

The Effect of Service Quality, Price, and Promotion on Purchase Decisions for UBE Jewellery Rings in Pontianak

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Abstract

This study aimed to analyse the effects of Service Quality, Price, and Promotion on Purchase Decisions for UBE Jewellery rings in Pontianak, both partially and simultaneously. The study employed a quantitative approach with an associative research design. The population comprised consumers who had previously purchased UBE Jewellery rings, with a sample of 150 respondents selected through purposive sampling. Data were collected through observation, interviews, questionnaires, and documentation of secondary data. The simultaneous test results show that Service Quality, Price, and Promotion have a significant effect on Purchase Decision. Service Quality has a positive and significant effect on Purchase Decision. Price has a positive and significant effect on Purchase Decision. Promotion has a positive and significant effect on Purchase Decision. An R-squared value of 0.635 indicates that the model explains 63.5% of the variation in Purchase Decision. However, this study is limited to 150 respondents from a single business object and examines only three independent variables, which may limit the broader generalisability of the findings. These findings extend the empirical evidence on purchase decisions in custom-made ring businesses and may serve as a basis for UBE Jewellery Pontianak in managing its service, pricing, and promotional activities.

Keywords:

Service Quality; Price; Promotion; Purchase Decision.

1. INTRODUCTION

Gold trading in Indonesia has shown fluctuations in sales volume over the past several years. Gold sales by PT Aneka Tambang Tbk were recorded at 34.97 tons in 2022 (PT Aneka Tambang Tbk, 2022). Sales volume declined to 26.13 tons in 2023 (PT Aneka Tambang Tbk, 2023). In 2024, sales increased to 43.78 tons (PT Aneka Tambang Tbk, 2024). Gold sales in 2025 reached 37,365 kilograms, or approximately 37.4 tons (PT Aneka Tambang Tbk, 2025). These changes reflect movements in gold-trading activity, which also encompasses jewellery products that serve both as items of economic value and as products used to meet consumers' personal needs.

Jewellery trading activities in Pontianak Kota District involved 17 business operators registered in the Online Single Submission system in 2025, including UBE Jewellery Pontianak (Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu, 2025). Most of these businesses sell various types of jewellery through permanent stores or retail outlets, whereas UBE Jewellery focuses on custom-made rings. Its products include yellow gold, white gold, palladium, platinum, and 925 silver, with designs, sizes, metal purity, and weight tailored to customer orders (UBE Jewellery, 2026). UBE Jewellery's sales value increased from Rp896,544,925 in 2023 to Rp1,094,540,822 in 2024 and reached Rp1,423,620,800 in 2025 (UBE Jewellery, 2026). This sales growth occurred within a local market containing several jewellery businesses that serve overlapping geographic areas and consumer segments.

Purchasing a custom-made ring involves a consultation process because consumers determine the design, material, metal purity, weight, size, and product specifications before the order is produced. Service quality refers to service characteristics that support a company's ability to meet consumer needs, either directly or indirectly (Indrasari, 2019). Price is the value exchanged by consumers to obtain the benefits of owning or

using a product (Fakhrudin et al., 2022). Promotion refers to communication activities and incentives intended to encourage sales transactions (Utomo et al., 2024). These three elements are related to the stages of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Wulandari & Mulyanto, 2024).

Previous studies have reported differing findings regarding the relationship between marketing variables and purchase decisions. Service quality had no significant partial effect on purchase decisions at Toko Emas Cahaya Baru Pagu, whereas promotion had a significant effect (Mudin & Damayanti, 2023). Service quality was reported to have a significant effect on purchase decisions at Toko Perhiasan Emas Lancar Jaya Sekaran, Lamongan (Adipramita & Cempena, 2019). A study of Apple product purchases at Royal Store Pontianak found that promotion did not have a significant partial effect, while promotion and price jointly contributed 45% to purchase decisions (Aulia & Archie, 2024). Research at Toko Emas Berkah Arifin 2 in Blitar City examined the effects of service quality and product variety on customer loyalty and reported a positive effect of service quality on loyalty (Setiawan et al., 2025).

The differences in previous findings indicate that the effects of service quality and promotion have not demonstrated a consistent pattern. Mudin and Damayanti examined service quality and promotion in a gold store offering jewellery products in general (Mudin & Damayanti, 2023). Adipramita and Cempena included service quality, price perception, and location in their study of a gold jewellery store in Lamongan (Adipramita & Cempena, 2019). Aulia and Archie examined promotion and price for electronic products in Pontianak rather than custom-made jewellery products (Aulia & Archie, 2024). Setiawan et al. (2025) used customer loyalty as the dependent variable and product variety as an independent variable. The literature reviewed has not examined service quality, price, and promotion within a single model of purchase decisions in a business that specifically produces rings based on customer orders in Pontianak.

Based on this gap, the present study focuses on examining the effects of Service Quality, Price, and Promotion on Purchase Decisions for UBE Jewellery rings in Pontianak, both partially and simultaneously. The study also seeks to understand the contribution of each variable to consumers' purchase decisions. The novelty of this study lies in testing three marketing variables within a single model in a custom-made ring business that provides design consultation, offers variations in materials and metal purity, applies an instalment payment system, produces items to order, and provides after-sales service. Theoretically, this study strengthens empirical evidence concerning purchase decisions in made-to-order jewellery businesses. Practically, the findings are expected to provide a basis for UBE Jewellery Pontianak to evaluate and optimise its service, pricing, and promotional activities in relation to improving consumers' purchase decisions.

This article is organised into several sections. The research method section describes the research design, population and sample, data-collection techniques, variable measurement, and statistical analysis procedures. The results section presents instrument testing, classical assumption testing, multiple linear regression, the correlation coefficient, the coefficient of determination, and hypothesis testing. The discussion section interprets the analytical findings with reference to the previous studies used in this research. The conclusion section summarises the findings, implications, limitations, and recommendations.

2. RESEARCH METHOD

This study employed a quantitative approach with an associative research design to examine the effects of Service Quality, Price, and Promotion on Purchase Decisions for UBE Jewellery gold rings in Pontianak City. Associative research is used to analyse relationships between two or more variables (Siregar, 2017). The study used both primary and secondary data. Primary data were collected through observation, interviews with managers and consumers, and questionnaires distributed to UBE Jewellery customers. Secondary data were obtained from the list of gold stores registered in the OSS system in 2025, information on product types and prices, and UBE Jewellery ring sales data.

The study population comprised all consumers who had purchased UBE Jewellery rings in Pontianak City. The sample consisted of 150 respondents, determined according to Roscoe's sample-size guideline (Sugiyono, 2023). Purposive sampling was employed because the study required respondents who had direct experience in making purchase decisions for UBE Jewellery products. According to Sugiyono (2023), purposive sampling is a sampling technique in which respondents are selected based on specific considerations relevant to the objectives of the study. The inclusion criteria were: (1) consumers of UBE Jewellery in Pontianak City who were over 17 years old, and (2) consumers who had previously purchased UBE Jewellery products based on their own purchasing decisions. These criteria were intended to ensure that the respondents had sufficient experience to evaluate the service quality, price, promotion, and purchase-decision process examined in this study.

The independent variables in this study were Service Quality (X1), Price (X2), and Promotion (X3), while the dependent variable was Purchase Decision (Y). Service Quality was measured through the dimensions of responsiveness, assurance, tangibles, empathy, and reliability (Chandra et al., 2020). Price was measured through price lists, discounts, and payment periods (Siregar, 2020). Promotion was measured through advertising, sales promotion, personal selling, direct marketing, and public relations (Uluwiyah, 2022).

Purchase Decision was measured through problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Wulandari & Mulyanto, 2024). These dimensions were used to analyse the relationships among the service received, consumers' assessment of price, promotional activities, and the decision-making process involved in purchasing UBE Jewellery rings in Pontianak. Respondents' answers were measured using a five-point Likert scale ranging from Strongly Disagree (score 1) to Strongly Agree (score 5) (Sugiyono, 2023). Data were processed using the Statistical Package for the Social Sciences (SPSS). Instrument adequacy was assessed using Pearson Product-Moment correlation for validity testing and Cronbach's Alpha for reliability testing. An item was considered valid when its calculated r-value exceeded the critical r-value (Sahir, 2021). An instrument was considered reliable when its Cronbach's Alpha value was greater than 0.60 (Sahir, 2021).

The analysis included the Kolmogorov-Smirnov normality test, a Test for Linearity, a heteroscedasticity test, and a multicollinearity test. Data were considered normally distributed when the significance value exceeded 0.05 (Sahir, 2021). Relationships between variables were considered linear when the Sig. Linearity value was below 0.05 (Sahir, 2021). The model was considered free from heteroscedasticity when the significance value exceeded 0.05 (Sahir, 2021). The absence of multicollinearity was indicated by a Tolerance value greater than 0.10 and a VIF below 10 (Sahir, 2021). The main analyses consisted of multiple linear regression, the correlation coefficient, and the coefficient of determination. Hypotheses were tested using the F test to assess simultaneous effects and the t test to assess the partial effect of each independent variable on Purchase Decision (Sahir, 2021).

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Research Instrument Testing

3.1.1.1. Validity Test

The validity test was conducted to determine the ability of each questionnaire item to measure the research variable it represents. Testing was performed by comparing the calculated r-value for each item with the critical r-value. With a sample of 150 respondents, the degrees of freedom were 148 ($df = 150 - 2$). At a significance level of 0.05, the critical r-value used was 0.160. The validity test results for all questionnaire items are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	Calculated r	Critical r	Description
Service Quality (X1)	X1.1	0.469	0.160	Valid
	X1.2	0.468		
	X1.3	0.414		
	X1.4	0.560		
	X1.5	0.546		
	X1.6	0.549		
	X1.7	0.367		
	X1.8	0.354		
	X1.9	0.476		
	X1.10	0.480		
	X1.11	0.372		
	X1.12	0.471		
	X1.13	0.415		
	X1.14	0.479		
	X1.15	0.528		
Price (X2)	X2.1	0.580	0.160	Valid
	X2.2	0.428		
	X2.3	0.560		
	X2.4	0.624		
	X2.5	0.568		
	X2.6	0.549		
	X2.7	0.538		
	X2.8	0.559		
	X2.9	0.570		
Promotion (X3)	X3.1	0.532	0.160	Valid
	X3.2	0.484		
	X3.3	0.467		
	X3.4	0.551		
	X3.5	0.528		

	X3.6	0.586		
	X3.7	0.393		
	X3.8	0.559		
	X3.9	0.584		
	X3.10	0.428		
	X3.11	0.370		
	X3.12	0.638		
Purchase Decision (Y)	Y.1	0.519	0.160	Valid
	Y.2	0.241		
	Y.3	0.501		
	Y.4	0.538		
	Y.5	0.520		
	Y.6	0.432		
	Y.7	0.399		
	Y.8	0.544		
	Y.9	0.436		
	Y.10	0.549		
	Y.11	0.421		
	Y.12	0.538		
	Y.13	0.406		
	Y.14	0.551		
	Y.15	0.525		

Source: Processed Data, 2026

Based on the validity test results in Table 1, all items for Service Quality (X1), Price (X2), Promotion (X3), and Purchase Decision (Y) had calculated r-values above the critical r-value of 0.160. Therefore, all questionnaire items were declared valid and suitable for use in subsequent analyses.

3.1.1.2. Reliability Test

The reliability test was used to assess the consistency of the questionnaire as a research instrument using Cronbach's Alpha. An instrument was considered reliable when its Cronbach's Alpha value exceeded 0.60. The reliability test results for each variable are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliability	Description
Service Quality (X1)	0.740	15	0.60	Reliable
Price (X2)	0.728	9		
Promotion (X3)	0.744	12		
Purchase Decision (Y)	0.766	15		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables had Cronbach's Alpha values above 0.60. Therefore, all instruments were considered reliable and suitable for data collection.

3.1.2. Classical Assumption Test

3.1.2.1. Normality Test

The normality test was conducted to determine whether the research data were normally distributed. The Kolmogorov-Smirnov method was used, with data considered normally distributed when the Asymp. Sig. value exceeded 0.05. The normality test results are presented in Table 3.

Table 3. Normality Test Results

Test	Value
N (Sample)	150
Test Statistic	.058
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2026

The normality test results in Table 3 show an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. Therefore, the research data were considered normally distributed.

3.1.2.2. Linearity Test

The linearity test was conducted to determine whether the independent and dependent variables had linear relationships. The Test for Linearity was used, with a Sig. Linearity value below 0.05 as the stated criterion. The results are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Purchase Decision * Service Quality	.009	.149	Linear
Purchase Decision * Price	.000	.066	
Purchase Decision * Promotion	.000	.078	

Source: Processed Data, 2026

The linearity test results in Table 4 show Sig. Linearity values of 0.009 for Service Quality (X1), 0.000 for Price (X2), and 0.000 for Promotion (X3). All values were below 0.05, while the Deviation from Linearity values for the respective variables were above 0.05. Therefore, each independent variable was considered to have a linear relationship with Purchase Decision.

3.1.2.3. Heteroscedasticity Test

The heteroscedasticity test was conducted to identify differences in residual variance within the regression model. The model was considered free from heteroscedasticity when the significance value exceeded 0.05. The test results are presented in Table 5.

Table 5. Heteroscedasticity Test Results

Model	t	Sig.
(Constant)	30.764	.000
Service Quality	.463	.644
Price	.499	.619
Promotion	1.865	.064

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on the heteroscedasticity test results in Table 5, Service Quality (X1), Price (X2), and Promotion (X3) had significance values above 0.05. Therefore, the regression model was stated to show no indication of heteroscedasticity.

3.1.2.4. Multicollinearity Test

The multicollinearity test was conducted to ensure that there were no strong relationships among the independent variables in the regression model. A regression model is considered satisfactory when it is free from multicollinearity. The test results are presented in Table 6.

Table 6. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Service Quality	.597	1.675
Price	.642	1.557
Promotion	.634	1.578

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on the results reported in Table 6, the multicollinearity test showed that the variables had Tolerance values above 0.10 and VIF values below 10.00. Therefore, the regression model was stated to show no indication of multicollinearity.

3.1.3. Hypothesis Test

3.1.3.1. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of several independent variables on a dependent variable, both partially and simultaneously. The analysis also produces a regression equation describing the relationships among the research variables. The test results are presented in Table 7.

Table 7. Multiple Linear Regression Analysis Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.474	.182		8.079	.000
	Service Quality	.333	.047	.456	7.043	.000
	Price	.175	.042	.261	4.179	.000
	Promotion	.156	.043	.229	3.648	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on the multiple linear regression analysis results in Table 7, the following regression equation was obtained:

$$Y = 1.474 + 0.333X_1 + 0.175X_2 + 0.156X_3$$

- The constant value of 1.474 indicates that when Service Quality (X₁), Price (X₂), and Promotion (X₃) are equal to zero, Purchase Decision (Y) has a value of 1.474.
- The Service Quality coefficient (b₁) of 0.333 indicates that a one-unit increase in Service Quality is associated with a 0.333-unit increase in Purchase Decision.
- The Price coefficient (b₂) of 0.175 indicates that a one-unit increase in Price is associated with a 0.175-unit increase in Purchase Decision.
- The Promotion coefficient (b₃) of 0.156 indicates that a one-unit increase in Promotion is associated with a 0.156-unit increase in Purchase Decision.

3.1.3.2. Correlation Coefficient Analysis (R)

Correlation coefficient analysis was used to measure the strength and direction of the relationship among variables using the Product-Moment method. The results are presented in Table 8.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.627	.11012

Predictors: (Constant), Promotion, Price, Service Quality.

Source: Processed Data, 2026

Based on the correlation analysis in Table 8, the correlation coefficient (R) was 0.797, which falls within the interval of 0.60-0.799. Therefore, Service Quality, Price, and Promotion were considered to have a strong relationship with Purchase Decision.

3.1.3.3. Coefficient of Determination (R²)

Based on the coefficient of determination (R²) reported in Table 8, the R-squared value of 0.635 indicates that Service Quality, Price, and Promotion explain 63.5% of the variation in Purchase Decision. The remaining 36.5% is attributable to other factors not included in the research model.

3.1.3.4. Simultaneous Test (F Test)

The F test was used to examine the simultaneous effects of Service Quality, Price, and Promotion on Purchase Decision. The SPSS results are presented in Table 9.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	3.077	1.026	84.570	.000 ^b
Residual	1.771	.012		

Dependent Variable: Purchase Decision

Predictors: (Constant), Promotion, Price, Service Quality.

Source: Processed Data, 2026

Based on the simultaneous test (F test) results in Table 9, the calculated F-value was 84.570, which was greater than the critical F-value of 2.67, with a significance value of 0.000 (< 0.05). These results indicate that Service Quality, Price, and Promotion jointly have a significant effect on Purchase Decision.

3.1.3.5. Partial Test (t Test)

The partial test (t test) was conducted to examine the effect of each independent variable on the dependent variable. The partial test results are presented in Table 10.

Table 10. Partial Test Results (t Test)

Table 10: Path Analysis Results (N = 108)						
Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.474	.182		8.079	.000
	Service Quality	.333	.047	.456	7.043	.000
	Price	.175	.042	.261	4.179	.000
	Promotion	.156	.043	.229	3.648	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data, 2026

Based on the partial test (t test) results in Table 10, the calculated t-values were compared with the critical t-value of 1.655. The partial test results are explained as follows:

- Service Quality (X1) had a calculated t-value of 7.043 with a significance value of 0.000. Because the calculated t-value was greater than the critical t-value and the significance value was below 0.05, Service Quality had a significant effect on Purchase Decision.
- Price (X2) had a calculated t-value of 4.179 with a significance value of 0.000. Because the calculated t-value was greater than the critical t-value and the significance value was below 0.05, Price had a significant effect on Purchase Decision.
- Promotion (X3) had a calculated t-value of 3.648 with a significance value of 0.000. Because the calculated t-value was greater than the critical t-value and the significance value was below 0.05, Promotion had a significant effect on Purchase Decision.

3.2. Discussion

3.2.1. The Effect of Service Quality on Purchase Decision

Service Quality has a positive and significant effect on Purchase Decision and shows the strongest contribution among the variables examined. This result is closely related to the characteristics of UBE Jewellery as a custom-made jewellery business, where consumers are involved in determining design, material, metal purity, weight, and ring size before production begins. In this process, consumers require clear explanations, responsive communication, and assurance that the product will correspond to the agreed specifications. Service quality therefore becomes part of the consumer's evaluation before placing an order, rather than merely an additional service after a product has been selected. This result supports Djafar et al. (2023), who found that service quality positively influences purchase decisions. More recent evidence from Ilhami and Sari (2024) also shows that Service Quality has a positive effect on consumer Purchasing Decisions. However, the present result differs from Mudin and Damayanti (2023), who found no significant partial effect of service quality. This difference may reflect the purchasing context, as custom-made rings require more intensive consultation and interaction between consumers and the seller than general jewellery products.

3.2.2. The Effect of Price on Purchase Decision

Price has a positive and significant effect on Purchase Decision. In the context of UBE Jewellery, consumers do not evaluate price solely from the amount that must be paid because the final price of a custom-made ring is closely related to the material, purity, weight, design, and other specifications selected by the consumer. A favourable assessment of price therefore reflects whether consumers consider the price appropriate to the product they expect to receive. Discounts and payment periods may also provide flexibility during the purchasing process. This finding is consistent with Piyoh (2024), who reported that price significantly affects purchase decisions. Similar evidence was reported by Savitri and Fikriyah (2024), who found that price has a significant influence on consumer purchasing decisions for pashmina products in Indonesia and emphasised the importance of maintaining affordable prices to attract consumer interest. For UBE Jewellery, this means that pricing should not merely be competitive but also transparent and understandable in relation to the specifications and benefits offered to consumers.

3.2.3. The Effect of Promotion on Purchase Decision

Promotion has a positive and significant effect on Purchase Decision, indicating that promotional activities contribute to consumers' decisions to purchase UBE Jewellery rings. For a custom-made product, promotion is not limited to attracting attention or offering sales incentives. Consumers also require information about available materials, design alternatives, product specifications, ordering procedures, and payment arrangements before making a decision. Promotion therefore provides an important point of contact before consumers proceed to consultation and ordering. This result is in line with Ningrum et al. (2023), who found

that promotion influences purchase decisions. Mulyadi and Nurhasanah (2024) similarly found that promotions have a significant positive effect on purchasing decisions through the Shopee Live feature and highlighted personal selling and direct marketing as promotional strategies that can increase customer awareness. However, the result differs from Aulia and Archie (2024), who found that promotion did not have a significant partial effect on purchases of Apple products in Pontianak. These differences suggest that the role of promotion may vary according to product characteristics and the information consumers require before purchasing.

4. CONCLUSION

This study aimed to analyse the effects of Service Quality, Price, and Promotion on Purchase Decisions for UBE Jewellery rings in Pontianak. The findings demonstrate that Service Quality, Price, and Promotion have positive and significant effects on Purchase Decision, both partially and simultaneously. The correlation coefficient of 0.797 indicates a strong relationship between the three independent variables and Purchase Decision, while the R-squared value of 0.635 shows that Service Quality, Price, and Promotion explain 63.5% of the variation in Purchase Decision. These findings address the research objectives and confirm that consumers' purchase decisions are influenced by the quality of service interactions, their assessment of price, and the effectiveness of promotional activities.

Theoretically, the findings strengthen empirical evidence in the marketing literature regarding the role of Service Quality, Price, and Promotion in shaping consumer purchase decisions, particularly in the context of custom-made jewellery. Among the three variables, Service Quality demonstrates the strongest effect, indicating that service interactions play an important role in strengthening consumer confidence when purchasing products that require consultation and adjustment to individual preferences. Practically, UBE Jewellery Pontianak should prioritise improvements in service quality by understanding consumer needs, providing accurate and clear product information, and ensuring a convincing purchasing experience throughout the consultation and ordering process. Pricing policies should remain aligned with product quality, benefits, and consumers' purchasing considerations, while promotional activities should communicate product information clearly, attractively, and relevantly to strengthen consumer interest and support purchase decisions. This study has several limitations. The research involved 150 respondents, focused on a single business object, and examined only three independent variables. Therefore, the findings may not fully represent purchase-decision behaviour across different jewellery businesses or broader consumer populations. Furthermore, Service Quality, Price, and Promotion explain 63.5% of the variation in Purchase Decision, indicating that the remaining 36.5% is associated with factors outside the research model.

Future studies are therefore recommended to expand the geographic coverage and involve consumers with more diverse characteristics to examine whether similar relationships occur in different market contexts. Further research may also include several comparable jewellery businesses, particularly those offering custom-made products, to enable cross-business comparisons and broaden the generalisability of the findings. In addition, future studies should consider incorporating other theoretically relevant variables outside the current model to provide a more comprehensive explanation of consumer purchase decisions. Where an appropriate population sampling frame is available, future research may also consider probability sampling techniques to improve sample representativeness and reduce the limitations associated with purposive sampling. Overall, this study provides empirical evidence that the integrated management of Service Quality, Price, and Promotion constitutes an important basis for strengthening consumers' Purchase Decisions at UBE Jewellery Pontianak.

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