

THE INFLUENCE OF PRICE PERCEPTIONS AND SERVICE QUALITY ON PURCHASING DECISIONS FOR ITEMKU CONSUMERS IN SURABAYA

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Abstract: This modern era, it is easier for people to access various sites and applications using the internet. One form of competition in the digital world that appears is e-commerce, the use of e-commerce makes it easier for users to make online transactions. One of the e-commerce that is developing nowadays and can support people's needs in the field of virtual product transactions is Itemku. Itemku is one of the most trusted e-commerce companies in Indonesia which is engaged in virtual products by offering products such as selling accounts (games, Netflix, Zoom, etc.), selling online game vouchers, etc. The purpose of this study was to determine the effect of perceived price and service quality on purchasing decisions of Itemku consumers in Surabaya. This research consists of price perception variables, service quality, and purchasing decisions. The population in this study is Itemku consumers in Surabaya. In this study, the authors used random sampling where researchers took random samples based on area. The criteria that must be met by the respondents is that they have purchased Itemku products in Surabaya with an age range of 17 to 41 years based on a survey conducted by the Vero Decision Lab on 470 respondents as players, connoisseurs and streamers in Indonesia. The sample size will be examined using the Hair formula of 140 people who are Itemku consumers in Surabaya. The primary data collection technique can be done by distributing questionnaires whose results will be processed again. The data scale to be used in this study is a five-point Likert scale from very disagree (1) to very agree (5). The results of this study indicate that price perceptions have a significant effect on the purchasing decisions of itemku consumers in Surabaya, and service quality has a significant effect on the purchasing decisions of itemku consumers in Surabaya.

Keywords: E-commerce, Perceived Price, Quality of Service, Purchase Decision

Abstrak: Zaman modern ini, masyarakat semakin mudah untuk mengakses berbagai situs dan aplikasi menggunakan internet. Salah satu bentuk persaingan dalam dunia digital yang muncul berupa e-commerce, adanya penggunaan e-commerce memudahkan para penggunanya dalam melakukan transaksi secara online. Salah satu e-commerce yang berkembang di zaman sekarang dan dapat menunjang kebutuhan masyarakat di bidang transaksi produk virtual yaitu Itemku. Itemku merupakan salah satu e-commerce terpercaya di Indonesia yang bergerak di bidang produk virtual dengan menawarkan produk seperti penjualan akun (game, Netflix, Zoom, dll), penjualan voucher game online, dst. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh persepsi harga dan kualitas layanan terhadap keputusan pembelian konsumen Itemku di Surabaya. Penelitian ini terdiri dari 12 variabel persepsi harga, kualitas layanan, dan keputusan pembelian. Populasi penelitian ini adalah konsumen Itemku yang berada di Surabaya. Penelitian ini, penulis menggunakan random sampling dimana peneliti mengambil sampel secara acak berdasarkan area. Kriteria yang harus dipenuhi oleh para responden yaitu pernah melakukan pembelian produk Itemku di Surabaya dengan jenjang usia 17 sampai 41 tahun berdasarkan survei yang dilakukan oleh Vero Decision Lab pada 470 responden sebagai pemain, penikmat dan streamer di Indonesia. Ukuran sampel akan diteliti menggunakan rumus Hair sebanyak 140 orang yang merupakan konsumen Itemku di Surabaya. Teknik pengumpulan data primer bisa dengan melakukan

penyebaran kuesioner yang hasilnya akan dilakukan pengolahan data kembali. Skala data yang akan digunakan di dalam penelitian ini adalah skala likert gradasi lima titik dari sangat tidak setuju (1) sampai dengan sangat setuju (5). Hasil dari penelitian ini menunjukkan bahwa persepsi harga berpengaruh signifikan terhadap keputusan pembelian konsumen itemku di Surabaya, dan kualitas layanan berpengaruh signifikan terhadap keputusan pembelian konsumen itemku di Surabaya.

Kata kunci: E-commerce, Persepsi Harga, Kualitas Layanan, Keputusan Pembelian

INTRODUCTION

The development of the digital industry is growing rapidly over time. In this modern era, it is easier for people to access various sites and applications using the internet. According to the results of a survey by the Central Statistics Agency, (2022) it was recorded that in 2021 there were 62.10% of Indonesians who could access the internet. This shows that there is public openness to technological developments in Indonesia. The rapid development of the digital industry fosters intense competition. The competition that occurs in the digital world is classified as very tight because more and more competitors continue to innovate in presenting applications and websites that are able to support the needs of the community.

One form of competition in the digital world that emerges in the form of e-commerce, the use of e-commerce makes it easier for users to make online transactions, from product selection to payment transactions. One of the e-commerce that is developing today and can support the needs of the community in the field of virtual product transactions is Itemku. Itemku is one of the trusted and largest e-commerce in Indonesia which is engaged in the field of virtual products by offering products such as account sales (games, Netflix, Zoom, etc.), online game voucher sales, etc. Itemku also offers convenience for its users in doing Real Money Trading (RMT).

Besides there are several Itemku categories that have the potential to make money, Itemku also has a relatively simple and easy display that makes it easy for users to make the desired transactions. This aspect can attract consumers to make purchases in the Itemku application, namely in terms of price perception aspects and aspects of the quality of service provided. Where in making a purchase transaction, consumers will certainly not be separated from the perception of price in getting a product. Not only price perceptions, but the role of service quality is also quite important and large in determining the purchasing decisions of Itemku consumers in Surabaya. Service quality can give a good or bad view to the sellers. According to Ibrahim & Thawil, (2019) good service makes satisfaction for consumers. Thus, this determines whether consumers are interested or not in the products offered. As a good seller, of course, we must provide the best service for consumers in the hope that consumers can make repeat orders again.

Based on the results of research by Maharani (2019), service quality has a significant influence on purchasing decisions. So that consumers will make purchases if the service provided is good for the buyer. In the Itemku application, there are several service qualities that help consumers such as responsiveness where customer service is quick to respond in handling a problem ranging from refunds, transaction problem reports, problem product problem reports. The service provided by Itemku also depends on the polite and good communication between the seller or customer service and the buyer. The experience of safe transactions for consumers is also one of the choices of consumers in buying products at Itemku.

In addition, itemku also provides a back guarantee by providing a 3-day grace period for Top-Up and 1 week for account purchases before the funds are forwarded to the seller. Based on the above phenomenon, researchers conducted a study to determine the effect of price perspective and service quality on Itemku consumer purchasing decisions in Surabaya. In addition, this research is expected to be able to fulfill one of the seven competencies of entrepreneurship education, namely a high sense of achievement where this research is able to compete by producing performance and awards that are in accordance with hard work.

LITERATURE REVIEW

Theoretical Foundation

Price Perception

Price perception is price information that is useful and perceived by users in conducting transactions for goods or services. Therefore, the company will make price adjustments according to the public's reaction to the price given (Gofur, 2019). According to Senggetang, et al (2019) price perception is a sacrifice for consumers in determining whether goods or services are worth getting or not. In addition, according to Maimunah, (2019) price perception is the consumer's reaction to the price given to the goods or services to be purchased. According to Putra (2021) and Wicaksono & Kevin (2021), indicators for measuring price perceptions are price affordability, price compatibility with product quality, price compatibility with benefits, and competitive prices.

Service Quality

Service is one of the important factors that can influence consumer decisions in making purchases. Good service will create satisfaction which is a need and desire for consumers (Ibrahim & Thawil, 2019). According to Iskandar & Nasution, (2019) service quality is a dynamic condition that has ties to humans, products, services, the environment, and processes that meet or can even exceed expectations. Based on the above statement, it can be concluded that service quality can be an advantage of the seller or company in competing with competitors because good service quality can provide a positive perspective from customers in determining purchasing decisions. According to Iskandar & Nasution, (2019) and Wijaya & Sujana, (2020) there are several indicators to be able to influence service quality, namely reliability, responsiveness, assurance, empathy, and tangibility.

Purchase Decision

Consumer decisions in choosing a product or service according to the needs of consumers themselves can be called purchasing decisions. According to Fasha, et al (2022) purchasing decisions are a process for consumers in knowing a problem and collecting information on a product to determine their choice whether to buy or not. According to Nasution, et al (2021) purchasing decisions are the stages that consumers take in purchasing goods or services. Based on existing statements, it can be concluded that purchasing decisions are made by consumers as a stage where consumers choose a product based on information in order to choose a product that is good in its use for consumers. According to Fasha, et al (2022) there are several indicators to influence a purchasing decision, namely product purchases, brand purchases, purchase channels, purchase time, and quantity.

Previous Research

The first research written by Maharani, (2019) with a study entitled The Effect of Product Quality, Service Quality, Price Perception on Pizza Hut Purchasing Decisions regarding research analyzing product quality, service quality, and price perceptions on buyer decisions made by Pizza Hut consumers in Sidoarjo Regency. The study used data collection methods by conducting interviews, observations, and questionnaires to 57 people a week so that the study used 50 samples of respondents. The results of this study state that product quality has a positive and significant influence on purchasing decisions, service quality has a significant and significant influence on purchasing decisions, and price perceptions have no influence on purchasing decisions for Pizza Hut consumers in Sidoarjo Regency. The relevance of this study is the use of service quality and price variables that can influence consumer purchasing decisions.

The second research written by Sukmawati & Setiawati, (2021) with a study entitled Analysis of Price Perceptions, Promotion, Service Quality, and Ease of Use on Product Purchasing Decisions at the Shopee Marketplace regarding research on price perceptions, promotions, service quality, and customer convenience on product purchasing decisions at the Shopee marketplace. The study used a sampling method obtained by 100 respondent samples with the bernoulli formula. The results of this study state that price perceptions have no influence and are significant to purchasing decisions, while promotions, service quality,

and ease of use have a positive and significant influence on product purchasing decisions in the Shopee marketplace. The relevance of this research is the use of service quality and price variables that can influence consumer purchasing decisions.

The third study written by Bahety, et al (2022) with a study entitled Exploring the factors influencing consumer preference toward dairy products: an empirical research on researching what factors influence consumers to purchase dairy products in India. The study used a structured questionnaire method with nonprobability sampling techniques to the respondents. The results stated that quality, health awareness, price perception, and availability were the most significantly influential factors for buying dairy products. The relevance to this study is the use of factors that also consist of price perceptions that influence purchasing decisions.

The fourth study written by Haryanto, et al (2019) with a study entitled How does the type of product moderate consumers' buying intentions towards traditional foods? (Study of consumer behavior in Indonesia) regarding research on product quality, price and convenience on positive attitudes and intentions to buy traditional food in Indonesia. The study used a non-random sample method taken from 500 snack food buyers and 500 restaurant food buyers. The results of the study state that product quality, price and convenience offered by marketers affect the attitudes and positive intentions of snack food buyers. Meanwhile, product quality, price and convenience offered by marketers are not considerations for restaurant food buyers to make traditional food purchases in Indonesia. The relevance of this research is the use of price variables that can influence consumer purchasing decisions.

The fifth study written by Zietsman, et al (2018) with research entitled Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: a micro-enterprise perspective on research on perceived price and service quality as mediators between price fairness and perceived value of service meetings between micro-enterprises and their banks. The study used a questionnaire sample method to 381 micro-enterprises in South Africa. The results of the study state that perceived price and service quality affect the relationship between price fairness and perceived value. The relevance of this research is the use of service quality and price variables that can affect consumer decisions in making transactions.

The sixth study written by Miao, et al (2021) with a study entitled The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment regarding research on electronic customer satisfaction, electronic trust, and perceived value on repurchase intentions made by consumers in the B2C e-commerce segment. The study used a questionnaire method distributed to several leading business universities in Karachi by distributing 425 questionnaires and received back 415 questionnaires. The results of this study state that e-satisfaction, e-trust, and have a significant effect on repurchase intentions and the relationship between perceived value and repurchase intentions has supportive results. The relevance of this research is the use of service quality variables that can influence consumer purchasing decisions.

The seventh study written by Keni, et al (2022) with a study entitled An integrated analysis of factors affecting consumers' purchase intention towards batik: a comparative study between Indonesia and Malaysia regarding research on what factors have an important and significant role in determining consumer intention to buy batik in Indonesia and Malaysia. The study used a survey method by distributing questionnaires to respondents who were located or located in two Southeast Asian countries, namely Indonesia and Malaysia. There were 208 respondents from Indonesia and 204 respondents from Malaysia. The results of the first study state that perceived price has a significant effect on consumer purchase intention in Indonesia, while the results of the second study state that perceived quality has a significant effect on consumer purchase intention in Malaysia. The relevance of this research is that there are factors that discuss price perceptions that influence purchasing decisions.

The eighth study written by Mannan, et al (2019) with a study entitled Consumers' willingness to purchase online mental health services regarding research on the direct effects of eHealth literacy, perceived competence, perceived electronic word-of-mouth (eWOM) credibility and price perceptions on consumer willingness to buy mental health services online. The study used a questionnaire method distributed to 400 respondents with a total of 367 respondent results used because some of the remaining were classified as

incomplete and lacking variance so they were not used. The results of the study state that eHealth literacy, perceived competence, perceived eWOM credibility, and price perceptions have a significant influence on consumer desire to buy mental health services online. The relevance with this study is the use of price perception variables that can affect consumer purchasing decisions.

The ninth study written by Palazzo, et al (2021) with research entitled Examining antecedents and consequences of perceived service quality in the hotel industry: a comparison between London and New York regarding research on the relationship between the concepts of customer relationship management (CRM), comfort, trust, perceived service quality, satisfaction, perceived value, loyalty, image and purchase intention in the hotel sector. The study used an interview method to several hotel managers and guests who have a direct relationship with the hospitality industry, namely 27 respondents. The results of the study state that CRM and convenience have a significant effect on perceived service quality. While the results of further research state that there is a negative relationship between image, loyalty, and purchase intention. The relevance of this research is the use of service quality variables that can influence consumer purchasing decisions.

Relationship between Variables and Hypothesis

Effect of Price Perception (X1) on Purchasing Decisions (Y)

Based on the results of research conducted by Ena, et al (2019) the results show that price perceptions can influence purchasing decisions made by consumers. Price perception is a customer assessment and comparison in a good or service. According to Darmansah, et al (2020) price perceptions can influence purchasing decisions made by consumers in the Shopee application. The price perceptions made by consumers of one seller to another affect the purchasing decisions they make. In general, a seller who provides a much more affordable price will be more of a consumer choice in determining purchasing decisions compared to a more expensive price. According to research by Darmans & Yosepha (2020) and Anggraeni & Soliha (2020), it shows that price perception has a positive and significant influence on purchasing decisions. Meanwhile, according to Ena's research, et al (2019) shows that price perception has no significant effect on purchasing decisions. The difference between the results of the above research proves that this research is worth analyzing. Then the following hypothesis formulation is formed:

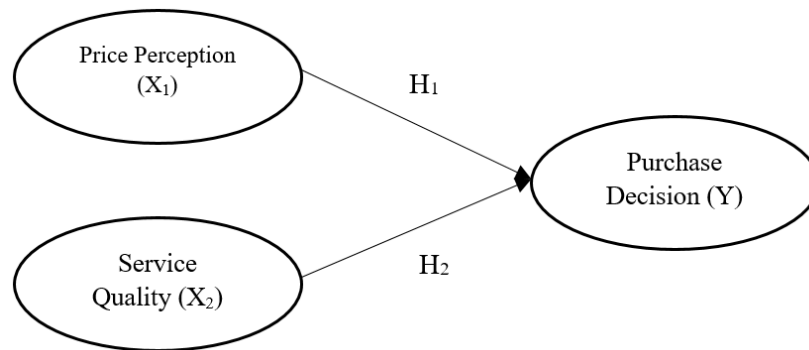
H1: Price perception (X1) affects purchasing decisions (Y)

Effect of Service Quality (X2) on Purchasing Decisions (Y)

Based on the results of research conducted by Anim & Indiani, (2020) the results show that service quality affects purchasing decisions made by buyers. Service quality is how the performance is carried out by the company at the time of pre-purchase and the output is received by the buyer. According to Adabi, (2020) service quality affects purchasing decisions made by consumers. The better the quality of service provided, the consumer interest in determining purchasing decisions will increase and vice versa, if the quality of service provided is not good, consumers are reluctant to make purchases. According to Saputra & Ardani, (2020) and Tanady & Fuad, (2020) show that service quality has a positive and significant influence on purchasing decisions. Meanwhile, according to research by Ena, et al (2019) shows that service quality does not have a significant effect on purchasing decisions made by consumers. From the differences in research results that arise between the results of the above studies, proving this research is worth analyzing. Then the following hypothesis formulation is formed:

H2: Service quality (X2) affects purchasing decisions (Y)

Conceptual Framework



RESEARCH METHODOLOGY

The population in this study is Itemku consumer data in Surabaya. In this study, the author uses random sampling where researchers take random samples based on the area. The criteria that must be met by the respondents are having purchased Itemku products in Surabaya with an age level of 17 to 41 years based on a survey conducted by Vero Decision Lab on 470 respondents as players, connoisseurs and streamers in Indonesia. The sample size will be studied using Hair's formula as many as 140 people who are consumers of Itemku in Surabaya. Primary data collection techniques can be done by distributing questionnaires whose results will be processed again. The data scale that will be used in this study is a five-point Likert scale from strongly disagree (scale = 1) to strongly agree (scale = 5).

Variables and Operational Definitions

In this study, there are 3 variables consisting of independent variables, namely price perception (X₁), service quality (X₂), and the dependent variable, namely purchasing decisions (Y). The table that presents the operational definition of each variable in this study is as follows:

Table 1. Variables and Operational Definitions

Variable	Conceptual Definition	Indicator	Source
Price Perception (X ₁)	Price perception is an amount of currency value that is charged for goods or services and can be exchanged by consumers in their utilization as goods or services. So that price perception.	1. Price affordability 2. Price match with product quality 3. Price match with benefits 4. Competitive Price	(Maimunah, 2019)

Quality Service (X ₂)	Service quality is how the performance is carried out by the company at the time of pre-purchase and the output is received by the buyer. Service quality can be an advantage of the seller or company in competing with competitors because good service quality can provide a positive perspective from customers.	<ol style="list-style-type: none"> 1. Purchase of Products 2. Purchase of Brands 3. Selection of Purchase Channels 4. Determination of Purchase Time 5. Amount 	(Anim & Indiani, 2020)
Purchase Decision (Y)	Purchasing decisions are a process for consumers in knowing a problem and collecting information on a product to determine their choice whether to buy or not. purchasing decisions are made by consumers as a stage where consumers choose a product based on information in order to choose a product that is good in its use for consumers.	<ol style="list-style-type: none"> 1. Problem Recognition 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Behavior After Purchase 	(Fasha, et al 2022)

Data Analysis Method

The data analysis method used in this research uses SPSS. The tests carried out are validity, reliability, classical assumptions, multiple linear regression, t test, f test, correlation coefficient test, coefficient of determination, and multilevel analysis. The independent variables studied are price perception (X₁), service quality (X₂), and the dependent variable is the purchase decision (Y).

DATA ANALYSIS AND DISCUSSION

Data Analysis

Validity test

Table 2. Validity test

Variable	Pearson Correlation	Nilai Sig. (2 tailed)	Description
Price Perception (X₁)			
X1.1	0,745	0,000	Valid
X1.2	0,772	0,000	Valid
X1.3	0,706	0,000	Valid
X1.4	0,656	0,000	Valid
Service Quality (X₂)			
X2.1	0,594	0,000	Valid
X2.2	0,668	0,000	Valid
X2.3	0,691	0,000	Valid
X2.4	0,697	0,000	Valid
X2.5	0,664	0,000	Valid

X2.6	0,706	0,000	Valid
X2.7	0,693	0,000	Valid
Purchase Decision (Y)			
Y.1	0,717	0,000	Valid
Y.2	0,693	0,000	Valid
Y.3	0,647	0,000	Valid
Y.4	0,719	0,000	Valid
Y.5	0,763	0,000	Valid

Based on testing the validity of the data in table 1.4 above, it shows that all instrument indicators used in this study, namely Price Perception, Service Quality, and Purchasing Decisions, have a significance value ≤ 0.05 . Therefore, the variable statement instrument used in this study has fulfilled the elements of validity.

Reliability Test

Table 3. Reliability Test

Variable	Cronbach'Alpha	Description
Price Perception (X ₁)	0,692	Reliable
Service Quality (X ₂)	0,800	Reliable
Purchase Decision (Y)	0,748	Reliable

The following is an explanation given by researchers based on the results of measuring the reliability of table 4.2 above:

1. Price Perception (X₁). Based on the test in table 4.2 above, it shows that the Cronbach'Alpha value of the Price Perception variable (X₁) is 0.692 which is ≥ 0.6 so that the price perception (X₁) is declared reliable.
2. Service Quality (X₂). Based on the test in table 4.2 above, it shows that the Cronbach'Alpha value of the Service Quality variable (X₂) is 0.800 which is at ≥ 0.6 so that Service Quality (X₂) is declared reliable.
3. Purchase Decision (Y). Based on the test in table 4.2 above, it shows that the Cronbach'Alpha value of the Purchase Decision variable (Y) is 0.748 which is at ≥ 0.6 so that the Purchase Decision (Y) is declared reliable.

F test

Table 4. F test

	Model	F	Sig.
1	Regression Residual Total	90,316	0,000

The test results in table 4.9 meet the standard ≤ 0.05 , namely the significance probability of 0.000. So that based on the F test carried out, Price Perception (X₁) and Service Quality (X₂) have an effect on Purchasing Decisions (Y) simultaneously (simultaneously).

t test

Table 5. t test

Model		t	Sig.
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1	(Constant)	0,758	0,450
	X ₁	5,630	0,000
	X ₂	3,901	0,000

1. Price perception (X1) has a significance value of $0.000 \leq 0.05$ so that it is stated that Price Perception (X1) has a significant effect on Purchasing Decisions so that H1 is accepted.
2. Service Quality (X2) has a significance value of $0.000 \leq 0.05$ so that it is stated that Service Quality (X2) has a significant effect on Purchasing Decisions so that H2 is accepted.

Discussion

The Effect of Price Perception on Purchasing Decisions

Based on the research results obtained, it shows that the price perception variable has an effect on purchasing decisions. So, these results show that the first hypothesis is accepted. This statement can be proven from the significance value of the t test on the price perception variable which shows a value of 0.000 with the standard for significance must be less than 0.05. So it can be seen that the better the price perception provided by Itemku, the higher the decision given by consumers to buy a product at Itemku. This can also be the opposite if Itemku has a bad price perception, the impact is that consumers will leave Itemku and switch to other digital product e-commerce.

The results of this study are also supported by Mardiasih's research (2022) with the results of price perception research having a positive effect. Likewise, research conducted by Aggraeni & Soliha (2020) where the research has significant results between price perceptions on purchasing decisions. In addition, research conducted by Senggetang, et al (2019) states that price perception affects purchasing decisions. Based on the findings of previous research, price perception is one of the bases needed in determining an item for consumers before buying the item. So that price perception has an important role for consumers in buying a product and is also important for my Item to increase purchasing decisions. Good price perception makes a good strategy in creating consumers who without hesitation choose and buy products at Itemku.

Price perception on purchasing decisions is also included in the seven competences of entrepreneurship in this study in the high sense of achievement. The price perception given by Itemku is able to compete well with purchasing decisions. Where, respondents from this study showed an average mean value of 3.963, respondents of the price perception variable were categorized as agreeing. Where the majority of respondents agree on the statements given regarding price perceptions. So according to respondents, the price perception that has been managed by Itemku provides a favorable perception for Itemku consumers in Surabaya. So that it gives results where purchasing decisions can increase when the price perceptions given can compete well for consumers.

Effect of Service Quality on Purchasing Decisions

Based on the research results obtained, it shows that the service quality variable has an effect on purchasing decisions. So, these results show that the second hypothesis is accepted. This statement can be proven from the significance value of the t test on the price perception variable which shows a value of 0.000 with the standard for significance must be less than 0.05. So it can be seen that the better the quality of service provided by Itemku, the higher the decision given by consumers to buy a product at Itemku. This can also be the opposite if Itemku has poor service quality, the impact is that consumers will give bad ratings and become unrecommended digital e-commerce.

The results of the research conducted are the same as the research of Saputra & Adrani (2020) which states that there is a positive and significant influence between service quality on purchasing decisions. Likewise, research conducted by Maharani (2019) has significant results between service quality and purchasing decisions. In addition to the two studies above, research conducted by Tanady & Fuad (2020) states that service quality has a positive and significant effect on purchasing decisions. Based on research conducted by previous researchers, service quality is an important basis for a business to increase satisfaction

and desire for consumers. So that the better the quality of service provided by Itemku, the higher the consumer's desire to buy the product. In addition, service quality is also a need that affects consumers in determining whether to buy the product or not. The worse the quality of service provided, the lower the consumer's buying interest in the goods to be purchased. In this case consumers can lose respect and be disappointed.

Service quality on purchasing decisions is also included in the seven competences of entrepreneurship in this study in the high sense of achievement. The quality of service provided by Itemku is able to compete well with purchasing decisions. Where, respondents from this study showed an average mean value of 4.00, respondents of the price perception variable were categorized as agreeing. The majority of respondents agreed on the statements given regarding service quality. So according to respondents, the quality of service provided by Itemku provides satisfaction for Itemku consumers in Surabaya. So that it gives results where purchasing decisions can increase when the quality of service provided can compete well for consumers.

Research Implications

Based on the results of the discussion, the managerial implications of this research are as follows:

Variable	Managerial Implications Before Research	Managerial Implications After Research
Price Perception (X ₁)	Before the research, it was known that the prices at Itemku were still not competitive with competitors.	After the research, Itemku should strive to provide prices that are more affordable than competitors by providing attractive offers for Itemku consumers. This consideration is based on the lowest mean value in the descriptive analysis with the statement that prices at Itemku are not yet competitive with competitors.
Service Quality (X ₂)	Prior to the research, it was known that Itemku did not enhance good communication skills for consumers and relied more on the convenience of transactions.	After the research, Itemku should strive to improve better policies in communicating and listening to criticisms and suggestions given by consumers to Itemku to make future improvements. This consideration is based on the lowest mean value in the descriptive analysis with the statement that consumers are not satisfied with the communication provided by Itemku.

Source: Data processed, 2023

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the discussion and research described in the previous chapter, the researcher can obtain the following conclusions:

1. Price Perception has a significant effect on Itemku Consumer Purchasing Decisions in Surabaya.
2. Service quality has a significant effect on Itemku Consumer Purchasing Decisions in Surabaya.

Suggestions and Limitations

The following are suggestions that are expected from the research results and conclusions that have been obtained by researchers, among others:

1. For Itemku

- a. Itemku should use more attractive and creative offers so as to determine the purchasing decisions of Itemku consumers in Surabaya.
 - b. Itemku should provide clear policies in communicating between consumers and sellers. In addition to clear policies, Itemku should also be able to listen to criticism and suggestions given by consumers in the process of improving good communication in the future.
2. For future research

For future researchers, this research should be developed by increasing the sample and covering a wider area so that the research can be used as a comparison in future research.

This study has limitations, namely the questionnaire statements that are available and have been given are not understood by the respondents, so they need further explanation to the respondents and the filling out of statements by respondents that are still not in accordance with existing realities, where respondents still answer with the same or irrelevant answers. So that the elimination of respondents who should have been 210 became 140 respondents.

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