Annual International Conference on Islamic Economics (AICIE)
P-ISSN 2964-8149, E-ISSN 2964-6116
Volume 4, January - December 2025
https://prosiding.iainponorogo.ac.id/index.php/aicie

The Effect of Product Quality and Islamic Service Quality on Purchase Decisions at Kebab Baba Rafi with Price as a Moderator Variable

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Article Info

Article history:
Received July 11, 2025
Revised August 12, 2025
Accepted October 22, 2025

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Keywords:
Price, Islamic Service Quality, Product Quality, Purchase Decision

Abstract

Thesis entitled "The Effect of Product Quality and Islamic Service Quality on Purchasing Decisions of Kebab Baba Rafi with Price as a Moderator Variable". The purpose of the study is to test the effect of product quality and Islamic service quality on purchasing decisions, in addition to determining the role of price as a moderator variable that influences the relationship. This research uses a quantitative approach, the type of primary data is obtained through a Likert scale questionnaire 1-5 distributed to Kebab Baba Rafi consumers in Surabaya. The total sample of this research is 385 respondents who have made purchasing decisions at Kebab Baba Rafi Surabaya. The data analysis technique is multiple regression to test the direct effect and moderation regression to test the direct effect using MRA. The software used is IBM SPSS 26. The results of the study indicate that product quality has a significant effect on purchasing decisions, as well as Islamic service quality which also has a significant effect on purchasing decisions. Price is proven to moderate the effect of product quality on purchasing decisions, but does not moderate the effect of Islamic service quality on purchasing decisions. These findings contribute to the development of Kebab Baba Rafi's marketing strategy by considering product quality, Islamic service quality, and appropriate pricing strategies to increase consumer purchasing decisions.

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INTRODUCTION

The fastfood industry in Indonesia is experiencing rapid development, which has led to increased competition among business players, especially in the fastfood sector. One of the prominent players in this industry is Kebab Baba Rafi, a fastfood franchise originating from Turkey that has successfully adapted to the Indonesian market by adjusting its products to local tastes. With more than 1,300 outlets spread throughout Indonesia and several international branches, Kebab Baba Rafi has become a widely recognized brand thanks to its signature kebab, which combines fresh vegetables, halal meat, and spices wrapped in tortilla bread. The company is also known for implementing Islamic principles in its services, such as the values of honesty (shidiq), trustworthiness, and wisdom (fathanah).

In the face of increasingly fierce competition in the fastfood sector, it is essential for companies like Kebab Baba Rafi to understand the factors that influence consumer purchasing decisions. This study aims to examine the influence of two main factors—product quality and Islamic service quality (ISQ)—on consumer purchasing decisions. In addition, this study also examines the role of price as a moderating variable, to determine whether price influences the relationship between product quality, ISQ, and consumer purchasing decisions.

Understanding these factors is particularly relevant for Kebab Baba Rafi, given the increasing consumer awareness of halal and ethically produced food. The findings of this study can provide insights that can be applied to optimize marketing strategies, by combining product quality, Islamic value-based service, and competitive pricing to better meet consumer expectations and increase sales.

By discussing these elements, this study aims to contribute to the development of Kebab Baba Rafi's marketing strategy and increase understanding of how product quality, Islamic-based service, and pricing strategy can work together to strengthen consumer loyalty and improve purchasing decisions.

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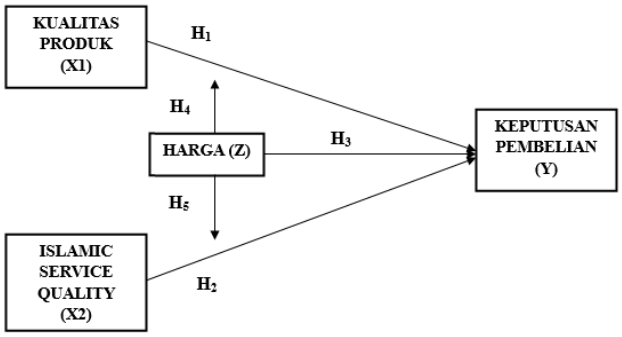
CONCEPTUAL FRAMEWORK

The following is the conceptual framework used in this research:



METHOD

This study uses a quantitative approach with a survey method. The survey was conducted to obtain data on the influence of product quality, Islamic service quality, and price on consumer purchasing decisions at Kebab Baba Rafi, with price as a moderator variable. Data collection was carried out through questionnaires distributed to consumers who had made purchases at Kebab Baba Rafi in Surabaya.

The population in this study is Kebab Baba Rafi consumers who have made a purchasing decision in Surabaya. Considering that the population size cannot be known with certainty, the criteria for the sample taken are: 1. Respondents are buyers and have made a purchasing decision at Kebab Baba Rafi, 2. Respondents must be domiciled in Surabaya, 3. Work or have an income. Because it is not known whether the Kebab Baba Rafi buyers are male or female, the sample is declared an unknown population. The sampling technique used is accidental sampling, which is random sampling based on respondents encountered during the study. Based on calculations using the Lemeshow formula, the number of samples needed is 385 respondents.

Primary data were collected using a questionnaire consisting of questions measuring product quality variables, Islamic service quality (ISQ), price, and purchasing decisions. The scale used was a Likert scale of 1-5, where 1 indicates strongly disagree and 5 indicates strongly agree. This questionnaire was distributed online using Google Form to respondents who met the criteria, namely consumers who had purchased at Kebab Baba Rafi.

The type of data used in this study is quantitative data obtained directly from respondents through questionnaires. This primary data is used to analyze the influence between the variables studied. In addition, this study also uses secondary data from previous studies to support the existing theoretical framework.

The operational definition of the variables is Product Quality (X1), Product Quality is the capacity of product assessment by implementing its usefulness based on durable, reliable,

precise, and easy-to-use data (Kotler and Armstrong). The indicators used are performance, specialty, reliability, suitability, durability, speed level, aesthetics, prepared quality. Islamic Service Quality (X2), service quality in the Islamic perspective is a form of customer thinking assessment of the provision of services by sellers whose entire activities are based on moral values and in accordance with Islamic law (Othman and Owen). According to Hafidhuddin and Tanjung, the indicators used in Islamic Service Quality are Honesty (Shidiq), Accountability (Amanah), Communicative (Tabligh), Intelligence (Fathanah). Price (Z) is a form of value imposed by sellers on customers in order to obtain something they need and have it (Kotler). The indicators used in price are price affordability, price competitiveness, price suitability with product quality, price suitability with benefits (Kotler and Armstrong). Purchase Decision (Y) is a phase carried out by customers when deciding to buy a product. Indicators used in the Purchase Decision are the buyer's stability in the product, the buyer's habits in buying the product, giving recommendations to others about the product, making repeat purchases on the product.

The first data analysis was a validity test, assessing the validity of the instrument and reliability, or the extent to which the measurement results are relatively consistent. Second, a Classical Assumption Test was conducted, such as a normality test, a multicollinearity test, and a heteroscedasticity test. Third, a multiple linear regression analysis was conducted to test the direct influence between the independent variables (product quality and Islamic service quality) on the dependent variable (purchase decisions). Furthermore, a Moderated Regression Analysis (MRA) was conducted to examine the role of price as a moderating variable in the relationship between product quality, ISQ, and purchase decisions. Data testing used IBM SPSS 26 software.

RESULT AND DISCUSSION

Validity and Reliability Test

Validity testing was conducted to ensure that each item in the questionnaire measures the construct intended in this study. Validity testing was conducted using Pearson correlation between item scores and total scores. An item is considered valid if the calculated r value is greater than the table r at a significance level of 0.05.

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Tabel 1. Validity Test

Variabel	Item	r Tabel	r Hitung	Keterangan
Kualitas Produk (X1)	X1.1	0,1000	0,645	Valid
	X1.2	0,1000	0,611	Valid
	X1.3	0,1000	0,614	Valid
	X1.4	0,1000	0,560	Valid
	X1.5	0,1000	0,607	Valid
	X1.6	0,1000	0,516	Valid
	X1.7	0,1000	0,668	Valid
	X1.8	0,1000	0,626	Valid
	X1.9	0,1000	0,498	Valid
	X1.10	0,1000	0,618	Valid
	X1.11	0,1000	0,465	Valid
	X1.12	0,1000	0,614	Valid
	X1.13	0,1000	0,570	Valid
	X1.14	0,1000	0,601	Valid
	X1.15	0,1000	0,603	Valid
	X1.16	0,1000	0,631	Valid
Islamic Service Quality (X2)	X2.1	0,1000	0,503	Valid
	X2.2	0,1000	0,568	Valid
	X2.3	0,1000	0,635	Valid
	X2.4	0,1000	0,660	Valid
	X2.5	0,1000	0,621	Valid
	X2.6	0,1000	0,639	Valid
	X2.7	0,1000	0,649	Valid
	X2.8	0,1000	0,569	Valid
Keputusan Pembelian (Y)	Y.1	0,1000	0,588	Valid
	Y.2	0,1000	0,569	Valid
	Y.3	0,1000	0,625	Valid
	Y.4	0,1000	0,522	Valid
	Y.5	0,1000	0,509	Valid
	Y.6	0,1000	0,509	Valid
	Y.7	0,1000	0,564	Valid
	Y.8	0,1000	0,440	Valid
Harga (Z)	Z.1	0,1000	0,609	Valid
	Z.2	0,1000	0,603	Valid
	Z.3	0,1000	0,718	Valid
	Z.4	0,1000	0,774	Valid
	Z.5	0,1000	0,633	Valid
	Z.6	0,1000	0,690	Valid
	Z.7	0,1000	0,668	Valid
	Z.8	0,1000	0,694	Valid

Based on the results of the validity test, all items in the questionnaire showed a calculated r value greater than the r table, which means that each item in the questionnaire is valid for use in this study. For example, for the product quality variable, all indicators including taste, cleanliness, and use of fresh ingredients showed a calculated r value greater than the r table, which indicates that they are valid in measuring product quality.

Reliability testing is conducted to measure the internal consistency of each construct tested in this study. Reliability testing uses Cronbach's Alpha, which shows how consistent the measurement results of each indicator are. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.6.

Tabel 2. Uji Reliabilitas

No	Indikator	Nilai r Alpha	Keterangan
1	Kualitas Produk (X1)	0,749	Reliabel / Diterima
2	*Islamic Service Quality* (X2)	0,748	Reliabel / Diterima
3	Keputusan Pembelian (Y)	0,723	Reliabel / Diterima
4	Harga (Z)	0,766	Reliabel / Diterima

Based on the results of the reliability test, all variables in this study showed a Cronbach's Alpha value greater than 0.6, which means that this research instrument is reliable and can be relied on for data collection.

Normality Test Results

The normality test is used to test whether the residuals obtained in the study are normally distributed or not. With the criteria of significance value > 0.05 then it is normally distributed and vice versa if the significance value < 0.05 then it is not normally distributed. Based on the results of the calculation of the research questionnaire using SPSS, it can be seen that the significance value with the One-Sample Kolmogorov-Smirnova Test shows a value of 0.145 > 0.05 so it can be concluded that the residuals are normally distributed.

Tabel 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.62015379
Most Extreme Differences	Absolute	.041
	Positive	.027
	Negative	-.041
Test Statistic		.041
Asymp. Sig. (2-tailed)		.145[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Multicollinearity Test Results

Multicollinearity test is used to prove that the independent variables are free from multicollinearity symptoms. In this study, the method is to look at the tolerance value and inflation factor (VIF) in the regression model. This means that if the VIF value is less than 10 and the tolerance value is more than 0.01, then there is no multicollinearity. From the test results for X1 (Product Quality) with a VIF value of 1.466. X2 (Islamic Service Quality) with a VIF value of 1.506 and Z (Price) with a VIF value of 1.319. The three variables show that the VIF value is less than 10, so it can be concluded that there is no multicollinearity in the independent variables.

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Tabel 4. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.140	1.391		5.853	.000		
	Kualitas Produk	.128	.021	.274	6.018	.000	.682	1.466
	Islamic Service Quality	.363	.043	.392	8.485	.000	.664	1.506
	Harga	.129	.035	.161	3.729	.000	.758	1.319

a. Dependent Variable: Keputusan Pembelian

Heteroscedasticity Test Results

The heteroscedasticity test is used to determine whether there is a relationship between the independent variables and the absolute values of the residuals X1, X2, Z. From the test results, the sig value for all independent variables is more than 0.05, which means that there is no influence of the independent variables on the absolute values of the residuals X1, X2 and Z.

Tabel 5. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.567	.841		5.429	.000		
	Kualitas Produk	-.011	.013	-.053	-.863	.389	.682	1.466
	Islamic Service Quality	-.027	.026	-.064	-1.026	.306	.664	1.506
	Harga	-.027	.021	-.075	-1.283	.200	.758	1.319

a. Dependent Variable: ABS_RESIDU

Multiple Linear Regression Test Result

Multiple linear regression analysis was conducted to determine how X1, X2 and Z affect Y.

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Tabel 6. Multiple Linear Regression Test

$$Y = 8.140 + 0.128X_1 + 0.363X_2 + 0.129Z + e$$

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.140	1.391		5.853	.000
	Kualitas Produk	.128	.021	.274	6.018	.000
	Islamic Service Quality	.363	.043	.392	8.485	.000
	Harga	.129	.035	.161	3.729	.000

a. Dependent Variable: Keputusan Pembelian

In the table, the linear regression equation obtained is:

a. a. The Purchase Decision Value (Y) is 8.140, stated if the variables X1, X2, Z are equal to zero, namely Product Quality, Islamic Service Quality, and Price, then the Purchase Decision is 8.140.
b. b. The X1 coefficient is 0.128, meaning that when the X1 variable (Product Quality) increases by 1 unit, the Purchasing Decision also increases by 0.128 units, and vice versa, when the X1 variable (Product Quality) decreases by 1 unit, the Purchasing Decision decreases by 0.128 units.
c. c. The X2 coefficient is 0.363, meaning that if the X2 variable (Islamic Service Quality) increases by 1 unit, then the purchasing decision increases by 0.363 units, and vice versa when the X2 variable (Islamic Service Quality) decreases by 1 unit, then the purchasing decision decreases by 0.363 units.
d. d. The Z coefficient has a value of 0.129, meaning that when the Z variable (Price) increases by 1 unit, the purchasing decision increases by 0.129 units, and vice versa, when the Z variable (Price) decreases by 1 unit, the purchasing decision decreases by 0.129 units.

MRA Test Results

Reviewed through the MRA table, the linear regression equation obtained is:

$$Y = -25.804 + 1.908\,X_1 + 5.547X_2 + 1.871\,Z + 0.103\,X_1Z - 0.097X_2Z + e$$

The table above is the form of the second research model, through this table it is known that:

a. Purchase Decision Value (Y) -25.804 which indicates that the variables X1, X2, Z, X1*Z, X2*Z are equal to zero, namely Product Quality, Islamic Service Quality, Price, Product Quality*Price, Islamic Service Quality*Price, then the Purchase Decision is -25.804.

b. The X1 coefficient is 1.908, meaning that when the X1 variable (Product Quality) increases by 1 unit, the purchasing decision increases by 1.908 units, and vice versa, when the X1 variable (Product Quality) decreases by 1 unit, the purchasing decision decreases by 1.908 units.
c. The X2 coefficient is 5.908, meaning that when the X2 variable (Islamic Service Quality) increases by 1 unit, the purchasing decision increases by 5.908 units, and vice versa, when the X2 variable (Islamic Service Quality) decreases by 1 unit, the purchasing decision decreases by 5.908 units.
d. The Z coefficient is 1.871, meaning that when the Z variable (Price) increases by 1 unit, the purchasing decision increases by 1.871 units, and vice versa, when the Z variable (Price) decreases by 1 unit, the purchasing decision decreases by 1.871 units.
e. The KP x Price coefficient is 0.103, meaning that the interaction between Product Quality and Price increases purchasing decisions by 0.103 units for every 1 unit increase in the interaction.
f. The ISQ x Price coefficient of 0.097 means that the interaction between Islamic Service Quality and Price reduces purchasing decisions by 0.097 units for every 1 unit increase in the interaction.

F Test Resultss

Tabel 7. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2247.501	3	749.167	108.273	.000[b]
	Residual	2636.239	381	6.919		
	Total	4883.740	384			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga, Kualitas Produk, Islamic Service Quality

The table above indicates that the test is carried out simultaneously (F test), while significance calculates the level of significance through the F test, if sig < 0.05, then it is proven that there is a simultaneous influence between the independent variables on the dependent variable.

T Test Results

Tabel 8. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-25.804	2.866		-9.003	.000		
	Kualitas Produk	1.908	.780	.233	2.447	.015	.171	5.846
	Islamic Service Quality	5.547	1.125	.465	4.930	.000	.174	5.735
	Harga	1.871	.736	.189	2.543	.012	.281	3.560
	KP X Harga	.103	.031	.270	3.324	.001	.235	4.254
	ISQ X Harga	-.097	.044	-.180	-2.191	.030	.230	4.353

a. Dependent Variable: Keputusan Pembelian

Reviewed through the table above, it indicates that the results of testing the influence of each research variable, including:

a. The first hypothesis is Product Quality. The t-test results indicate that the significance is 0.015 <0.05. So the answer to the hypothesis is Ha1 is accepted and rejects H01 which indicates that there is an influence of Product Quality on Purchasing Decisions.
b. The second hypothesis is Islamic Service Quality. The t-test results indicate that the significance is 0.000 <0.05. So the answer to the hypothesis is Ha2 is accepted and rejects H02 which indicates that there is an influence of Islamic Service Quality on Purchasing Decisions.
c. The third hypothesis is Price. The t-test results indicate that the significance is 0.012 <0.05. So the answer to the hypothesis is Ha3 accepted and rejects H03 which indicates that there is an influence of Price on Purchasing Decisions.
d. The fourth hypothesis is that Price moderates Product Quality. The t-test results indicate that the significance is 0.001 <0.05. So the answer to the hypothesis is Ha4 accepted and rejects H04 which indicates that Price moderates Product Quality on Purchasing Decisions.
e. The fifth hypothesis is that price moderates Islamic Service Quality. The t-test results indicate that the significance is 0.030 <0.05. So the answer to the hypothesis is Ha5 accepted and rejects H05 which indicates that Price moderates Islamic Service Quality on Purchasing Decisions.

Test of Determination Coefficient (R2)

Tabel 9. Test of Determination Coefficient (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791[a]	.626	.623	2.028

a. Predictors: (Constant), Harga, Kualitas Produk, Islamic Service Quality

b. Dependent Variable: Keputusan Pembelian

The results above indicate that the correlation coefficient value of 0.623 means that the relationship between Purchasing Decisions and independent variables is quite good. This means that other variables are able to explain 62.3% of Purchasing Decisions including Product Quality, Islamic Service Quality, and Price.

The Influence of Product Quality (X1) on Purchasing Decisions (Y)

According to Tjiptono in (Muharam & Soliha, 2017), product quality is a combination of attributes or characteristics that demonstrate how well the product meets the needs of customers.
The purchase decision, as reviewed by (Kotler, 2016), is the phase where customers must make a decision before purchasing a product. Additionally, (Kotler & Armstrong, n.d.) state that "Customer buyer behavior refers to the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption."

Based on the findings from this study, as shown in Table 4.14, it is known that Product Quality (X1) has an effect on the Purchase Decision (Y), as evidenced by the significance value of 0.000 < 0.05, and the regression coefficient value for Product Quality (X1) is 0.128. This means that when the product quality variable changes, the purchase decision (Y) increases by 0.128, assuming other variables remain constant. The result leads to the rejection of H0 and the acceptance of Ha1. Therefore, the first hypothesis, "Product Quality significantly influences Purchase Decisions," is accepted, meaning that as the quality of the product improves, the purchase decision also increases.

In conclusion, based on the consumers who made purchase decisions for Kebab Baba Rafi in Surabaya, they consider the product quality to be good or as expected compared to other competitors. This is consistent with the theory of (Tjiptono, 2008), which states that product quality is a combination of attributes or characteristics that demonstrate how well the product fulfills the customer's needs. The product quality or attributes provided by Kebab Baba Rafi meet the desired criteria of the consumers, which is why consumers of Kebab Baba Rafi in Surabaya rate its product quality as good.

This research aligns with (Widyawati, 2022), titled "The Influence of Price and Product Quality on the Purchase Decision of Wardah Halal Cosmetics with Islamic Branding as an Intervening Variable." The results confirm that product quality positively and significantly influences purchase decisions. This is reflected in the regression coefficient of 0.195, which is positive (+), with the product quality t-value of 3.029 ≥ t-table 1.660, and sig 0.003 ≤ 0.05. These results indicate that an assumption is accepted. (Diana & Tjiptono, 2011) state that product quality is the advantage that can fulfill the desires and expectations of customers. Therefore, products with high quality can motivate customers to spend more because customers only feel satisfaction when they receive the quality offered by the product.
In conclusion, Product Quality (X1) has a positive and significant effect on the Purchase Decision (Y) for Kebab Baba Rafi in Surabaya.

The Influence of Islamic Service Quality (X2) on Purchasing Decisions (Y)

There are two fundamental aspects that influence service quality, namely expected service and perceived service. The argument presented by Tjiptono in (Mukaddar et al., 2022) is that consumer service is generally crucial because it can accommodate all evaluations of customer satisfaction or dissatisfaction. Islamic Service Quality is a form of evaluation of the cognitive capacity of customers directed at the services provided by a company that entrusts all its activities to be in line with moral values and adherence to Islamic law (Othman & Owen, 2021). Additionally, Kotler adds that purchasing is a phase where customers decide whether to buy a product.

Based on the results in Table 4.14, it is proven that Islamic Service Quality (X2) affects the Purchase Decision (Y), as shown by a significance value of 0.000 < 0.05 and a regression coefficient value for Islamic Service Quality (X2) of 0.363. This means that when Islamic Service Quality changes, the purchase decision (Y) increases by 0.363, assuming other variables remain constant. The test results show that H0 is rejected and Ha2 is accepted, meaning that hypothesis 2 stating "Islamic Service Quality significantly influences Purchase Decisions" is accepted. In other words, as the quality of service improves, the purchase decision will also increase.

In conclusion, based on the customers who made purchase decisions for Kebab Baba Rafi in Surabaya, they feel that the Islamic Service Quality is good or has already met their expectations compared to other competitors. This aligns with the theory by Othman and Owen, which states that Islamic Service Quality is the evaluation of the cognitive capacity of customers towards services provided by a company that ensures all its activities are in accordance with moral values and Islamic law. The Islamic Service Quality presented by Kebab Baba Rafi is already in accordance with and compliant with Islamic values and law, which is why Kebab Baba Rafi customers in Surabaya rate the Islamic Service Quality as good.

This study is relevant to the research by (Rosmayasari et al., 2024) titled "The Influence of Product Quality, Promotion, and Islamic Service Quality on Purchase Decisions with Price as a Moderating Variable." The results prove that Islamic Service Quality positively and significantly affects purchase decisions. This is evidenced by a positive regression coefficient of 0.286 for product quality, with a significance value of 0.002 ≤ 0.05. These results indicate the acceptance of an assumption. Supported by (Kolonio & Soepeno, 2019), Islamic Service Quality is the advantage that can meet customer needs and expectations. Thus, high-quality service with Islamic values such as honesty, responsibility, informativeness, and fulfilling obligations well will motivate customers to make more purchases because they feel valued and satisfied with the Islamic service quality offered.

Therefore, the variable Islamic Service Quality (X2) has a positive and significant effect on Purchase Decisions (Y) for Kebab Baba Rafi in Surabaya.

Influence of Price (Z) on Purchasing Decisions (Y)

Price is a key aspect that determines customer decisions when making a purchase. According to Kotler & Armstrong (2015) in (Arrosadi & Achsa, 2022), price is the total amount of money charged for a product or service, exchanged by the customer to obtain the desired benefit from the product or service. Additionally, (Kotler et al., 2017) adds that a purchase decision is a phase customers go through when deciding whether to buy a product.

Based on the results in Table 4.14, it is evident that Price (Z) affects the Purchase Decision (Y), as shown by a significance value of 0.000 < 0.05 and a regression coefficient for Price (Z) of 0.129. This means that when the price variable changes, the purchase decision (Y) increases by 0.129, assuming other variables remain constant. The test results show that H0 is rejected and Ha3 is accepted, meaning that hypothesis 3, "Price significantly affects Purchase Decisions," is accepted. In other words, a higher price implies that the quality of the product offered is also higher and better. Therefore, customers who decide to make a purchase always assume that if the price increases, the product quality also improves.

In conclusion, based on the customers who made the purchase decision for Kebab Baba Rafi in Surabaya, they feel that the price is good or meets their expectations compared to other competitors. This aligns with the theory by Kotler and Armstrong, which states that price is the total value charged to obtain a product or service, and customers are expected to exchange that value to gain the expected benefits from the product or service. The price set by Kebab Baba Rafi is competitive with other competitors who sell kebabs, which leads Kebab Baba Rafi customers in Surabaya to classify the price of Kebab Baba Rafi as good.

This result is consistent with the study by (Ainiyah, 2022) titled "The Effect of Product Quality and Price on Purchase Decisions with Brand Image as a Moderating Variable (Study on Bimoli Cooking Oil Customers in Wonosobo)." The results prove that price has a significant positive effect on purchase decisions, as evidenced by a positive regression coefficient of 0.302, with product quality having a significance value of 0.003 ≤ 0.05. These results indicate the acceptance of an assumption. The theory of (Kotler & Armstrong, n.d.) suggests that the price set by a company must reflect the benefits of the product and be acceptable to customers. Therefore, a reasonable or high price, along with good product quality or Islamic service quality, will affect the purchase decision. Even if the price is high, the quality of the meat, tortilla, and vegetables being good can strengthen the purchase decision.

Thus, price (Z) has a positive and significant effect on purchase decisions (Y) for Kebab Baba Rafi in Surabaya.

Price (Z) as a Moderator Variable between Product Quality (X1) and Purchase Decision (Y)

Kotler & Armstrong (2015) in (Arrosadi & Achsa, 2022) argue that price is the total value charged to obtain a product or service, where customers are expected to exchange that value for the benefits they anticipate from the product or service. Customers are generally unwilling to buy a product if the price exceeds their ability to pay and will question the product's quality if the price is too low. According to Tjiptono in (Muharam & Soliha, 2017), product quality is a combination of attributes or characteristics that demonstrate how well the product meets customer needs. The purchase decision, as presented by Kotler, is a phase that customers must go through when deciding whether to buy a product. Additionally, (Kotler & Armstrong, n.d.) states that "Customer buyer behavior refers to the actions of customers to purchase goods or services for personal or household consumption." Consumers tend to consider both the price and quality of the product presented before deciding whether to make a purchase.

Based on the results from the MRA test in Table 4.14, it is shown that Price (Z) moderates the effect of Product Quality on Purchase Decision (Y), with a significance value of 0.001 < 0.05 and a regression coefficient value for Price*Product Quality of 0.103. This means that the relationship between product quality and purchase decision is strengthened by price, leading to the rejection of H0 and the acceptance of Ha4. Therefore, hypothesis 4, which states "Price moderates the effect of Product Quality on Purchase Decision," is accepted. In other words, higher prices also imply better product quality. It can be concluded that customers decide to buy because they assume that if the price is high, the product quality will also be good.

This study aligns with the research by (Arrosadi & Achsa, 2022) titled "The Effect of Product Quality and Promotion on Purchase Decision with Price as a Moderating Variable." The analysis results of this study provide evidence that moderate pricing can strengthen the effect of product quality on purchase decisions, as seen in the significance value of 0.000 < 0.05 for product quality moderated by price. This indicates that if the quality is good, the price will increase accordingly. Therefore, customers are less likely to doubt that the price is beyond their means because the quality aligns with the price.

Thus, Price (Z) moderates Product Quality (X1) on Purchase Decision (Y) at Kebab Baba Rafi in Surabaya with a positive relationship and significant influence.

Price (Z) as a Moderator Variable between Islamic Service Quality (X2) and Purchasing Decision (Y)

According to Kotler & Armstrong (2015) in (Arrosadi & Achsa, 2022), price is the total value charged to obtain a product or service, where customers are required to exchange that value for the benefits they expect from the product or service. In fact, customers are reluctant to purchase a product if the price exceeds their ability to pay and will question the quality of the product if the price is too low. Islamic Service Quality is an assessment of the cognitive capacity of customers directed at the services provided by a company that ensures all its activities align with moral values and adherence to Islamic law (Othman & Owen). Kotler also defines the purchase decision as a phase that customers must go through when deciding whether to buy a product. Additionally, (Kotler & Armstrong, n.d.) states, "Customer buyer behavior refers to the actions of customers to purchase goods or services for personal or household consumption." Customers will reconsider the price relative to the quality of the product offered and then decide whether to buy or not.

Based on the results from the MRA test in Table 4.14, it is shown that Price (Z) moderates the effect of Islamic Service Quality on Purchase Decision (Y), with a significance value of 0.030 < 0.05 and a regression coefficient for Price*Islamic Service Quality of -0.97. This means that the relationship between product quality and purchase decision is weakened by price, leading to the rejection of H0 and the acceptance of Ha5. Therefore, hypothesis 5, which states "Price moderates the effect of Islamic Service Quality on Purchase Decision," is accepted. However, the negative regression coefficient for Price*Islamic Service Quality indicates that as the price increases, the influence of Islamic Service Quality on the purchase decision becomes weaker (because of the negative sign). In other words, the higher the price, the smaller the positive influence of Islamic Service Quality on the purchase decision. Even though the service quality might be very good, a significant price increase can reduce its attractiveness to customers. On the other hand, a

relatively low or reasonable price will strengthen the relationship between Islamic Service Quality and purchase decisions, as customers feel more valued and not pressured by high costs.

This finding is relevant to the research by (Rosmayasari et al., 2024) titled "The Effect of Product Quality, Promotion, and Islamic Service Quality on Purchase Decisions with Price as a Moderating Variable." The results of this study demonstrate that moderate pricing strengthens the effect of product quality on purchase decisions, as seen in the Islamic Service Quality moderated by Price with a significance value of 0.614 > 0.05 and a coefficient of -0.040. This indicates that if the service quality presented to customers is poor and the price is not aligned with the product, or if the price is too high, it will weaken the customer's purchase decision.

Thus, Price (Z) moderates Islamic Service Quality (X2) on Purchase Decision (Y) for Kebab Baba Rafi in Surabaya with a negative relationship and significant influence.

CONCLUSION

Reviewed through the results of the study presented in the previous chapter along with the data received from respondents, the following conclusions were drawn, including:

1. The analysis results show that product quality has a significant influence on purchasing decisions at Kebab Baba Rafi in Surabaya. Consumers who make purchasing decisions at Kebab Baba Rafi in Surabaya perceive the product quality to be good or to meet consumer expectations compared to other competitors.
2. The analysis shows that Islamic service quality significantly influences purchasing decisions at Kebab Baba Rafi in Surabaya. Customers who decide to purchase at Kebab Baba Rafi in Surabaya perceive the Islamic service quality as good or meeting consumer expectations compared to other competitors. This means that improving product quality will increase purchasing decisions.
3. The analysis shows that price significantly influences purchasing decisions at Kebab Baba Rafi in Surabaya. Customers who decide to purchase from Kebab Baba Rafi in Surabaya perceive the price as good or meeting their expectations compared to other competitors.
4. Price moderates the relationship between product quality and purchasing decisions at Kebab Baba Rafi in Surabaya. Customers make purchasing decisions based on the assumption that a high price means good product quality. This means that a high price also leads to better product quality.
5. Price moderates the relationship between Islamic Service Quality and Kebab Baba Rafi purchasing decisions in Surabaya. The higher the price, the smaller the positive influence of Islamic Service Quality on purchasing decisions. Although service quality may be

excellent, high prices can reduce its appeal to customers. Conversely, relatively low or reasonable prices will improve the relationship between Islamic Service Quality and purchasing decisions, as consumers feel more valued and less pressured by high costs.

SUGGESTION

Based on the conclusions above, the researcher provides the following suggestions:

1. For the Company

   The company is expected to use this study to expand its understanding of various issues related to customer purchase decisions and its role in the company. This research serves as a foundation for making decisions about product quality, Islamic service quality, and pricing, enabling the company to implement an effective purchase decision mechanism.

2. For Future Researchers

   It is hoped that this study will contribute to future research and similar themes. It is suggested that future research expands the sample size across various cities to obtain a more representative view of the influence of product quality, Islamic service quality, and price on purchase decisions. Future studies can also explore other variables such as promotion and location, which may impact consumer purchase decisions.

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