

The Influence of Digital Marketing Strategy, Price and Customer Experience on Consumer Purchasing Decisions at the Arrahman Perfume Store in Binjai

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ABSTRACT

As the digital age has changed how consumers interact with products and services, the perfume industry is one of the most affected sectors. As a result, the number of perfumes being produced is increasing, and new perfumes are emerging with various societal trends, which causes competition to become increasingly intense. The purpose of this study is to understand the impact of digital marketing strategies, pricing, and customer experience on consumer purchasing behavior at the Arrahman Perfume store in Binjai. Data collection via a questionnaire given to 80 respondents. The model used with Multiple Regression and processed through SPSS. The results of this study indicate that digital marketing strategies are positively and significantly impacted, as are prices in a positive and significant way and customer experiences in a positive and significant way with regard to consumer purchasing decisions. The Adjusted R Square value is 0.890 or 89%, which means that digital marketing strategy, price and customer experience contribute 89% and the remaining 11% can be explained by other variables that were not studied.

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1. INTRODUCTION

The way consumers interact with products and services has been influenced by information and communication technology in the current digital era. One industry that is particularly affected is the perfume industry. This is the first time that the number of perfumes being produced has increased, which has led to a rise in perfume sales among various groups in the community. Additionally, In the midst of intense competition, digital marketing strategies, accurate pricing, and customer experience are all important factors in determining consumer purchasing decisions. Purchasing decisions are a problem solving process when someone chooses an alternative [1]. However, there are sometimes discrepancies between what consumers expect and what they actually experience during the purchasing process.

Digital marketing strategies support growth, development, and execution of marketing activities that use digital technology and social media to achieve business goals such as increasing sales and customer loyalty [2]. From the description above, the reality is that there are still many sellers, including the

Arrahman Perfume shop, who are late in following the latest digital marketing trends, For example, the use of social media platforms or new marketing technology, this makes it harder for them to get what they want.

However, in a market that is becoming more competitive, price is also the first factor that sellers must consider when evaluating their products. For consumers, price is also one of the factors that determines their purchasing decisions in order to satisfy their needs [3]. According to the description above, price can influence consumers' decisions to buy products in either a positive or negative way. This is because consumers frequently compare product prices to those of other brands or use price as a gauge of quality; for example, a price that is constantly high might lower the product's daya tarik, while a price that is low can raise concerns about the product's quality.

Customer experience is another element that has a significant impact on consumer purchasing decisions. Customer experience is when the customer receives information or advice that is automatically conveyed to them in their ingatan. Businesses must prioritize customer loyalty to prevent competitors [4]. However, some stores do not take this into consideration, such as Arrahman Perfume, which does not consistently provide customer service, this stimulation causes consumers to hesitate in making purchasing decisions.

The research conducted by Rokima [5] on “The Influence of Digital Marketing, Word of Mouth and Customer Experience on Purchasing Decisions of Chatime Variants in Malang (Case Study of Management Students at the Islamic University of Malang)” The results of digital marketing, word of mouth, and customer experience have a significant impact on the purchase decisions of Chatime in Malang.

According to research by Fauziah [6], "Price has a significant impact on the decision to buy," but research by Yunefa [7] similarly indicates that "Price has no significant impact on the decision to buy". There are differences in opinion regarding whether price has an impact on purchasing decisions, hence this study aims to provide insight into how price affects purchasing decisions.

2. METHOD

2.1. Research Approach

The research methodology used in this study is quantitative with associative sift. According to Priyastama [8], quantitative research is a method of research that uses statistics and angka in data collection and analysis. According to Sugiyono [9], asosiatif research is research that aims to establish and strengthen the relationship between two or more variable. In this study, the author wants to explain the effects of the independent variable digital marketing strategy (X1), price (X2), and customer experience (X3) on the dependent variable which is consumer purchasing behavior (Y).

2.2. Population and Sample

According to Sugiyono [9], the population is a generalization domain consisting of subjects and objects with specific characteristics and numbers that are determined by researchers to be studied and then analyzed. In this study, the target population consists of 400 respondents who had previously made purchases from Arrahman Perfume stores over the course of two months.

According to Priyastama [8], sample is a collection of data that is drawn from the population. Thus, the method of selecting samples is probability sampling through the use of simple random sampling (sampel acak). According to Sugiyono [9], probability sampling is a technique for gathering data that gives each member of the population an equal chance of being selected as a sample participant and additionally, simple random sampling, also known as "sampel acak," is the process of selecting sample participants from a population in an acak manner without taking into account any strata that may exist within that population [9]. To understand how many samples are being used, researchers used the Slovin formula with an error tolerance of 10%. As a result, there were 80 respondents in the sample.

2.3. Data Collection Technique

The data collection method for this study is sending an online questionnaire using a Google form to 80 respondents. Researchers use a Likert scale to distribute opinions, attitudes and perceptions of individuals and groups about social events where: value 5 = Strongly agree, 4 = Agree, 3 = Disagree, 2 = Disagree, 1 = Strongly disagree.

3. RESULTS AND DISCUSSION

3.1. Description of Respondents Characteristics

The results of the questionnaire given by 80 respondents were used to understand the characteristics of the respondents. The characteristics of respondents which will be discussed below include gender, age and type of work which are presented in tables 1 and 2.

3.1.1 Respondent Characteristics Based on Gender

The characteristics of the respondents based on gender can be seen in the following table 1.

Table 1. Gender

<i>Gender</i>	<i>Number of respondents</i>	<i>%</i>
Laki-laki	24	30
Perempuan	56	70
Total	80	100,00

Source: data processed by the author, 2024

Based on the table 1, it can be seen that women make up around 70% of the respondents. In contrast, about 30% of men, which shows that women have a greater desire to buy perfume.

3.1.2 Respondent Characteristics Age

Respondents in this study, who are 17 years old and above, are able to provide information on their opinions regarding the purchase of a perfume. They consider perfume to be a necessity that helps them stay active throughout the day.

3.1.3 Respondent Characteristics Work

The characteristics of respondents based on work can be seen in table 2 below:

Table 2. Work

<i>Work</i>	<i>Number of respondents</i>	<i>%</i>
Pelajar/Mahasiswa	51	63,75
Pegawai Negeri	3	3,75
Pegawai Swasta	19	23,75
Wirasaha	6	7,5
Ibu Rumah Tangga	1	1,25
Total	80	100,00

According to the statistics in table 2, the largest number of respondents' work experiences are from the pupils and students, which consists of 51 individuals or 63.75% of the respondents. Followed by respondents who work as housewives with 1 respondent or 1.25%. This condition causes pupils and students to tend to be more active on social media and open to interesting promotions, there is a big opportunity for Arrahman Perfume to attract customers through digital content that fits their lifestyle.

3.2. Validity and Reliability Testing

3.2.1 Validity Test

Validity Test is carried out to see the level of validity of the data or the level of validity of the data.

Table 3. Validity Test (X₁) Digital Marketing Strategy
Item-Total Statistics

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X1.1	28.7125	21.068	.802	.930
X1.2	28.9250	21.311	.705	.937
X1.3	28.9875	20.696	.843	.927
X1.4	28.9125	21.245	.747	.934
X1.5	29.0250	20.480	.820	.928
X1.6	28.9375	20.743	.802	.930
X1.7	29.0625	20.743	.768	.932
X1.8	28.9625	20.568	.786	.931

Source: SPSS version 25.0 processing results (2024)

Based on table 3 above, the digital marketing strategy variable data which consists of 8 question items with a coefficient value $r_{hitung} > r_{tabel}$ (0.1852) can be said to be valid because the Corrected Item-Total Correlation value is 0.1852.

Table 4. Validity Test (X₂) Price
Item-Total Statistics

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X2.1	28.3625	23.171	.841	.937
X2.2	28.3875	22.671	.869	.935
X2.3	28.3250	23.994	.779	.941
X2.4	28.3750	23.326	.871	.936
X2.5	28.6375	22.487	.759	.944
X2.6	28.6250	22.339	.849	.936
X2.7	28.4750	23.063	.757	.943
X2.8	28.4000	23.787	.750	.943

Source: SPSS version 25.0 processing results (2024)

Based on table 4 above, the price variable data which consists of 8 question items with a coefficient value $r_{hitung} > r_{tabel}$ (0.1852) can be said to be valid because the Corrected Item-Total Correlation value is 0.1852.

Table 5. Validity Test (X₃) Customer Experience
Item-Total Statistics

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X3.1	35.8750	36.718	.794	.930
X3.2	36.2125	35.967	.732	.933
X3.3	35.9250	36.273	.832	.928
X3.4	36.1500	35.876	.861	.927
X3.5	36.0125	39.152	.575	.939
X3.6	35.9250	36.880	.801	.930
X3.7	36.0375	37.277	.630	.938
X3.8	36.0500	35.213	.795	.930
X3.9	36.3000	35.099	.789	.930
X3.10	36.3000	35.175	.742	.933

Source: SPSS version 25.0 processing results (2024)

Based on table 5 above, the customer experience variable data which consists of 10 question items with a coefficient value $r_{hitung} > r_{tabel}$ (0.1852) can be said to be valid because the Corrected Item-Total Correlation value is 0.1852.

Table 6. Validity Test (Y) Consumer Purchasing Decisions
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	28.1250	27.073	.827	.954
Y.2	28.1750	27.058	.833	.954
Y.3	28.0375	27.556	.809	.955
Y.4	28.1000	27.534	.858	.952
Y.5	28.0250	27.265	.839	.953
Y.6	28.1125	26.430	.899	.949
Y.7	28.0375	26.973	.867	.951
Y.8	28.0000	27.266	.806	.955

Source: SPSS version 25.0 processing results (2024)

Based on table 6 above, the consumer purchasing decisions variable data which consists of 8 question items with a coefficient value $r_{hitung} > r_{tabel}$ (0.1852) can be said to be valid because the Corrected Item-Total Correlation value is 0.1852.

3.2.2 Reliability Test

The Reliability Test is used to see the level of data reliability for each research variable with the requirement that the Cronbach's Alpha value must be greater than 0.60. The results of reliability testing can be presented in the following table:

Table 7. Reliability Test (X₁) Digital Marketing Strategy
Reliability Statistics

Cronbach's Alpha	N of Items
.939	8

Source: SPSS version 25.0 processing results (2024)

Based on the data in table 7 above, it can be concluded that the digital marketing strategy variable has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

Table 8. Reliability Test (X₂) Price
Reliability Statistics

Cronbach's Alpha	N of Items
.947	8

Source: SPSS version 25.0 processing results (2024)

Based on the data in table 8 above, it can be concluded that the price variable has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

Table 9. Reliability Test (X₃) Customer Experience
Reliability Statistics

Cronbach's Alpha	N of Items
.938	10

Source: SPSS version 25.0 processing results (2024)

Based on the data in table 9 above, it can be concluded that the customer experience variable has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate

Table 10. Reliability Test (Y) Consumer Purchasing Decisions

Reliability Statistics

Cronbach's Alpha	N of Items
.959	8

Source: SPSS version 25.0 processing results (2024)

Based on the data in table 10 above, it can be concluded that the consumer purchasing decisions variable has a Cronbach's Alpha value more than 0.60, indicating that the data is trustworthy or accurate.

3.3. Hypothesis Testing.

3.3.1 t-test

t-test is used to analyze data and present the results of the hypothesis in a parsial manner using a 5% significance level. Significant testing with decision making criteria:

H_a is accepted and H_0 is rejected, if $t_{hitung} > t_{tabel}$ or $Sig. t < \alpha$

H_a is rejected and H_0 is accepted, if $t_{hitung} < t_{tabel}$ or $Sig. t > \alpha$

Table 11. T-test Results (Parsial)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	-2.228	.029
	Digital Marketing Strategies (X1)	2.058	.043
	Price (X2)	2.750	.007
	Customer Experience (X3)	6.551	.000
a. Variabel Dependen : Consumer Purchasing Decisions (Y)			

Source: SPSS version 25.0 processing results (2024)

Based on table 11 above it can be seen that:

1. The influence of Digital Marketing Strategies on Consumer Purchase Decisions
 The results show that H_a is accepted and H_0 is rejected, if $t_{hitung} 2,058 > t_{tabel} 1,665$ or $Sig. t 0,043 < \alpha 0,05$, then H_a is accepted and H_0 is rejected. This indicates that digital marketing strategies has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai. This shows that H_1 is supported in this study.
2. The influence of Price on Consumer Purchase Decisions
 The results show that H_a is accepted and H_0 is rejected, if $t_{hitung} 2,750 > t_{tabel} 1,665$ or $Sig. t 0,007 < \alpha 0,05$, then H_a is accepted and H_0 is rejected. This indicates that price has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai. This shows that H_2 is supported in this study.
3. The influence of Customer Experience on Consumer Purchase Decisions
 The results show that H_a is accepted and H_0 is rejected, if $t_{hitung} 6,551 > t_{tabel} 1,665$ or $Sig. t 0,000 < \alpha 0,05$, then H_a is accepted and H_0 is rejected. This indicates that customer experience has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai. This shows that H_3 is supported in this study

3.3.2 F Test

Below we can present the results of simultaneous testing between digital marketing strategy, price, customer experience on consumer purchasing decisions as can be presented in the following table.

Table 12. F-test Results (Simultan)

<i>Model</i>		<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	214.282	.000 ^b
	<i>Residual</i>		
	<i>Total</i>		
a. Variabel Dependen : Consumer Purchasing Decisions (Y)			
b. Predictors: (Constant), Digital Marketing Strategies (X1) , Price (X2), Customer Experience (X3)			

Source: SPSS version 25.0 processing results (2024)

It can be seen in table 12 that $F_{hitung} 214,282 > F_{tabel} 2,72$ on sig. $F_{hitung} 0,000 < 0,05$, Therefore, it can be concluded that the H4 of this study's digital marketing strategy, price, and customer experience all work together to positively and significantly influence consumers' decisions to purchase Arrahman Perfume from Binjai. This indicates that H4 didukung in this study.

3.4. Determination Test (R2)

Table 13. Determination Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 ^a	.894	.890	1.96810
a. Predictors: (Constant), Digital Marketing Strategies (X1) , Price (X2), Customer Experience (X3)				
b. Variabel Dependen : Consumer Purchasing Decisions (Y)				

Source: SPSS version 25.0 processing results (2024)

Table 13 shows that the coefficient of determination is $R = 0,946$, indicating that there is a strong correlation between digital marketing strategy, price, and customer experience and consumer purchasing decisions at the Arrahman Perfume store in Binjai. Nilai Adjusted R Square = 0,890 indicates that consumer purchasing decisions may be explained by digital marketing strategies, with prices and customer experience at 89% and, typically, 11% explained by unanalyzed variables.

3.5. Discussion

3.5.1 The Influence Of Digital Marketing Strategy On Consumer Purchasing Decisions At The Arrahman Perfume Store In Binjai

The research results show that H_a is accepted and H_0 is rejected, if $t_{hitung} 2,058 > t_{tabel} 1,665$ or Sig. $t 0,043 < \alpha 0,05$ then H_a is accepted and H_0 is rejected. This indicates that digital marketing strategies has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai.

The results of this research are in accordance with theory Suharni [10] There are numerous strategies that can be used in digital marketing. Business owners must understand their industry, products, and demographics before choosing an appropriate digital marketing strategy. Digital marketing strategy is very important in the process of developing consumer perceptions related to purchasing by doing research that

is influenced by digital media. Digital marketing is the use of the internet and other interactive technologies, such as websites, search engine marketing, web banners, social networking, viral marketing, email marketing, and affiliate marketing, to connect consumers and businesses [11].

3.5.2 The Influence Of Price On Consumer Purchasing Decisions At The Arrahman Perfume Store In Binjai

The research results show that H_a is accepted and H_0 is rejected, if $t_{hitung} 2,750 > t_{tabel} 1,665$ or $Sig. t 0,007 < \alpha 0,05$, then H_a is accepted and H_0 is rejected. This indicates price has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai. The results of this research are in accordance with theory Kotler & Armstrong [12] Price can be defined as the price of a product or service or as the total amount that a customer receives as a result of purchasing or using the product in question. When purchasing a product, consumers are typically influenced by its features and cost. Some people are willing to pay more to achieve the desired results, while others are willing to pay less to achieve results that are not quite satisfactory [13].

3.5.3 The Influence Of Customer Experience On Consumer Purchasing Decisions At The Arrahman Perfume Store In Binjai

The research results show that H_a is accepted and H_0 is rejected, if $t_{hitung} 6,551 > t_{tabel} 1,665$ or $Sig. t 0,000 < \alpha 0,05$, then H_a is accepted and H_0 is rejected. This indicates customer experience has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai. The results of this research are in accordance with theory Kusumawati in a journal Pebrila & Samsudin [14] customer experience is a type of reaction or perception that arises from an individual after they use a product or service. customer experience is the perception of customers regarding their interactions with a company's rasional, physical, emotional, subconscious, and psychological aspects [15].

3.5.4 The Influence Of Digital Marketing Strategy, Price and Customer Experience On Consumer Purchasing Decisions At The Arrahman Perfume Store In Binjai.

The research results show that $F_{hitung} 214,282 > F_{tabel} 2,72$ on sig. $F_{hitung} 0,000 < 0,05$, then H_a is accepted and H_0 is rejected, this indicates digital marketing strategies, price and customer experience has a positive and significant impact on consumer purchasing decisions at the Arrahman Perfume store in Binjai. The results of this research are in accordance with theory Orsandi et al., in Aprilia [16] and Ramadhani [17] which concludes that several factors can influence purchasing decisions, including: digital marketing, brand image, relationship marketing, customer experience, e-service marketing and price.

4. CONCLUSION

Depending on the results of the study that has been completed, the following conclusions can be drawn from the research:

- Digital marketing strategies partially have a positive and significant effect on consumer purchasing decisions at the Arrahman Perfume store in Binjai.
- Price have a positive and significant effect on consumer purchasing decisions at the Arrahman Perfume store in Binjai.
- Customer experience partially have a positive and significant effect on consumer purchasing decisions at the Arrahman Perfume store in Binjai.
- Digital Marketing Strategy, Price, Customer Experience simultaneously have a positive and significant influence on consumer purchasing decisions at the Arrahman Perfume store in Binjai

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