



RESEARCH ARTICLE

# The Effect of Price and Product Quality are able To Create Customer Value Which Ultimately Drives Detergent Purchasing Decisions in Bekasi City

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## Abstract

To determine the extent to which price and product quality are able to create customer value which ultimately drives detergent purchasing decisions in Bekasi City. This research is explanatory research through hypothesis testing to examine the effect of price and product quality on purchasing decisions with customer value as a mediating variable. The population of this study is all consumers who use Rinso detergent products in Bekasi City. Because the number of Rinso detergent users in Bekasi City, the population in this study is 2,543,676 (BPS, 2020). The selected respondents are customers domiciled in Bekasi City who have purchased and used detergent at least twice in the last three months, and are at least 18 years old. The sample used in this study uses the Slovin Formula with an alpha of 10%, based on the results of the formula, the number of samples in this study is 100 respondents. The results are regarding the effect of price and product quality on purchasing decisions with customer value as an intermediary variable, that the indicators of price affordability, price suitability with product quality, price comparison with competing products, and price suitability with benefits obtained.

## Keywords

Create Customer; Price; Product Quality.

## 1 | INTRODUCTION

Competition in the household products industry, especially in the detergent sector, has become increasingly intense due to the growing number of brands and product variations available in the market. Consumers are now faced with a wide range of detergents that differ in characteristics, fragrances, and benefits. Each producer seeks to attract consumer attention through marketing strategies that emphasize product advantages, both in terms of price and quality. Under these competitive market conditions, a company's ability to understand consumer behavior becomes an important factor in determining product sales performance. Detergent is one of the basic household necessities used almost every day. Therefore, purchasing decisions for this product are influenced not only by habit but also by consumer perceptions of price, quality, and the value obtained from the product. Consumers tend to choose products that provide the greatest benefits at a reasonable cost. In other words, customer value plays an important role in shaping consumer loyalty and purchasing decisions.

Rinso is a detergent brand that has maintained a strong position in the Indonesian market for decades. Introduced in Indonesia in 1970, Rinso was among the earliest detergent products available to local consumers, which helped establish a deep historical connection with many households. Over time, the brand has grown beyond its functional role as a cleaning product and has become closely associated with everyday domestic life in Indonesia. Rinso is also widely recognized through its iconic slogan, "Berani Kotor Itu Baik," which promotes the idea that exploration, activity, and learning are valuable experiences, while Rinso remains effective in cleaning clothes afterward. This message has strengthened the brand's emotional appeal by linking product performance with family values and child development. As a result, Rinso has not only built strong brand recognition but has also maintained consumer trust and loyalty amid increasingly intense competition in the detergent industry.

Based on Top Brand Index data from 2015 to 2020, Rinso consistently held the leading position in the laundry detergent category, recording the highest brand index percentage compared with competing brands such as Daia, Attack, and So Klin. This sustained achievement indicates that Rinso has built strong brand recognition, a positive image, and a stable level of consumer preference over time. Its ability to remain at the top for several consecutive years suggests that consumers continue to associate the brand with quality, reliability, and satisfactory product performance. In addition, the YouGov Brand Index 2021 placed Rinso second among household care brands in Indonesia in terms of perceived consumer value. This result strengthens the view that Rinso is not only widely known but also appreciated for the benefits it offers relative to consumer expectations. Despite increasingly intense market competition, these findings show that Rinso has maintained consumer trust and a favorable quality perception, which remain important factors in shaping purchasing decisions and long-term brand loyalty.

Price plays an important role in shaping purchasing decisions, especially among household consumers who are generally sensitive to changes in daily spending. According to Kotler and Keller (2016), price is the only element of the marketing mix that directly generates revenue, while also influencing how consumers judge the value of a product. In the detergent market, consumers usually compare the price they pay with the benefits they expect to receive, such as cleaning performance, fragrance, safety for fabrics, and packaging convenience. When the price is perceived as too high relative to these benefits, consumers may choose alternative brands that offer a more favorable balance between cost and utility. At the same time, product quality remains a major consideration in detergent purchasing decisions. Garvin (1987) explains that product quality reflects the ability of a product to meet or exceed consumer expectations. For detergent products, quality is often assessed through stain removal effectiveness, pleasant scent, protection against fabric damage, long-lasting freshness, and ease of use. When these attributes are consistently delivered, consumers are more likely to feel satisfied and perceive greater value from the product. This positive evaluation can strengthen trust, support repeat purchases, and increase long-term consumer loyalty in competitive markets.

In detergent purchasing decisions, customer value is measured not only by functional aspects, such as cleaning effectiveness, but also by emotional aspects, such as satisfaction and trust in the brand. When consumers perceive that a product provides added value, they are more likely to make a purchase and continue using the product. Bekasi City is one of the urban areas with rapid population growth and a high level of household consumption. The large number of detergent brands circulating in the Bekasi market, both local and international, has created intense competition. Industry data show that although Unilever Indonesia, the producer of Rinso, controls around 33% of the national detergent market, other competitors such as Wings Group, through brands such as So Klin and Daia, hold a significant market share of more than 50%. As a result, competition in price and quality has become increasingly aggressive. Under these conditions, producers need to understand the factors that influence consumer purchasing decisions in order to develop more effective marketing strategies. Although many studies have examined purchasing decisions, a research gap remains in explaining how price and product quality simultaneously influence purchasing decisions through customer value as a mediating variable, especially among detergent consumers in Bekasi. For that reason, this study seeks to examine the extent to which price and product quality shape customer value and subsequently influence detergent purchasing decisions in Bekasi.

## 2 | BACKGROUND THEORY

### Price

According to Kotler and Keller (2016), price is the amount of money consumers pay to obtain a product or service, and it also represents the economic sacrifice made to secure the benefits expected from that purchase. In marketing, price occupies a unique position because it is the only element of the marketing mix that directly generates revenue, while the other elements primarily require expenditure. For consumers, price is not merely a monetary figure, but also a signal of value, affordability, and product positioning in the market. A price that is perceived as fair and consistent with product quality can strengthen consumer trust, increase purchase intention, and encourage repeat buying behavior. In contrast, a price that is viewed as too high, unstable, or inconsistent with perceived benefits may reduce product attractiveness and prompt consumers to consider alternative brands. Price also plays an important role in shaping competitive advantage, especially in markets where consumers compare several similar products before making a decision. Therefore, pricing decisions must be made carefully, considering production costs, consumer purchasing power, competitor pricing, and the overall value that the company seeks to communicate to the market. Effective pricing therefore becomes essential for maintaining appeal and long-term customer loyalty.

### Product Quality

Product quality is one of the main factors that determine whether a product can succeed and remain competitive in the market. Garvin (1987) defines product quality as the totality of the characteristics and features of a product or service that influence its ability to satisfy stated or implied needs. This definition indicates that quality is not limited to physical appearance, but also includes the overall performance and usefulness of the product in meeting consumer expectations. According to Kotler and Keller (2016), product quality reflects a product's ability to perform its functions, including durability, reliability, accuracy, ease of use, and other attributes that contribute to consumer satisfaction. In practice, consumers often assess product quality through direct experience, comparison with competing products, and consistency of performance over time. A product with high quality is more likely to create satisfaction, strengthen trust, and encourage repeat purchases. Good quality can also enhance the reputation of a brand and differentiate it from competitors in a crowded market. Therefore, maintaining product quality is essential not only for meeting consumer needs, but also for building long-term loyalty and sustaining business growth. For this reason, companies must continuously evaluate, improve, and standardize product quality across stages.

### Customer Value

Customer value refers to a consumer's perception of the overall benefits obtained from a product in relation to the sacrifices made to acquire and use it. According to Zeithaml (1988), customer value is a consumer's overall assessment of a product's utility based on the perception of what is received and what is sacrificed. This view suggests that consumers do not judge a product solely by its price, but by the balance between benefits and costs. Kotler and Keller (2016) explain that customer value can be understood as the difference between the total benefits received by customers and the total costs incurred. These benefits may include functional, emotional, and social benefits derived from product use, while the costs may involve money, time, effort, and psychological considerations. When consumers believe that the benefits of a product exceed the sacrifices required, they are more likely to feel satisfied and consider the product valuable. High customer value can strengthen trust, encourage repeat purchases, and support long-term loyalty. Therefore, companies need to create superior value by offering products that are useful, reliable, emotionally satisfying, and appropriate to consumer expectations and purchasing power in the market.

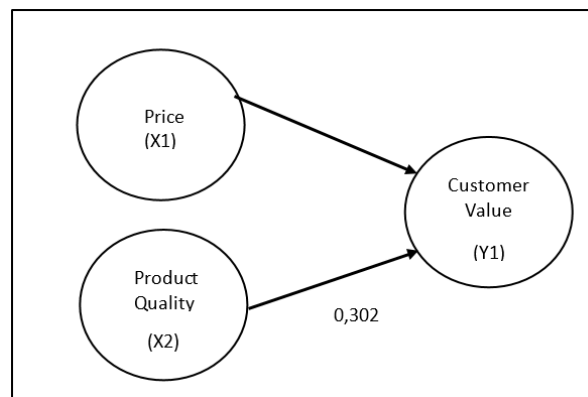
## 3 | METHOD

Based on the research objectives, this study is explanatory research that employs hypothesis testing to examine the influence of price and product quality on purchasing decisions, with customer value as a mediating variable. This study uses a quantitative method with a causal associative approach because it aims to explain the causal relationships among the independent variables (price and product quality), the mediating variable (customer value), and the dependent variable (purchasing decision). The population of this study consisted of all consumers who use Rinso detergent products in Bekasi City. Based on data from BPS (2020), the population size was 2,543,676. The sample was selected using a purposive sampling technique, in which respondents were chosen based on specific criteria relevant to the research objectives. The respondents were consumers domiciled in Bekasi City who had purchased and used Rinso detergent at least twice in the last three months and were at least 18 years old. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a total sample of 100 respondents.

## 4 | RESULTS AND DISCUSSION

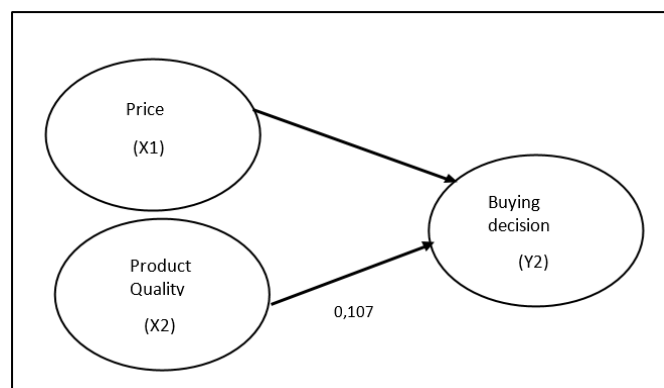
### 4.1 Results

The structural equation model used consists of two exogenous variables: price and product quality, one mediating variable: customer value, and one endogenous variable: purchasing decision. This model shows that endogenous variables are influenced by estimates of direct, indirect, and total effects. The results show that the regression coefficients for both direct, indirect, and total effects are significant ( $p$ -value  $< 0.05$ ), thus all relationships between variables are declared significant.



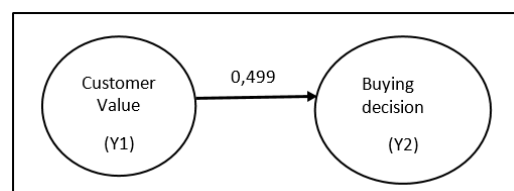
Picture 1. Hypothesis 1

Hypothesis 1 indicates that price and product quality have a positive and significant effect on customer value. The regression coefficient value of price on customer value is 0.294, while that of product quality on customer value is 0.302, with each variable's significance value less than 0.05. This indicates that, empirically and theoretically, appropriate price and product quality which good capable increase mark customers perceived by consumers. Hypothesis 2 shows that price and quality product influential positive and significant.



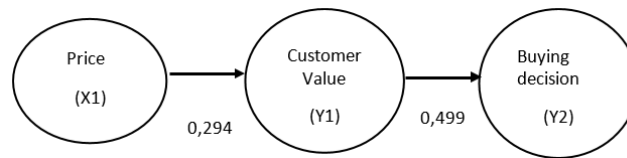
Picture 2. Hypothesis 2

On purchasing decisions. The regression coefficient value of price on purchasing decisions was 0.631, while product quality on purchasing decisions was 0.107, with a significance value of each variable less than 0.05. This indicates that, empirically and theoretically, appropriate prices and good product quality can encourage consumers to make purchasing decisions.



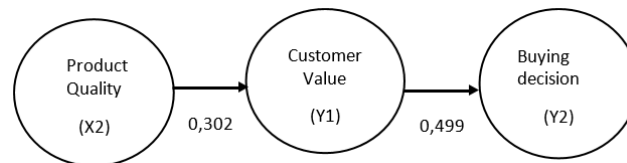
Picture 3. Hypothesis 3

Hypothesis 3 suggests that customer value influential positive And significant on purchasing decisions. The regression coefficient value of customer value on purchasing decisions is 0.499 with a significance value of less than 0.05.



Picture 4. Hypothesis 4

Hypothesis 4 shows that price influences purchasing decisions through customer value. The coefficient value of the indirect influence is obtained from results multiplication coefficient price to customer value is 0.294 and the coefficient of customer value to purchasing decisions is 0.499, so that obtained mark influence No directly as large as 0.147. Results the show that customer value capable mediate influence price on purchasing decisions.



Picture 5. Hypothesis 6

Hypothesis 5 shows that product quality influences purchasing decisions through mark customer. Mark coefficient influence not directly obtained from the results of multiplying the quality coefficients product to mark customer as big as 0.302 and the coefficient of customer value on purchasing decisions was 0.499, resulting in an indirect effect value of 0.151. This indicates that customer value is able to mediate the influence of product quality on purchasing decisions.

## 4.2 Discussion

### The Influence of Price, Product Quality, Customer Value, and Purchasing Decisions of Rinso Detergent in Bekasi City

Price is reflected through indicators of affordability, suitability with product quality, comparison with competing products, and suitability with the benefits obtained. The affordability indicator shows that the price of detergent is within the reach of consumers. The second indicator, price suitability with product quality, indicates that consumer perceptions of price reflect the quality received. The third indicator, price comparison with competing products, shows how consumers assess a product's price relative to competing products in the market. The fourth indicator, price suitability with benefits, shows that consumers evaluate whether the price paid is proportional to the benefits received. Product quality is measured through indicators of performance, durability, reliability, conformity to specifications, aesthetics, and perceived quality. The performance indicator shows that the detergent functions properly. The second indicator, durability, shows that the detergent can be used over a certain period before experiencing a decline in function. The third indicator, reliability, shows that the detergent performs without failure during a certain period of use. The fourth indicator, conformity to specifications, shows the degree of alignment between the characteristics of the detergent and the established standards or specifications. The fifth indicator, aesthetics, shows that the appearance, design, and sensory appeal, such as color, shape, and style, are attractive. The sixth indicator, perceived quality, reflects the overall perception of detergent consumers in Bekasi City, West Java Province. Customer value is formed through indicators of functional value, emotional value, and social value. The functional value indicator shows that the detergent performs well and meets user expectations. The emotional value indicator shows that customers feel happy, proud, and comfortable when using the product. The social value indicator shows that the detergent makes customers feel accepted or appreciated within their social environment. Purchasing decisions are formed through indicators of product interest, pre-purchase information search, brand selection, repeat purchase frequency, and post-purchase satisfaction. The product interest indicator shows a high level of interest in using a particular detergent brand. The second indicator, pre-purchase information search, shows that consumers actively seek information regarding product quality. The third indicator, brand selection, shows that the brand is chosen because its quality has been proven. The fourth indicator, repeat purchase frequency, shows that consumers often repurchase the brand. The fifth indicator, post-purchase satisfaction, shows that consumers continue to use the brand because the results are satisfactory.

### The Influence of Price and Product Quality on Customer Value of Rinso Detergent in Bekasi City

An increase in price suitability supports an increase in customer value for detergent products in Bekasi City, West

Java Province. Price is formed through indicators of affordability, suitability with product quality, comparison with competing products, and suitability with the benefits obtained. The affordability indicator shows that the price of detergent is within consumers' purchasing power, thereby increasing customer value, especially in terms of social value, which reflects confidence in using a brand that is widely recognized. The second indicator, price suitability with product quality, shows that consumer perceptions of price reflect the quality received. As a result, customer value increases, particularly in social value, where consumers feel confident in using a brand that is well known. The third indicator, price comparison with competing products, shows how consumers assess a product's price relative to its competitors. As a result, customer value increases, particularly in terms of social value, because consumers feel more confident using a brand that is widely known. The fourth indicator, price suitability with benefits, shows that consumers assess whether the price paid is proportional to the benefits received. Consequently, customer value increases, particularly in the social value dimension, because consumers feel confident in using a brand with broad recognition. Improved product quality also supports an increase in customer value for detergent products in Bekasi City, West Java Province. Product quality is reflected through indicators of performance, durability, reliability, conformity to specifications, aesthetics, and perceived quality. The performance indicator shows that the detergent functions well, thereby increasing customer value, especially in terms of social value, because consumers feel confident using a well-known brand. The second indicator, durability, shows that the detergent can be used over a certain period before experiencing a decline in function. This strengthens customer value, especially in terms of social value, because consumers feel confident in using a widely recognized brand. The third indicator, reliability, shows that the detergent functions without failure during a certain period of use. This also increases customer value, especially social value, because consumers feel confident in using a brand known to many people. The fourth indicator, conformity to specifications, shows that the detergent's characteristics are aligned with established standards or specifications, which also increases customer value. The fifth indicator, aesthetics, shows that the appearance, design, and sensory appeal, such as color, shape, and style, are attractive, which increases customer value. The sixth indicator, perceived quality, reflects the overall perception of detergent quality among consumers in Bekasi City, West Java Province. When perceived quality is positive, customer value increases, especially in terms of social value, as consumers feel more confident in using a widely recognized brand. These findings are in line with Hartono (2024), who found that price and product quality have a positive effect on customer value.

### **The Influence of Price and Product Quality on Purchasing Decisions of Rinso Detergent in Bekasi City**

An increase in price suitability supports stronger purchasing decisions for detergent products in Bekasi City, West Java Province. Price is formed through indicators of affordability, suitability with product quality, comparison with competing products, and suitability with the benefits obtained. The affordability indicator shows that the price of detergent is within consumers' purchasing power, thereby strengthening purchasing decisions, especially through post-purchase satisfaction, where consumers state that they will continue using the brand because the results are satisfactory. The second indicator, price suitability with product quality, shows that consumer perceptions of price reflect the quality received. As a result, purchasing decisions increase, as shown by post-purchase satisfaction, where consumers continue to use the brand because the results are satisfactory. The third indicator, price comparison with competing products, shows how consumers assess product prices relative to competing brands in the market. As a result, purchasing decisions increase, again reflected in post-purchase satisfaction. The fourth indicator, price suitability with benefits, shows that consumers assess whether the price paid is proportional to the benefits received. This also strengthens purchasing decisions, as consumers feel satisfied and are willing to continue using the brand. Improved product quality also supports stronger purchasing decisions for detergent products in Bekasi City, West Java Province. Product quality is measured through indicators of performance, durability, reliability, conformity to specifications, aesthetics, and perceived quality. The performance indicator shows that the detergent functions well, thereby increasing purchasing decisions, as reflected in post-purchase satisfaction. The second indicator, durability, shows that the detergent can be used over a certain period before experiencing a decline in function, which increases purchasing decisions. The third indicator, reliability, shows that the detergent functions without failure during a certain period of use, thereby strengthening purchasing decisions. The fourth indicator, conformity to specifications, shows that the detergent's characteristics match established standards or specifications, which also supports stronger purchasing decisions. The fifth indicator, aesthetics, shows that the appearance, design, and sensory appeal of the detergent are attractive, which further strengthens purchasing decisions. The sixth indicator, perceived quality, shows that overall consumer perceptions of detergent quality in Bekasi City, West Java Province are positive, which increases purchasing decisions. These findings are in line with Putri (2021), Hidayat (2020), and Hartono (2024), who found that price and product quality have a positive and significant effect on purchasing decisions.

### **The Influence of Customer Value on Purchasing Decisions of Rinso Detergent in Bekasi City**

An increase in customer value supports stronger purchasing decisions for detergent products in Bekasi City, West Java Province. Customer value is formed through indicators of functional value, emotional value, and social value. The functional value indicator shows that the detergent works well and meets user expectations, thereby increasing

purchasing decisions, as reflected in post-purchase satisfaction, where consumers state that they will continue using the brand because the results are satisfactory. The second indicator, emotional value, shows that customers feel happy, proud, and comfortable when using the product. This strengthens purchasing decisions, as reflected in post-purchase satisfaction and continued use of the brand. The third indicator, social value, shows that the detergent makes customers feel accepted or appreciated by their environment, which also supports stronger purchasing decisions, as shown by consumer willingness to continue using the brand because the results are satisfactory. These findings are in line with Lestari (2024), Wulandari (2021), and Yuliana (2021), who found that customer value is a significant determinant with a strong effect on purchasing decisions.

### **The Influence of Price on Purchasing Decisions through Customer Value of Rinso Detergent in Bekasi City**

An increase in price suitability supports stronger purchasing decisions for detergent products in Bekasi City through customer value. Price is formed through indicators of affordability, suitability with product quality, comparison with competing products, and suitability with the benefits received. When consumers perceive the price as appropriate, customer value increases, which then encourages purchasing decisions. The affordability indicator shows that detergent prices are within consumers' reach. This condition creates the perception that the product offers value for money. As perceived customer value increases, purchasing decisions also increase, as reflected in post-purchase satisfaction, where consumers state that they will continue using the brand because the results are satisfactory. The second indicator, price suitability with product quality, shows that consumers perceive the price paid as comparable to the quality received. This perception forms positive customer value, which then strengthens purchasing decisions, as consumers feel satisfied after purchase and are willing to repurchase. The third indicator, price comparison with competing products, shows that consumers consider the detergent price relatively more competitive than that of rival brands. This comparison strengthens perceived value and influences purchasing decisions, as reflected in post-purchase satisfaction and continued brand use. The fourth indicator, price suitability with benefits received, shows that consumers perceive the benefits gained from using the detergent as proportional to the price paid. This perception strengthens customer value and increases purchasing decisions, as consumers feel satisfied and confident that the product is worth continued use. These findings are in line with Lestari (2024), Yuliana (2021), and Hartono (2024), who found that customer value has a positive and significant effect and serves as an important determinant of purchasing decisions.

### **The Influence of Product Quality on Purchasing Decisions through Customer Value of Rinso Detergent in Bekasi City**

Improved product quality supports stronger purchasing decisions for detergent products in Bekasi City through customer value. Product quality is formed through indicators of performance, durability, reliability, conformity to specifications, aesthetics, and perceived quality. Product quality that is positively evaluated by consumers forms positive customer value, which then encourages purchasing decisions. The performance indicator shows that the detergent is able to clean clothes effectively in accordance with its function. This condition increases perceived customer value and strengthens purchasing decisions, as reflected in post-purchase satisfaction, where consumers state that they will continue using the brand because the results are satisfactory. The second indicator, durability, shows that the detergent continues to provide good washing results over time. This leads consumers to perceive the product as having high value, thereby increasing purchasing decisions, as reflected in post-purchase satisfaction and the intention to repurchase. The third indicator, reliability, shows that the detergent can be used consistently without malfunction during use. This reliability strengthens customer value and increases purchasing decisions, as consumers feel confident in the brand they use. The fourth indicator, conformity to specifications, shows that the detergent's characteristics match established standards and specifications. This conformity makes consumers feel that the value received is consistent with their expectations, thereby supporting stronger purchasing decisions. The fifth indicator, aesthetics, shows that the packaging, design, and visual appeal of the detergent attract consumer attention. Attractive aesthetics strengthen customer value and increase purchasing decisions, as consumers feel interested in and satisfied with the product they use. The sixth indicator, perceived quality, shows that overall consumer perceptions of detergent quality are positive. A positive quality impression forms high customer value, which then increases purchasing decisions, as reflected in post-purchase satisfaction and the consumer's intention to continue using the detergent brand.

## **5 | CONCLUSIONS AND FUTURE WORK**

Based on the results of the study on the influence of price and product quality on purchasing decisions with customer value as an intervening variable, price was measured through four main indicators: price affordability, the suitability of price to product quality, price comparison with competing products, and the suitability of price to the benefits obtained. These indicators show that consumers do not evaluate price only from the nominal amount they pay, but also from how far the price reflects the quality and benefits they receive from the product. Among

these indicators, the largest contribution came from the suitability of price to the benefits obtained. This finding indicates that customers are willing to pay a certain price when they feel that the product delivers satisfactory results and meets their expectations. In other words, purchasing decisions are more likely to occur when consumers perceive that the benefits gained from using the product are equal to or greater than the cost incurred. This condition confirms that consumer judgments about value are strongly shaped by the balance between price and perceived benefits, which then influences their final decision to purchase the product. As a result, fair pricing becomes a critical factor in sustaining demand.

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