4	4	5	4	5	4	36	5	4	5	4	5	4	5	32
22	4	4	5	4	5	4	26	4	4	4	4	16	4	3	4	4	5	4	5	4	33	5	4	5	4	4	4	5	31
23	5	4	4	3	4	5	25	3	3	3	3	12	5	5	4	4	3	4	4	4	33	4	4	4	4	4	5	5	30
24	5	4	4	5	4	4	26	4	4	4	4	16	2	4	4	4	5	4	4	5	32	4	4	5	4	5	4	5	31

25	5	5	4	5	5	5	29	5	4	4	4	17	4	4	4	4	4	3	3	3	29	4	4	4	4	4	5	5	30
26	5	4	5	5	5	3	27	4	4	5	4	17	5	4	4	4	4	5	5	3	34	5	5	4	4	4	5	5	32
27	5	4	4	5	4	4	26	5	5	4	5	19	4	5	3	4	4	5	5	4	34	4	5	5	5	4	4	4	31
28	5	4	5	3	5	5	27	4	5	4	5	18	4	5	4	5	4	5	4	5	36	4	4	5	4	5	4	5	31
29	2	2	2	2	3	2	13	2	2	2	2	8	2	3	2	2	2	3	2	2	18	3	3	3	3	3	3	3	21
30	5	3	4	4	4	4	24	5	5	4	4	18	5	5	3	4	4	4	5	4	34	4	5	4	4	4	4	4	29
31	5	4	5	4	5	4	27	4	5	4	4	17	3	4	5	4	2	4	4	4	30	4	5	4	4	4	4	5	30
32	4	4	4	5	4	5	26	5	4	4	5	18	5	5	4	4	5	5	5	4	37	5	5	4	4	4	5	5	32
33	5	5	4	5	5	4	28	5	5	5	4	19	5	3	5	5	4	3	4	3	32	4	5	4	5	4	5	4	31
34	5	4	5	5	4	4	27	5	4	5	5	19	5	5	3	4	4	4	5	3	33	5	5	4	4	4	4	5	31
35	2	2	2	2	2	2	12	2	2	2	2	8	2	2	2	2	2	1	2	2	15	3	2	2	2	3	3	2	17
36	4	4	4	4	5	4	25	4	4	5	4	17	5	4	4	5	3	4	4	5	34	5	4	4	5	4	4	4	30
37	4	5	5	5	4	5	28	5	5	4	5	19	5	5	3	5	5	4	4	4	35	5	5	4	5	5	4	5	33
38	5	4	5	5	4	4	27	5	5	5	4	19	5	5	5	5	4	4	5	4	37	5	5	3	5	5	4	4	31
39	5	4	5	4	4	4	26	4	4	4	5	17	5	4	4	4	3	4	5	5	34	4	5	4	5	5	4	4	31
40	5	5	2	4	5	4	25	5	5	4	4	18	5	5	5	4	5	4	5	5	38	4	5	5	4	4	5	5	32
41	5	4	5	5	4	5	28	4	5	4	5	18	5	5	5	5	5	5	5	3	38	5	5	4	5	4	4	5	32
42	5	4	5	4	5	4	27	4	5	4	5	18	4	5	4	4	3	4	5	4	33	4	5	5	5	4	5	5	33
43	4	5	4	5	4	5	27	5	5	4	4	18	4	3	4	4	5	3	4	4	31	5	4	4	4	5	4	5	31
44	3	2	2	3	2	2	14	4	4	4	4	16	2	2	2	2	3	2	3	3	19	4	4	4	4	4	4	4	28
45	5	4	5	5	4	5	28	4	5	4	5	18	5	5	5	3	5	4	4	5	36	5	5	4	5	5	4	4	32
46	4	4	5	5	4	4	26	4	4	4	4	16	4	5	4	4	5	4	5	5	36	5	4	4	4	5	5	4	31
47	5	5	4	4	4	4	26	4	4	5	5	18	4	5	4	5	4	5	4	4	35	5	4	5	4	5	5	5	33
48	4	4	5	5	3	4	25	5	5	4	4	18	2	5	4	4	4	5	5	4	33	5	4	4	5	5	4	4	31
49	5	4	4	4	4	4	25	5	4	4	4	17	5	4	5	4	5	5	5	5	38	4	5	4	4	5	5	5	32

50	5	4	5	4	4	5	27	4	4	4	5	17	3	2	4	4	5	4	4	5	31	4	4	5	4	5	4	5	31
51	5	4	5	5	4	4	27	4	4	4	4	16	5	5	5	3	5	5	4	3	35	5	5	4	4	5	5	5	33
52	5	5	4	5	4	4	27	5	4	5	5	19	5	5	4	4	5	4	4	5	36	5	4	4	5	5	5	5	33
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54	5	5	5	5	5	5	30	5	5	4	5	19	5	5	4	3	5	5	5	3	35	5	4	5	5	4	4	4	31
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57	2	2	2	2	3	2	13	5	4	5	4	18	5	4	5	5	4	5	4	5	37	4	4	4	4	4	4	4	28
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59	4	5	3	4	5	5	26	5	4	4	4	17	5	4	5	5	4	4	4	4	35	5	4	4	4	5	4	4	30
60	5	5	4	3	4	4	25	4	4	4	4	16	4	4	4	5	3	5	4	3	32	4	5	4	4	5	4	4	30
61	4	5	5	5	4	4	27	4	4	5	4	17	5	5	4	4	5	5	5	4	37	5	5	5	4	4	4	4	31
62	5	4	4	5	3	5	26	5	4	5	4	18	5	5	4	4	5	4	4	4	35	4	4	5	4	5	5	4	31
63	4	5	5	4	5	5	28	5	4	4	5	18	5	5	3	5	5	5	5	3	36	4	5	3	4	5	5	5	31
64	4	4	5	5	4	4	26	4	4	4	4	16	4	3	4	5	4	5	4	4	33	5	4	5	4	5	5	4	32
65	5	4	5	4	4	5	27	5	5	5	4	19	5	5	4	4	5	4	5	5	37	5	5	4	4	5	5	5	33
66	4	5	5	5	4	4	27	4	5	4	5	18	4	5	5	4	4	5	4	5	36	4	5	5	4	4	5	4	31
67	4	5	5	5	5	4	28	4	5	5	4	18	5	5	5	4	4	5	4	5	37	4	4	5	4	5	5	5	32
68	5	4	5	5	5	5	29	4	4	4	4	16	5	4	4	3	5	4	5	5	35	5	4	5	5	5	5	4	33
69	3	3	2	2	3	2	15	5	5	5	5	20	2	2	2	3	3	3	3	3	21	4	4	4	4	4	4	4	28
70	5	4	3	4	4	4	24	5	4	5	4	18	5	5	4	4	5	4	4	3	34	5	5	5	4	5	5	4	33
71	5	5	4	5	3	5	27	5	5	4	5	19	5	5	2	3	5	5	5	5	35	4	5	5	4	4	5	4	31
72	4	5	4	5	4	4	26	4	5	5	4	18	4	4	4	5	4	4	4	4	33	5	4	4	5	5	4	5	32
73	2	2	3	2	2	3	14	5	5	5	4	19	3	3	3	3	2	2	2	2	20	4	5	4	4	4	4	4	29
74	5	5	5	5	4	5	29	5	5	4	5	19	5	5	3	3	5	4	5	4	34	4	4	4	5	5	4	5	31

75	5	4	3	5	4	4	25	4	5	5	4	18	5	5	3	3	3	5	4	5	33	5	5	4	4	4	4	4	30
76	5	4	4	4	4	5	26	4	5	4	5	18	5	4	4	5	4	5	4	5	36	4	5	4	5	5	4	5	32
77	5	4	5	4	4	5	27	5	5	4	5	19	5	5	3	5	4	4	5	4	35	5	5	3	4	5	4	5	31
78	2	3	3	2	2	2	14	5	5	4	5	19	2	2	2	3	2	2	2	2	17	4	4	4	4	4	4	4	28
79	5	5	4	5	4	4	27	4	4	5	4	17	4	5	5	4	5	5	5	5	38	4	5	5	5	5	5	5	34
80	4	5	5	4	5	4	27	4	5	4	5	18	5	5	5	5	4	4	3	4	35	5	5	5	4	4	5	5	33
81	5	4	4	5	3	5	26	4	4	5	5	18	5	5	4	5	4	4	4	3	34	5	5	5	5	5	4	5	34
82	5	5	2	5	5	5	27	4	4	4	5	17	4	5	4	3	5	4	5	4	34	5	5	5	4	5	5	5	34
83	5	5	5	5	4	4	28	5	5	4	5	19	5	4	4	5	4	5	4	5	36	5	4	4	5	5	5	5	33
84	3	3	3	3	3	3	18	4	5	4	5	18	3	3	3	4	3	3	4	3	26	4	4	4	4	5	4	4	29
85	5	4	5	4	4	4	26	5	4	5	4	18	5	4	4	5	5	4	4	4	35	4	4	5	4	5	4	4	30
86	4	5	4	3	2	4	22	5	5	4	4	18	5	4	5	2	3	5	4	4	32	5	4	5	5	4	4	4	31
87	5	5	5	4	3	4	26	5	5	5	5	20	4	4	3	4	5	4	5	4	33	5	4	5	5	5	5	5	34
88	4	5	4	5	4	4	26	5	5	4	4	18	3	4	5	4	4	5	4	5	34	4	5	5	5	4	4	4	31
89	5	4	4	5	4	5	27	5	4	4	5	18	5	4	5	4	4	4	5	4	35	5	4	4	4	5	4	5	31
90	5	4	4	5	4	5	27	4	4	5	4	17	4	5	5	4	4	5	5	5	37	4	5	4	4	5	4	5	31
91	5	4	4	5	4	5	27	4	4	4	4	16	5	4	4	5	4	4	4	4	34	5	4	4	5	4	4	4	30
92	5	4	5	5	4	4	27	4	5	4	5	18	4	5	4	4	4	4	5	4	34	5	5	5	4	5	4	5	33
93	5	4	5	4	5	4	27	5	4	5	5	19	4	4	5	4	4	5	4	4	34	4	5	4	5	5	5	4	32
94	5	4	4	3	5	4	25	4	4	5	5	18	5	5	4	4	5	4	4	4	35	5	5	4	4	4	4	4	30
95	5	5	5	4	5	5	29	5	4	5	5	19	3	5	4	5	4	4	4	4	33	5	4	5	4	4	4	5	31
96	2	2	3	3	2	2	14	5	4	4	4	17	3	3	3	2	3	3	3	3	23	4	5	4	4	4	4	4	29
97	5	5	4	4	4	5	27	5	4	4	4	17	4	4	5	4	5	4	5	4	35	5	5	4	4	5	5	5	33
98	5	4	5	4	5	4	27	5	4	4	5	18	5	4	3	4	4	5	5	4	34	5	5	4	5	5	5	4	33
99	4	5	4	5	4	5	27	4	5	4	4	17	5	4	4	5	4	4	5	4	35	5	4	5	4	4	5	5	32

100	4	4	5	5	4	4	26	4	4	4	4	16	4	5	5	5	4	3	4	4	34	5	4	3	5	4	4	5	30
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Validity Test

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	.599**	.445**	.581**	.537**	.662**	.814**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.599**	1	.352**	.643**	.573**	.658**	.806**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.445**	.352**	1	.421**	.367**	.499**	.674**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.581**	.643**	.421**	1	.489**	.639**	.806**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.537**	.573**	.367**	.489**	1	.546**	.740**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.662**	.658**	.499**	.639**	.546**	1	.852**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
X1	Pearson Correlation	.814**	.806**	.674**	.806**	.740**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.530**	.428**	.447**	.790**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.530**	1	.346**	.502**	.782**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.428**	.346**	1	.417**	.706**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

X2.4	Pearson Correlation	.447**	.502**	.417**	1	.777**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.790**	.782**	.706**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3
X3.1	Pearson Correlation	1	.538**	.370**	.359**	.415**	.454**	.550**	.339**	.719**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.538**	1	.381**	.350**	.474**	.584**	.549**	.407**	.755**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.370**	.381**	1	.428**	.366**	.460**	.360**	.475**	.672**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.359**	.350**	.428**	1	.346**	.395**	.312**	.292**	.611**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.002	.003	.000
	N	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.415**	.474**	.366**	.346**	1	.468**	.574**	.428**	.716**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.454**	.584**	.460**	.395**	.468**	1	.531**	.530**	.775**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.550**	.549**	.360**	.312**	.574**	.531**	1	.482**	.761**
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.339**	.407**	.475**	.292**	.428**	.530**	.482**	1	.684**
	Sig. (2-tailed)	.001	.000	.000	.003	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
X3	Pearson Correlation	.719**	.755**	.672**	.611**	.716**	.775**	.761**	.684**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

		Correlations							
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y
Y1	Pearson Correlation	1	.137	.129	.305**	.275**	.297**	.319**	.572**
	Sig. (2-tailed)		.174	.202	.002	.006	.003	.001	.000
	N	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.137	1	.164	.335**	.240*	.309**	.288**	.586**
	Sig. (2-tailed)	.174		.104	.001	.016	.002	.004	.000
	N	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.129	.164	1	.210*	.127	.329**	.355**	.564**
	Sig. (2-tailed)	.202	.104		.036	.208	.001	.000	.000
	N	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.305**	.335**	.210*	1	.239*	.237*	.217*	.595**
	Sig. (2-tailed)	.002	.001	.036		.017	.018	.030	.000
	N	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.275**	.240*	.127	.239*	1	.236*	.396**	.586**
	Sig. (2-tailed)	.006	.016	.208	.017		.018	.000	.000
	N	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.297**	.309**	.329**	.237*	.236*	1	.330**	.640**
	Sig. (2-tailed)	.003	.002	.001	.018	.018		.001	.000
	N	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.319**	.288**	.355**	.217*	.396**	.330**	1	.692**
	Sig. (2-tailed)	.001	.004	.000	.030	.000	.001		.000
	N	100	100	100	100	100	100	100	100
Y	Pearson Correlation	.572**	.586**	.564**	.595**	.586**	.640**	.692**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.870	6

Reliability Statistics

Cronbach's Alpha	N of Items
.763	4

Reliability Statistics

Cronbach's Alpha	N of Items
.860	8

Reliability Statistics

Cronbach's Alpha	N of Items
.710	7

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.26535427
		.079
		.079
		-.060
Test Statistic		.079
Asymp. Sig. (2-tailed)		.123 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Heteroscedasticity Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.167	.670		4.725	.000
	X1	-.020	.031	-.113	-.658	.512
	X2	-.070	.041	-.186	-1.688	.095
	X3	-.012	.027	-.082	-.460	.647

a. Dependent Variable: absres

Multicollinearity Test

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.315	3.170
	X2	.772	1.296
	X3	.291	3.436

a. Dependent Variable: Y

R Squared

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.732	.724	1.285

a. Predictors: (Constant), X3, X2, X1

F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	433.999	3	144.666	87.615	.000 ^b
	Residual	158.511	96	1.651		
	Total	592.510	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

T Test

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	12.229	1.226		9.978	.000
	X1	.185	.056	.309	3.290	.001
	X2	.506	.076	.403	6.698	.000
	X3	.157	.049	.310	3.169	.002

a. Dependent Variable: Y

Descriptive Statistics Test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	12	30	25.41	4.085
X2	100	8	20	17.36	1.946
X3	100	15	40	33.24	4.839
Y	100	17	34	30.93	2.446
Valid N (listwise)	100				