

Based Purchasing Decisions Product Quality, Prices and Promotions

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ABSTRACT

In facing an increasingly strong and tight competitive environment, every company is required to be able to optimize its economic resources in order to increase the competitiveness of its products in the market, and to be able to carry out a series of effective marketing strategies and always develop these marketing strategies continuously and sustainably. This research aims to determine and analyze the influence of product quality, price and promotion on purchasing decisions for Hori LED lights in the city of Bogor. This research design uses descriptive and verification methods. The sampling technique in this research uses probability sampling with a simple random sampling technique. The number of respondents was 100 people. The subjects of this research are all consumers who have purchased Hori Lamp products in Bogor City, and the objects of this research are product quality, price, promotions and purchasing decisions. The tools used in this analysis are path analysis, multiple correlation analysis, coefficient of determination analysis and hypothesis testing with the F test and t test. The research results show that product quality has a direct and positive influence on purchasing decisions for Hori LED lights in Bogor City. Price has a direct and positive influence on purchasing decisions for Hori LED lights in Bogor City. Promotions have a direct and positive effect on purchasing decisions for Hori LED lights in Bogor City. Product quality has a positive relationship with price. Price has a positive relationship with promotion. Product quality has a positive relationship with promotion.

INTRODUCTION

As technology develops, a lot of research is carried out to achieve business success. In order for this goal to be achieved, every company must try to produce and deliver the products it produces well. Marketing for all business people is a very important activity because it affects survival, profit and growth. Marketing is one of the activities in the economy that helps in creating economic value. Economic value itself determines the prices of goods and services. Important factors in determining this value are production, marketing and consumption. Marketing is the link between production and consumption activities.

PT. Honoris Industry produces famous goods from Japan. Initially PT. Honoris Industry produced goods in the field of Fuji film cameras, optical parts (chinnontech, Schott glass and Leica) and continued to produce until 2007 then from 1994 to 2005 PT. Honoris Industry also produces PIONEER brand car audio and in 2000-2009 PT. Honoris Industry also produces SHOWA metal honeycomb. Since 2009 PT. Honoris Industry started the lighting product business starting with CFL/LHE and in 2012 expanded into the lighting business with LED (LED Bulb, Downlight, Hughbat, PJU, floodlight, T8, etc.).

Table 1. Achievement of PT Sales Targets. Honoris Industry

No	Month	Produksi (Rp)		Percentage (%)	Information
		Target	Realization		
1	January	286.040.000	267.456.000	93,50	Tidak tercapai
2	February	286.040.000	189.034.000	66	Tidak tercapai
3	March	286.040.000	279.901.000	97,85	Tidak tercapai
4	April	286.040.000	255.436.000	89,30	Tidak tercapai
5	May	286.040.000	297.134.000	103,87	Tercapai
6	June	286.040.000	211.543.000	73,95	Tidak tercapai
7	July	286.040.000	199.674.000	69,80	Tidak tercapai
8	August	286.040.000	291.100.000	101,76	Tercapai
9	September	286.040.000	309.723.000	108,27	Tercapai

10	October	286.040.000	241.980.000	85,59	Tidak tercapai
11	November	286.040.000	278.910.000	97,50	Tidak tercapai
12	December	286.040.000	189.450.000	66,23	Tidak tercapai
Rata-rata		286.040.000	286.040.000	87,71	Tidak tercapai

Sumber : PT. Honoris Industry, 2023

PT. Honoris Industry memiliki target produksi yang harus dicapai dalam waktu tertentu, banyak faktor yang mempengaruhi sehingga mengakibatkan target perusahaan tidak tercapai yaitu kurangnya promosi yang dilakukan oleh perusahaan. Diketahui bahwa penjualan lampu LED yang ada di PT. Honoris Industry tahun 2022 belum mencapai target. Ketercapaian target penjualan Lampu LED Hori sebesar 87,71% dari 100%,. Selama tahun 2022 perusahaan hanya dapat mencapai target pada bulan Mei, Agustus dan September. Ketidaktercapaian target penjualan dikarenakan kualitas produk, harga dan promosi yang telah dilakukan kurang maksimal. Kecenderungan penurunan pendapatan berdampak pada keberlangsungan usaha.

Tabel 2. Data Tingkat Kerusakan Produk LED Hori PT. Honoris Industry

No	Bulan	Barang Jadi	Produk Rusak
1	Januari	6.344	357
2	Febuari	4.992	456
3	Maret	8.002	394
4	April	6.344	455
5	Mei	4.992	332
6	Juni	8.002	478
7	Juli	5.832	290
8	Agustus	3.597	210
9	September	5.853	387
10	Oktober	4.235	401
11	November	8.162	-
12	Desember	7.084	580
Average		6.119	316

Source: PT. Honoris Industry, 2023

The higher the product quality, the greater the purchasing decisions made by consumers, to see the high and low product quality factors in Hori LED lighting products. The trend of continuously decreasing income has an impact on business sustainability. The average level of product damage is 316 product units in 2022, the highest level of damage occurs in February and October. The high rate of damage to goods is caused by one of the lamp components being

inappropriate or damaged during the production process. The amount of production carried out by the company each month is not the same, this is because determining the number of products the company will produce is based on the orders received by the company. In accordance with PT quality target guidelines. Honoris Industry states that a product is said to be of quality if it achieves conformity between the production produced and the standard target/quality target plan set by the company at the start of each production or the cumulative broken target is no more than 2% of the total production.

Researchers made a pre-survey research by distributing questionnaires to 30 (thirty) people who had purchased and used Hori LED lighting products. The distribution of questionnaires was carried out on 20-23 September 2023. The results of the pre-survey can be seen as follows: a) A total of 80 % stated that Hori LED lights are more durable than other brands of lights; b) 83% stated that Hori LED lamps have many types or choices of lamps; c) 67% of consumers think that the temperature of Hori LED lights is cooler than other brands of LED lights; d) 63% of consumers assess that Hori LED lights comply with the specifications given; e) 80% of consumers consider that LED horizontal lights are long lasting; f) 73% of consumers think that Hori LED lights are durable and not easily damaged; g) 80% stated that Hori LED lighting products have many variations, the average product quality is 54% of consumers who think that the product quality of Hori LED Lights is good, the product quality of Hori LED Lights is still relatively good, because some consumers think that the quality of the product is in accordance with what is offered, for example, LED horizontal lights last up to 3 years or more, have many types of lights and lights that are cooler than other brands of lights.

Price has a very important role in influencing consumer decisions in purchasing products, so it really determines the marketing success of a product. In order to market a good or service, every company must set the price correctly. Psychological reasons can show that price actually shows an indicator of quality and can be designed as a sales instrument as well as a decisive competitive instrument. Price is the amount of value exchanged by consumers to obtain benefits, ownership and use of a product or service. As for the results of the pre-survey of 30 respondents, the distribution of questionnaires was carried out on 20-23 September 2023 which can be seen as follows: a) 77% of consumers considered that the price of LED horizontal lights was affordable and in line with consumer expectations; b) 73% of consumers consider that the price of LED horizontal lights is economical compared to other brands; c) 83% of consumers consider that the price of LED horizontal lights is in accordance with the quality provided; d) 77% of consumers assess that the benefits provided by Hori LED lighting products are commensurate with the price. To find out consumers' perceptions of consumers regarding the selling price in terms of attracting interest in buying Hori LED lighting products, it can be seen that, 70% of consumers assess the affordability of the price, the suitability of the price with the benefits they have is still relatively good, because the majority of consumers think that the price they have Hori LED lights are in accordance with what is provided.

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products and services. Like the marketing and promotional activities carried out by PT. Honoris Industry, the promotional process is carried out by distributing advertisements in mass media such as; advertisements on TV and billboards. Billboards are a type of advertisement that is positioned outdoors, this advertisement is in the form of a large poster, on the shoulder of the road or even in the middle of the road. Apart from that, there are advertisements via social media such as; Instagram, Facebook, YouTube and building a website containing information related to Hori LED lights. The results of the pre-survey on 30 respondents, the distribution of questionnaires was carried out on 20-23 September 2023 which can be seen as follows: a) 70% of consumers think that electronic media such as television and the internet are being used well; b) 76% of consumers think that they know about Hori LED lighting products because of the many promotional media carried out; c) 66% of consumers think that there is a message in the LED horizontal light advertisement; d) 60% of consumers think that offers made directly are still quite clear; e) 66% of consumers think that products sold in shops are widely marketed. To find out consumer perceptions of consumers regarding promotions, it can be seen that 83% think that promotions carried out by companies are through advertising, sales promotion, public relations, personal selling, and direct marketing, PT. Honoris, in marketing its products, stated that the promotion of Hori LED Lamps was quite good. From the results of the pre-survey research, most consumers considered that the promotions carried out by the company were good, this was because of the many promotional media carried out by PT. Honoris Industry such as advertisements on television and the internet as well as direct promotions.

The research conducted by Abiliniga (2020); Rosmitha (2017); Hidayat (2017), that product quality, price and promotion do not influence purchasing decisions, therefore it is suspected that purchasing decisions are not optimal because product quality, price and promotion are not optimal. Therefore, research was conducted aimed at finding out and analyzing the direct and indirect influence of product quality, price and promotion on purchasing decisions for Hori LED lights in Bogor City. For companies, this research is used as input and reference in managing quality products, affordable prices and wider promotions. It is hoped that the results of this research will be useful for parties who need it and as information and reference material for subsequent research.

LIERTURE REVIEW

Marketing Management

Marketing management is the process of planning, analyzing, organizing and controlling plans that have been agreed at the beginning, this process greatly influences whether or not marketing runs, therefore it aims to fulfill the needs and desires of consumers, both individuals and organizations, to produce consumer satisfaction (Sударsono 2020; Suryati, 2015).

Product Quality, Price, Promotion and Purchasing Decisions

Product quality is a potential strategic weapon to beat competitors and is also a product or service that matches its ability to meet stated or implied customer needs (Fandy Tjiptono, 2015; Kotler and Keller, 2016; Lupiyoadi, 2013). Price is the amount of money needed in exchange for various combinations of products and services, because a price must be linked to various goods or services, which will ultimately be the same as something, namely products and services (Kotler and Armstrong, 2018; Setyo, 2017; Mursid, 2014).

Promotion is a way to communicate the benefits of a product or service in order to gain consumer loyalty and make consumers aware of a product or service. From the explanation above, we can conclude that promotion is a marketing activity that introduces or informs about goods so that consumers are interested in purchasing activities (Kotler and Armstrong, 2015; Alma, 2016; Hermawan, 2012). Purchasing decisions are processes where consumers have alternative choices to determine whether to buy a product or not (Kotler and Armstrong, 2013; Tjiptono and Chandra, 2012; Indrasari, 2019).

Hypothesis Development

Based on research conducted by Imanudin (2021), the research results show that product quality, price and promotion variables have a direct and positive effect on purchasing decisions. Meanwhile, other research conducted by Baruna H.B et al (2017) shows that product quality variables have a positive and significant partial or simultaneous effect on purchasing decisions. Research conducted by Davin & Metta (2016) shows that price has a significant effect on purchasing decisions. Research conducted by Hakim (2016) shows that promotions have a positive and significant effect on purchasing decisions, either simultaneously or partially. The results of research conducted by previous researchers state that product quality, price and promotion on purchasing decisions are positive and significant on purchasing decisions either simultaneously or partially (Imanudin, 2021; Baruna H.B et al, 2017; Davin & Metta, 2016; Hakim, 2016). Based on the opinions of experts and research that has been carried out, the following hypotheses are: 1) It is suspected that there is a direct and positive influence on product quality, price and promotion on purchasing decisions (H1); 2) It is suspected that there is a direct and positive influence on product quality on consumer purchasing decisions (H2); 3) It is suspected that there is a direct and positive influence of price on consumer purchasing decisions (H3); 4) It is suspected that there is a direct and positive influence of promotion on purchasing decisions (H4). The framework of thought in Figure 1 is as follows:

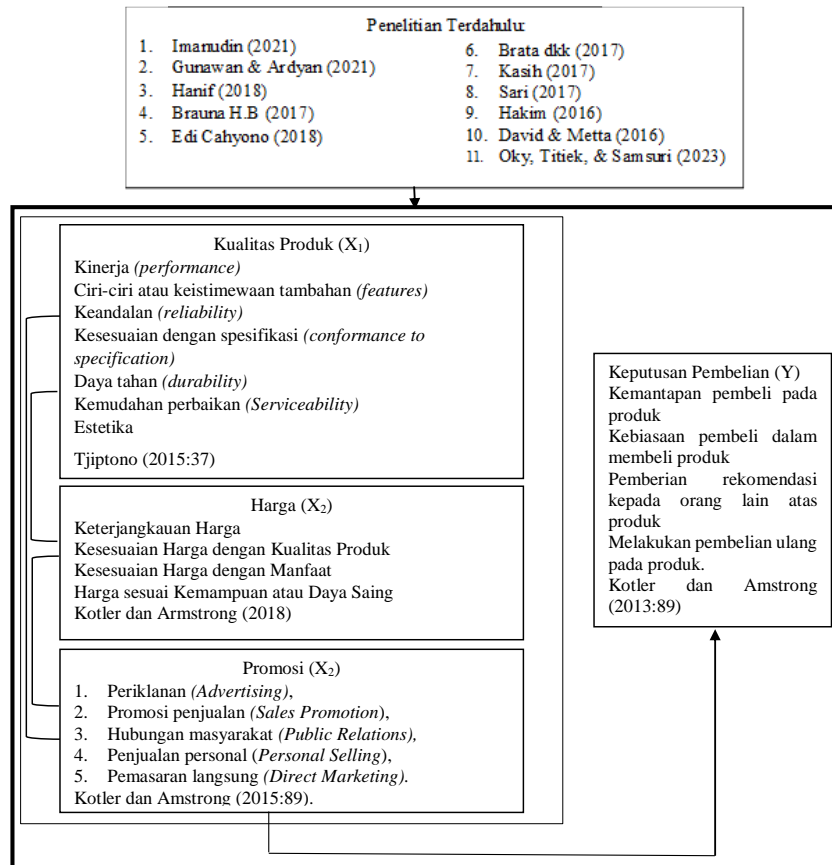


Figure 1. Framework of Thought

METHODOLOGY

Research Design

The approach used in this research is quantitative with a descriptive and verification research design using two exogenous variables and one endogenous variable. The analyst method uses path analysis to determine direct and indirect effects. The population in this research are all consumers who have purchased Hori Lamp products in Bogor City. The sample obtained was 96.04 people rounded up to 100 samples, questionnaires were distributed to consumers who had purchased or had purchased Hori LED lamps.

Data collection procedures are carried out through: 1) direct observation; 2) interview; 3) distribution of questionnaires is based on various variables; 4) literary studies. According to Ghozali (2013:97) path analysis is an extension of the multiple linear regression analysis model used to explain relationships and how much influence exogenous variables have on endogenous variables.

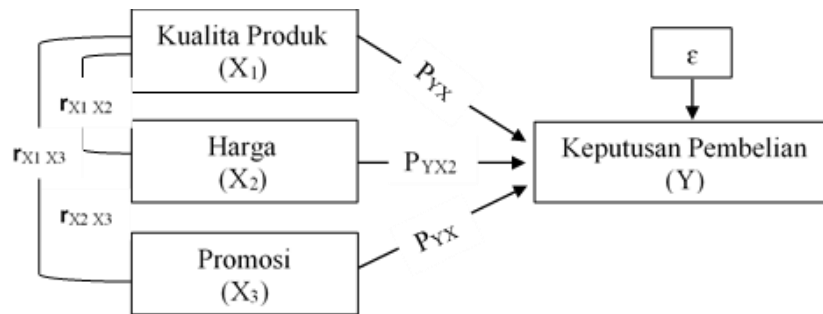


Figure 2. Path Diagram Model

RESULTS

Consumer Characteristics and Consumer Responses

The following consumer characteristics are; 1) based on consumer gender, resellers or retailers are dominated by women at 58 percent, this shows that female consumers most often shop for products or are usually done by housewives. 2) Based on the age of most consumers, namely 17-25 years old at 65 percent, this shows that consumers of LED horizontal lights are generally dominated by teenagers and adults who are able to choose good lighting products. 3) Based on the latest education, consumers are dominated by Bachelor/S1 graduates at 48 percent, this shows that the majority of consumers are housewives with Bachelor's/S1 education. 4) Based on work, it is known that the majority of consumers work as private employees, 41 percent, this shows that the need for lamps used in companies and at home requires a lot of lighting. 5) Based on income of more than IDR 5,000,000 at 31 percent, this shows that the majority of consumers who buy products are new consumers who are still young and have an income of 3-5 million rupiah. A recapitulation of consumer responses to research variables can be seen in Figure 3 below:

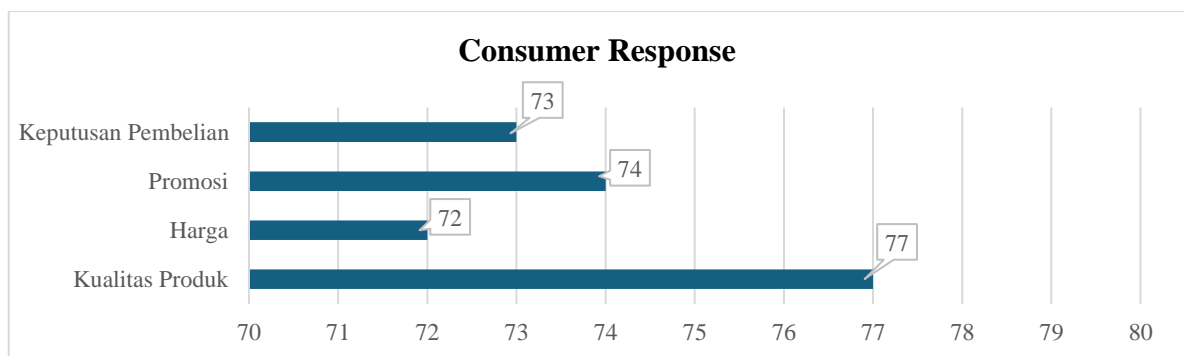


Figure 3. Recapitulation of Consumer Responses to Product Quality, Price, Promotion and Purchasing Decisions

Source: Data Primer diolah, 2024

Consumer responses of 77 percent stated that the product quality was good, this is because the quality of Hori LED lighting products provides various types and is also energy efficient. 72 percent stated that the price was appropriate, this is

because Hori LED lamps have lamp prices in accordance with the quality provided. 74 percent stated that the promotion was good, this was because the company had carried out sales promotions to consumers and companies by providing sales discounts for certain products. As many as 73 percent stated that purchasing decisions were high, this was because the Hori LED lighting product was a trusted brand and consumers could choose the product. The structural equation for the model of the influence of Product Quality, Price and Promotion on Purchasing Decisions is as follows:

$$Y = 0,233 X_1 + 0,231 X_2 + 0,431 X_3 + 0,640$$

The equation model above is a structural model that does not describe the predicted value of changes in exogenous variables to endogenous variables. This equation can be described in the following structural model:

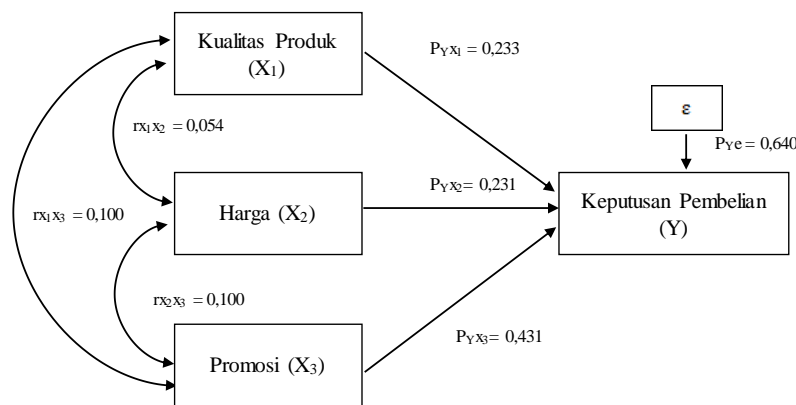


Figure 4. Path Diagram of Structural Model of Product Quality (X1) Price (X2) and Promotion (X3) on Purchasing Decisions (Y)

Source: Data diolah, 2024

Recapitulation of Research Variables Using Path Analysis

The results of the path analysis can be seen in the following table:

Table 3. Recapitulation of the Influence of Product Quality, Price and Promotion Variables on Purchasing Decisions

Variable	Path Coefficient	Direct Influence	Indirect Influence	Total Influence
Work Quality (X1)	0,233	5,43	1,7	7,13
Price (X2)	0,231	5,34	1,29	6,63
Promotion (X3)	0,431	18,58	2	20,58
Total				34,34

Source : Data diolah, 2024

Based on the results of these calculations, the following is the explanation:

- The path coefficient for product quality on purchasing decisions is 0.233. With the results of the direct influence of product quality on purchasing decisions without taking into account other factors, it is obtained that it is 5.43 and the influence of product quality on purchasing decisions if we look at the relationship with other factors can be seen from the indirect influence value of 1.7. So the total influence of Product Quality on Purchasing Decisions is 7.13.
- The price path coefficient on purchasing decisions is 0.231. With the results of the direct influence of price on purchasing decisions without taking into account other factors, it is obtained that it is 5.34 and the influence of price on purchasing decisions if we look at the relationship with other factors can be seen from the indirect influence value of 1.29. So the total influence of price on purchasing decisions is 6.63.
- The promotional path coefficient on purchasing decisions is 0.431. With the results of the direct influence of promotions on purchasing decisions without taking into account other factors, it is obtained that it is 18.58 and the influence of promotions on purchasing decisions if we look at the relationship with other factors can be seen from the indirect influence value of 2. So the resulting total influence of promotions on purchasing decisions is 20.58.

The magnitude of the influence of product quality, price and promotion on purchasing decisions is known to have an R2 value of 0.590 or 59%. This shows that the percentage of contribution or contribution to the influence of product quality, price and promotion variables on purchasing decisions is 59%, while the remaining 41% is influenced by other variables not included in this research. According to Kotler and Armstrong (2014: 154) these are social factors, cultural factors, economic factors.

Hypothesis testing was carried out to determine the influence of exogenous variables of product quality, price and promotion on endogenous variables of purchasing decisions using the F-test. In the second stage, a t-test was carried out to see the significance of each exogenous variable of product quality, price and promotion on the endogenous variable of purchasing decisions. The results of the significance test calculations can be seen in the following table:

Table 4. Path Coefficient Testing

Hypothesis	R ²	F _{count}	F _{table}	sig	Decision	Conclusion
H ₀ : β _i ≤ 0	0,590	45,999	2,70	0,000	H _a	Signifikan
					diterima	

Source: Data diolah, 2024

The Fcount value obtained is 45.999 which is greater than the d Ftable value of 2.70 with a significance of 0.000 which is smaller than 0.05. Therefore it can be concluded that H0 is rejected and Ha is accepted that product quality, price and promotion have a direct and positive effect on purchasing decisions. The t test was carried out to find out how the influence of product quality, price and promotion variables had a direct and positive effect on purchasing decisions for Hori LED lights in Bogor City. The t-test test results can be seen as follows:

Table 5. Path Coefficient Testing

Hypothesis	Path Coefficient	T _{count}	t _{table}	sig	Decision	Conclusion
H ₀₁ : $\beta_1 \leq 0$	0,233	2,799	1,985	0,006	H _a diterima	Signifikan
H ₀₂ : $\beta_2 \leq 0$	0,231	2,698	1,985	0,008	H _a diterima	Signifikan
H ₀₃ : $\beta_3 \leq 0$	0,431	4,824	1,985	0,000	H _a diterima	Signifikan

Source: Data diolah, 2024

Based on this, promotion has a greater influence than product quality and price. Therefore, companies are advised to choose lighting materials with high product quality that can produce products of good quality and set prices that are in line with consumer purchasing power, so that they can attract consumer buying interest.

DISCUSSION

Direct and Positive Influence of Product Quality, Price and Promotion on Purchasing Decisions

Consumer responses to product quality are in the good category, prices are in the appropriate category and promotions are in the good category. Overall, product quality, price and promotion interact with each other and have a mutually reinforcing influence on purchasing decisions. Good product quality, affordable prices or in accordance with consumer purchasing power and promotions carried out well and gradually will increase consumer buying interest in Hori LED lighting products and make the products trusted by consumers. This is supported by research conducted by Gunawan & Ardyan (2021), in this research it means Product Quality, Price and Promotion which have a direct and positive influence on Purchasing Decisions.

Direct and Positive Influence of Product Quality on Purchasing Decisions

Consumer response to product quality is in the good category, stating that Hori LED lamps provide various types and are also energy efficient. Product quality is a product's ability to fulfill every consumer need in accordance with the consumer's needs and desires. The better the quality of the product, the greater the interest of consumers who want to buy the product. This is supported by research conducted by Imanudin (2021) which shows that product quality has a direct and positive influence on purchasing decisions.

Direct and Positive Influence of Price on Purchasing Decisions

Consumer responses to price fall into the appropriate category, which states that Hori LED lamps have lamp prices in accordance with the quality provided. Price is an attribute among several other attributes in consumer decision making. Price is also the most important role for companies to be able to compete in the

market. This is supported by research conducted by Hanif (2018) which shows that price has a direct and positive influence on purchasing decisions.

Direct and Positive Effect of Promotion on Purchasing Decisions

Consumer responses to promotions are in the good category, which states that the company has carried out sales promotions to consumers and companies by providing sales discounts for certain products. Promotion is an important marketing activity for companies in an effort to maintain and increase sales. Promotional activities not only function as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing or using services according to their desires and needs. This is supported by research conducted by Sobayar (2021) which shows that promotions have a direct and positive influence on purchasing decisions.

The Relationship between Product Quality and Price

That product quality has a positive relationship with price. This is shown by prices that are in accordance with the quality provided, lighting products provide benefits for consumers and prices that are in accordance with the quality provided, so that it influences the quality provided which results in purchasing decisions. The results of this research are supported by Ruffiansah and Seno (2020), that product quality has a positive relationship with price.

The Relationship between Price and Promotion

That price has a positive relationship with promotion. This is demonstrated by the advertising promotions carried out by companies on social media that attract consumer interest. The price of the lamp is more affordable compared to other brands and the promotions carried out such as discounts and sponsorship are good, so this influences the promotions carried out which results in purchasing decisions. The results of this research are supported by Nur and Arnu (2021), that price and promotion have a strong level of relationship and the value is positive.

The Relationship between Product Quality and Promotion

That product quality has a positive relationship with promotion. This is shown by the lighting products being in accordance with the benefits provided and the advertising promotions carried out by the company on social media are good and the products are in accordance with the quality provided, so that this influences the promotions carried out which results in a decrease in purchasing decisions. The results of this research are supported by Lubis (2021), that product quality and promotion have a relationship and influence.

CONCLUSION AND IMPLICATIONS

Based on research results, product quality, price and promotion have a direct and positive influence on purchasing decisions because the company must maintain product quality in order to have a positive impact on consumers in making purchasing decisions. In this case PT. Honoris Industry must maintain the quality of its products but must also be able to maintain the price and promotion as one of the best selling points that can be given to consumers.

The theoretical implications of this research are several things that must be considered, namely product quality, namely by improving repairs, or strengthening the materials used for LED horizontal lights. For the price variable, the company should be able to set prices that are appropriate, appropriate and affordable. For the promotion variable, in order to influence the increase in product sales, the company should make efforts to make advertisements as attractive as possible, creatively so that they can impress consumers and attract consumers. Purchase Hori LED Light products.

For future researchers who wish to research or continue this research, it is recommended to continue this research by adding other variables that influence consumer purchasing decisions, including cultural, social, personal and psychological factors in order to obtain optimal results.

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