

The Influence of Service Quality and Price on Purchasing Decisions at RKU Computer Palembang

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ABSTRACT

The goal of this study is to discover how RKU Computer Palembang customers' purchasing decisions are influenced by pricing and service quality. A t-test found that the service quality variable (X1) had a strong impact on the purchase decision (Y), with a calculated t-value of 2.600 > t-table 2.02 and a significant value of 0.013 < 0.05. The calculated t-value of 6.574 > t-table 2.02 and the significance value of 0.00 < 0.05 show that the pricing variable (X2) influences significantly the purchasing choice variable (Y). With a significance value of 0.00 < 0.05, the F-test results indicate that decisions to purchase are influenced by price and service quality.

A. INTRODUCTION

Technological innovation is developing rapidly and continues to develop today. Beyond industry, technological developments have impacted lifestyles, communication, education, and health. Many tasks that once required human labor can now be completed more quickly and effectively thanks to technology. Rapid social change, data security breaches, and employment risks are some of the challenges that arise with technological advancements. Indeed, technology is crucial for modern and future life if used appropriately. According to Purba et al.'s book "Information Technology Applications: Theory and Implementation" (2021:16), timely technology implementation is crucial for product launches.

In the business world, competition is increasingly fierce due to rapid technological advances, particularly in the distribution and retail of computer products. Price and service quality have a significant influence on customer purchasing decisions. Therefore, the purpose of this study is to investigate how price and service quality influence consumer perceptions and decisions to purchase goods and services, as well as the relationship between these two elements and customer loyalty and satisfaction.

Purchasing is a crucial component for entrepreneurs in the competitive retail industry. Business owners' ability to increase profitability can also be influenced by their purchasing choices. Price and service quality are two elements that influence purchasing decisions. Consumers typically research and determine their needs to evaluate the product or service they wish to purchase. Purchasing decisions are heavily influenced by price and the quality of salesperson service.

In addition to providing a satisfying customer experience, high-quality service can increase customer loyalty and enhance a store's reputation. Another important consideration when making a purchase is competitive pricing. Customers typically choose sellers whose prices align with the quality of their products. Understanding how price and service quality influence customer purchasing decisions is crucial for RKU Computer Palembang in this regard.

To help individuals and organizations obtain what they need and want, marketing is a social and managerial activity involving the production, distribution, and exchange of goods of value with others. Communication and marketing activities are closely related because marketing is the planning, directing, and implementing programs aimed at creating, developing, and maintaining exchanges that help buyers achieve their transaction goals.

B. THEORETICAL STUDY

Service quality is a dynamic state that impacts people, processes, goods, services, and the environment, claims Hardiyansyah et al. (2022:54). When public services are provided, quality is evaluated. In addition to operational and technical aspects, service quality also considers customers' views of the overall experience and emotional aspects.

Tjiptono (2019:304) emphasized that service quality is a dynamic state that can at least match or exceed the expected service quality and is strongly correlated with products, services, human resources, processes, and the environment.

Sulistiowati (2018:25) defines service quality as everything that focuses on efforts to satisfy customer needs and desires and fulfill them appropriately and in line with customer expectations.

Pricing often helps businesses generate revenue so they can continue to exist and grow, claims Tjiptono (2019:151). A company sets its prices with the goal of generating sufficient revenue to cover operating costs and increase profits. The cost of a particular item is its price. Companies use various methods to determine prices, Suntoyo (2020:130).

From a different perspective, according to Madia et al. (2021:210), pricing is the amount of money that can be exchanged for a good or service to achieve a certain price. Price is the amount of money paid for a good or service, or the value exchanged by customers to use or benefit from it. consensus.

Purchasing decisions, according to Andrian et al. (2022:121), are a decision-making process that begins with problem identification, followed by assessment and selection of the product that best suits a person's needs.

Kastori (2023) defines purchasing decisions as a person's transactional activities that are directly related to their choice to purchase a product offered by a seller to customers.

Economic, financial, political, technological, price, cultural, and product considerations all play a role in consumer decisions about what to purchase, as does the decision-making process itself. A person's attitude toward acquiring or using a product they find satisfying is reflected in their purchasing decision (Al Hafizi & Ali, 2021:479).

From a different perspective, consumers identify their problems and research certain brands or goods before making a purchase, according to Gunawan (2022:44).

This research methodology explains how price and service quality influence consumer interest in making judgments about products to purchase, and how these two factors simultaneously influence purchasing decisions. If a conceptual framework can theoretically explain the elements related to an identified problem, the framework is considered valid. Researchers use scientific techniques known as research methods to collect, examine, and evaluate data to address problems or provide answers to research questions.

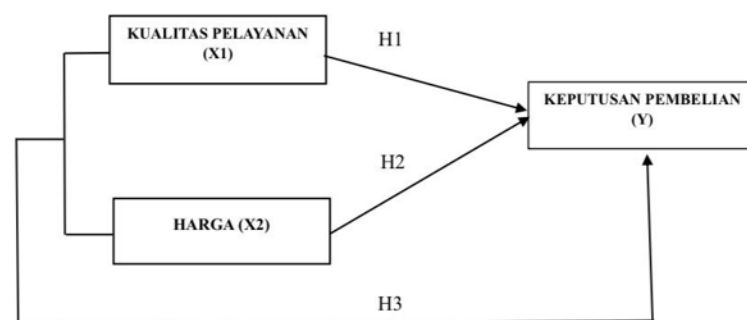


Image: Thinking Framework

C. RESEARCH METHODS

In RKU Computer Palembang, located on Jalan Purposeful sampling combined with non-probability sampling is a quantitative approach used in this study, which was conducted at Jl. Jenderal Ahmad Yani No. 24J, 9/10 Ulu, Seberang Ulu I District, Palembang City, South Sumatra 3025. According to Sugiyono (2022: 184), sampling techniques are used to select the sample to be used. The sampling strategy used in this study is based on the population. Primary and secondary data sources—such as surveys, interviews, documents, and literature reviews—are used to collect research data. RKU Computer Palembang customers, both uncertain and unknown, constitute the research population. The researcher used the following predetermined considerations for respondents in this sampling, which are based on the theory of Sugiyono (2022: 131): The research sample size should be between thirty and five hundred. Taking into account the factors mentioned above, the researcher selected a sample of 40 respondents for this study.

D. RESULTS AND DISCUSSION

Respondent Identification Data Analysis

Respondent Characteristics Based on Age Level

The following table provides an interpretation of the age levels of respondents based on research conducted on 40 participants.:

Consumer characteristics by age level

No	Age Level	Amount	Percentage (%)
1	15 – 25	8	20%
2	26 – 35	13	32.5%
3	36 – 45	19	47.5%
Total		40	100%

Source: processed primary data, 2025

Eight (20%) respondents were aged between 15 and 25 years, thirteen (32.5%) were aged between 26 and 35 years, and nineteen (47.5%) were aged between 36 and 45 years. Based on the table above, the majority of respondents (47.5%) were aged between 36 and 45 years. RKU Computer Palembang customers.

Respondent Characteristics Based on Gender

Identification of respondents based on gender is shown in the following table

Consumer characteristics based on gender

No	Gender	Frequency	Percentage (%)
1	Man	23	57.5%
2	Woman	17	42.5%
Total		40	100%

As seen in the table above, the majority of respondents were male. The data mentioned above shows that males dominated the responses, with 23 (57.5%) males and 17 (42.5%) females.

Based on the research data, respondents were categorized into five groups: housewives, civil servants/government employees, students, and others. The table below displays this data:

Respondent Characteristics Based on Education

Consumer characteristics based on education level

Based on research on 40 respondents studied, the level of education is shown in the following table.



No	Level of education	Frequency	Percentage (%)
1	JUNIOR HIGH SCHOOL	1	2.5%
2	SENIOR HIGH SCHOOL	16	40%
3	S1	18	45%
4	S2	5	12.5%
Total		40	100%

Based on the table above, 1 respondent (2.5%) only graduated from junior high school, 16 respondents (40%) graduated from high school, 18 respondents (45%) graduated from undergraduate degrees, and 5 respondents (12%) graduated from postgraduate degrees. Thus, it can be concluded that the majority of RKU Computer Palembang customers have a bachelor's degree (S1).

Validity and Reliability Test Results

Variable Validity Test

Ten questions were used to measure the service quality variable (X1). The instrument trial was validated by comparing the results at a significance level of $\alpha = 0.05$.

Results of Validity Test of Service Quality Variables

Item	Corrected Item-Total Correlation	Rtable (95% Confidence Level)	Information
1	0.812	0.312	Valid
2	0.763	0.312	Valid
3	0.704	0.312	Valid
4	0.843	0.312	Valid
5	0.756	0.312	Valid
6	0.798	0.312	Valid
7	0.807	0.312	Valid
8	0.561	0.312	Valid
9	0.789	0.312	Valid
10	0.840	0.312	Valid

Source: processed primary data, 2025

The table above shows that each question in the service quality variable (X1), numbered 1 to 10, has undergone a validity test. The questions are considered valid or credible because the calculated r value is greater than the table r value (0.312).

Validity TestPrice

Ten questions were used to measure the price variable (X2). The validity of the instrument was checked by comparing the results at a significance threshold of $\alpha = 0.05$.

Validity Testing of Price Variables

Item	Corrected Item-Total Correlation	Rtable (95% Confidence Level)	Information
1	0.735	0.312	Valid
2	0.667	0.312	Valid
3	0.845	0.312	Valid
4	0.783	0.312	Valid
5	0.795	0.312	Valid
6	0.814	0.312	Valid
7	0.787	0.312	Valid
8	0.820	0.312	Valid
9	0.770	0.312	Valid
10	0.790	0.312	Valid

Source: processed primary data, 2025

The table above shows that each question on the price variable (X2), numbered 1 to 10, has undergone a validity test. The questions are considered valid or credible because the calculated r value is greater than the table r value (0.312).

Consumer Purchase Interest Validity Test

Eight statements were used to measure consumer purchasing interest. The results of the validity test of Consumer Purchasing Interest (Y) are shown in the following table:

Consumer Purchase Interest Validity Test Results

Item	Sig.(2-tailed)	$\alpha \leq 0.05$	Information
Y.1	0,000	≤ 0.05	Valid
Y.2	0,000	≤ 0.05	Valid
Y.3	0,000	≤ 0.05	Valid
Y.4	0,000	≤ 0.05	Valid
Y.5	0,000	≤ 0.05	Valid
Y.6	0,000	≤ 0.05	Valid
Y.7	0,000	≤ 0.05	Valid
Y.8	0,000	≤ 0.05	Valid

Source: Research Results Processed Data 2024

Every statement and Because the significance value is less than or equal to 0.05, the question on the Consumer Purchase Interest variable (Y) as in the previous table is considered valid.

Reliability Test Results

Because it is considered consistent with real-world situations in the field, the data collection tool is considered reliable. Reliability testing can be used to identify research data that is reliable and in accordance with actual conditions. Using SPSS, this reliability test uses the Cronbach's Alpha formula. The consistency of the data instrument is considered unreliable and is rejected if the result is less than 0.6. The results of the reliability test are shown in the table below:

Reliability Test Results

Variables	Crombach's α	Alpha (α)	Information
Quality of service	0.921	0.6	Reliable
Price	0.925	0.6	Reliable
Buying decision	0.902	0.6	Reliable

Source: processed primary data, 2025

The reliability coefficients of the service quality (X1), price (X2), and purchasing decision (Y) variables are all greater than the r alpha value of 0.6, as shown in the table above. Thus, it can be shown that any of these variables is considered reliable and suitable for use as a data collection tool.

Classical Assumption Test

Normality Test

The purpose of the normality test is to verify whether the dependent and independent variables in a regression model are regularly distributed. Normally distributed residual values are a sign of a good linear regression model. The following results were obtained using statistical analysis (one-sample Kolmogorov-Smirnov test) and graphical analysis:



One-Sample Kolmogorov Smirnov Test Results

		Quality of service	Price	Buying decision
N		40	40	40
Normal Parameters	Mean	40,9000	40,3000	41,1250
	Standard Deviation	6,28307	6.69175	5.64863
Most Extreme Differences	Absolute	0.168	0.109	0.156
	Positive	0.074	0.074	0.079
	Negative	-0.168	-0.109	-0.156
Test Statistics		0.168	0.109	0.156
Asymp. Sig. (2-tailed)		0.200c	0.200c	0.220c

a. Test distribution is Normal.

Source: processed primary data, 2025

The table shows that the price variable (X2), the service quality variable (X1), and the purchasing decision variable (Y) each have asymptotic significance values of 0.200, 0.200, and 0.220, respectively. If the Asymp. Sig. (2-tailed) value is greater than 0.05, the data is considered normally distributed; if it is less than 0.05, the data is considered non-normally distributed. Consequently, data regarding costs, service levels, and purchasing choices can be accessed regularly.

Multicollinearity Test

The multicollinearity test is used to find perfect or nearly perfect correlation between independent variables in a regression model; a regression model is considered multicollinearity-free if its variance inflation factor (VIF) is less than 10 and its tolerance value is greater than 0.1.

Multicollinearity Test Results

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4,235	3,911		1,083	,286		
X1	,325	,125	,269	2,600	,013	,543	1,843
X2	,575	,087	,681	6,574	,000	,543	1,843

a. Dependent Variable: Y

Source: processed primary data, 2025

Since the variance inflation factor (VIF) values of the two variables—price (X2) and service quality (X1)—are 1.843 and 1.843, respectively, which indicate less than 10, and the tolerance value of the two variables is 0.543 and price is 0.543, which indicates greater than 0.1, as can be seen from the table above, there is no multicollinearity problem between the independent variables.

Heteroscedasticity Test

The unequal residual variance between one observation and another in a regression model is known as heteroscedasticity. Heteroscedasticity is absent in an effective regression model. Glejser's method is applied as follows in this test.:

Results of Heteroscedasticity Test Using Glejser Test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	6,932	1,970		3,518	,001
X1	-,007	,084	-,024	-,084	,933
X2	-,233	,096	-,824	-2,420	,221

a. Dependent Variable: RES_ABS

Source: processed primary data, 2025

Based on the results of the previous table, the price variable (X2) has a significance value (sig) of 0.221, and the service quality variable (X1) has a sig value of 0.933. Because the significance value of the two independent variables above is more than 0.05, the basis for making the Glejser test decision shows that the regression model does not show any heteroscedasticity.

Data Analysis Results

Multiple Linear Regression

Multiple linear regression analysis examines how factors such as price (X2) and service quality (X1) influence purchasing decisions (Y) using a multiple linear regression model. Data processing was performed using SPSS software version 26.0.

Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	4,235	3,911		1,083	,286
X1	,325	,125	,269	2,600	,013
X2	,575	,087	,681	6,574	,000

a. Dependent Variable: Y

Source: processed primary data, 2025

A multiple linear regression equation can be created using table above, which shows that 4.235 is a constant number obtained from the study results. This number is obtained from the results of service quality (X1) of 0.325 and the price correlation coefficient (X2) of 0.575. Therefore, the following is the regression equation that links price (X2) and service quality (X1) with purchasing decisions (Y):

Y is equal to $\alpha + b_1X_1 + b_2X_2$.

$Y = 4.235 - 0.325X_1 + 0.575X_2$

This can be explained as follows using a regression model which

The following table shows:

1. Constant (α) = 4.235 represents the total influence of independent factors on the dependent variable.
2. The service quality measure (X1) has a regression coefficient of 0.325. This means that, if all other conditions remain the same, there will be a one-unit increase in service quality if the service quality variable (X1) decreases by one unit. Prices will decrease by 0.325 for every one-unit increase in the service quality variable (X1).
3. The regression coefficient for the price variable (X2) is 0.575. This shows that There will be a price increase of 0.575 units if the price (X2) decreases by one unit while all other factors remain the same. A one unit increase in the price variable (X2) will result in a decrease in service quality of 0.575 units in relation to the price.



Correlation Coefficient Analysis

One of the tools to assess the degree of relationship between two variables is correlation analysis, which is a way to reveal the relationship between two variables. Correlation (R). The level of closeness of the relationship between one variable and another is expressed in correlation analysis.

Correlation Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,886a	,784	,773	2,692

a. Predictors: (Constant), X2, X1

Source: processed primary data, 2025

Based on the results of data processing displayed in the table above, the correlation value of R is 0.886 which indicates a very strong relationship between the independent variable and the dependent variable.

Analysis of the Coefficient of Determination (R²)

As shown in table below, the coefficient of determination in linear regression is used to determine the extent to which the independent variable influences the dependent variable.:

Coefficient of Determination Test

No	Information	Mark
1	R	0.886
2	R Square	0.784
3	Adjusted R Square	0.773

Source: processed primary data, 2025

The coefficient of determination, which is the result of the R test, is the percentage difference between the independent and dependent variables, and this is also explained by the previous table. The coefficient of determination (R Square) is 0.886, which shows that the independent variables (price and service quality) have a difference of 78.4% on the increase and decrease of the dependent variable (purchase decisions), while other variables not included in this study provide a difference of 21.6%.

Hypothesis

t-Test Results

As can be seen below, the hypothesis in this study was tested using a partial test (t-test) at a significance level of 0.05 to determine whether the independent variables of price (X2) and service quality (X1) have a significant influence on purchasing decisions (Y) at RKU Computer Palembang :

t-Test Results

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,235	3,911		1,083	,286
X1	,325	,125	,269	2,600	,013
X2	,575	,087	,681	6,574	,000

a. Dependent Variable: Y

Source: processed primary data, 2025

The following conclusions can be drawn from the table above: The sig value, which is $0.013 < \alpha$ value (0.05) indicates that the purchasing decision variable is slightly influenced by the service quality variable. With a significance value of $0.00 < \alpha$ (0.05), the price variable in the previous table partially influences the purchasing choice variable. This indicates a relationship between the service quality variable and the purchasing choice variable. This shows that the price variable and the variables that influence purchasing decisions influence each other.

F test

If the threshold If the significance level is below 0.05, it can be concluded that there is a combined influence between the independent variable (X) and the dependent variable (Y). The following are the results of the F test:

F Test Results

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	976,204	2	488,102	67,344	,000b
Residual	268,171	37	7,248		
Total	1244,375	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: processed primary data, 2025

The table above shows that the F test above produces a significant value of 0.00. It can be concluded that this regression model can be used because the significance level is less than 0.05 ($0.00 < 0.05$), which indicates that the results are acceptable. This shows that the price (X2) and service quality (X1) variables, both separately and together, have a significant impact on the purchasing decisions of RKU Computer Palembang customers (Y). The table above shows that the F test above produces a significant value of 0.00. It can be concluded that this regression model can be used because the significance level is less than 0.05 ($0.00 < 0.05$), which indicates that the results are acceptable. This shows that the price (X2) and service quality (X1) variables, both separately and together, have a significant impact on the purchasing decisions of RKU Computer Palembang customers (Y).

Discussion of Research Results

Service Quality (X1) on Purchasing Decisions (Y)

Based on previous data, the t-value for service quality is 2.600. The significance level of this variable is 0.013, indicating its relevance when compared to the predetermined error rate of 0.05. The H_a hypothesis is accepted and the H_0 hypothesis is rejected because the significance value of the service quality variable is smaller than the error rate. This indicates that a partial correlation between service quality and purchasing decisions was found in this study. When making a purchase, customers who receive high-quality service may feel more confident.

Price (X2) in Relation to Purchase Options (Y)

Based on the research results, the price yielded a calculated t-value of 6.574. With a significance level of 0.00, this price variable is considered significant compared to the predetermined error rate of 0.05. Because the price variable's significance value is smaller than the error rate, H_0 is rejected and H_a is accepted. The t-test results indicate that price influences purchasing decisions. This suggests that more individuals will purchase when prices are strategically set.

The Influence of Service Quality (X1) and Price (X2) on Purchasing Decisions (Y)

Based on the results of the F-test, price and digital marketing together have a significant impact on customer purchase intention, with a significance value of $0.000 < 0.05$.



Based on the results of the F-test, price and digital marketing together have a significant impact on customer purchase intention, with a significance value of $0.000 < 0.05$.

E. CONCLUSION AND SUGGESTIONS

Conclusion

The following conclusions were obtained from the analysis and discussion of the three hypotheses tested using multiple regression analysis: 1. Price and service quality both have an impact on purchasing decisions; according to the F-test results, the combined effect of price and service quality produces an F-value of 67.344 at a significance level of 0.00, which is less than 0.05; 2. Price and service quality have a partial influence on purchasing decisions; according to the findings, the calculated t-value of price is 6.574, greater than the t-table value of 2.026; compared to the predetermined error rate of 0.05, the significance level of this variable is 0.013, indicating its significance.

Suggestions

The research findings presented allow for the following explanations:

1. This study illustrates how service quality influences purchasing decisions. Therefore, RKU Computer Palembang is expected to continuously improve its service quality, including staff friendliness, speed, and customer service expertise. Strategic actions such as regular training and service performance evaluation can help maintain and improve customer satisfaction.
Companies are advised to continue to improve the quality of the work environment, both
2. This study illustrates how service quality influences purchasing decisions. Price has a significant influence on what people decide to buy, so companies need to keep their prices competitive with their competitors. Furthermore, providing explicit pricing information and clear and attractive discounts or promotions can increase customer interest in completing a purchase.
3. Future research should include more variables that can influence customer purchasing intentions, because the results of the determination test show that the independent variables used in this study influence purchasing decisions by 75.1%.

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