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The Influence of Products, Prices, Places and Promotions on Aqua Mineral Water Purchase Decisions at PT. Viardi Bintang Terang Makassar

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Abstract: This research aims to determine and analyze the influence of product, price, place and promotion on purchasing decisions for Aqua Mineral Water at PT sales agents. Viardi Bintang Terang Makassar. This research approach is a quantitative approach. Research was conducted at the sales agent PT. Viardi Bintang Terang Makassar and will be implemented from June-July 2023. The research population is all sales agents in the PT area. Viardi Bintang Terang Makassar with a sample of 77 agents. The analysis technique used is multiple linear analysis. The results of the research show that there is a partial positive and significant influence between product, price, place and promotion on the decision to purchase Aqua Mineral Water at the sales agent PT. Viardi Bintang Terang Makassar, simultaneously there is a positive and significant influence between Product, Price, Place and Promotion on the Decision to Purchase Aqua Mineral Water at the sales agent PT. Viardi Bintang Terang Makassar. Product is the variable that has the most dominant influence on purchasing decisions.

Keywords: decision to purchase; place; price; product; promotion

A. Introduction

The In the current era of globalization, more and more companies are emerging and offering various kinds of goods and services to consumers both in order to make profits and to win a business competition with other companies that also have the same products to offer to consumers. In this condition, consumers will experience changes in the political, economic, socio-cultural fields and also their consumptive behavior towards a product. This causes increasingly fierce competition in the business world, especially in the fight for consumers by various companies so that these consumers are

interested in and consume the goods or services that have been offered. Many factors can affect the marketing activities of a product in addition to purchase decisions and several other factors, including products, prices, places and promotions or known as marketing mixes. Marketing mix is a process of incorporation in a marketing strategy that is adjusted to the conditions of each company that is standardized with products, low prices, promotions and distribution channels (Kotler, 2015). In offering a good or service, the company's understanding of the products needed by consumers is very decisive for the success of



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product marketing. The suitability between the products offered by the company and the needs of consumers greatly affects product marketing. The company's understanding starts from the product, then adjusts to the price, promotion and place. These factors have an important role for the survival of a product in the face of increasingly fierce competition with products from other companies.

According to (Kotler and Armstrong, 2018) a product is all that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a desire or need. Basically, the more choices of products sold in the market, the more choices for consumers to be able to choose products that meet their expectations. So what happens from these conditions is that consumers become more careful and thorough in dealing with every product launched in the market. According to (Kotler and Keller, 2018) product quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. With so many products offered in the market, product quality has an important value to be able to compete and even win competition against other products.

According to Kotler and Armstrong (2018), price is the amount of money donated for a product or service or the amount of value that consumers exchange for the benefits of owning or using the product or service. Price is one of the most important elements in determining a company's market share and profits. A person's economic condition affects consumers' purchase decisions for these goods or services. The high or cheap price of the product set by the company also depends on the economic condition of a consumer. Therefore, the company offers a variety of prices that have been adjusted to the quality of their goods so that they can touch consumers as a whole.

Promotion is one of the important variables in product marketing activities. If a product is ready to be marketed and also has a selling value or price that has been set by the company, then the next step is to promote the product to consumers. The location factor also affects the decision taken by consumers to buy a product. A location that is easy for consumers to reach and close to the center of the crowd is the right location for a business. According to Kotler (2019), a place is everything that shows various business activities to make products easy for customers to obtain and always available to customers. In business conditions that have fierce competition, the location selection factor is an important main component so that the business that is run can also compete effectively, so it is necessary to have a strategic business location that is easy to reach by consumers.

Basically, a region that has a product will succeed if a product is made has something more than others so that the price it will make will be higher. Therefore, many products are marketed, causing the emergence of a strict competitiveness in marketing products to consumers. Competitiveness is the ability to produce goods and services that meet international testing, and at the same time can also maintain a high and sustainable income level, or the ability of regions to generate high income levels and employment opportunities while remaining open to external competition.

PT. Viardi Bintang Terang Makassar is one of the companies engaged in distributor and trading for many products. This company is the main distributor for danone products in the Makassar area and its surroundings. Various food and beverage companies choose PT. Viardi Bintang Terang as a distributor for their products. This trust is inseparable from the company's success in carrying out the mandate and responsibilities given well by the company's

partners. To expand the network of PT. Viardi Bintang Terang is expanding the opening of a number of depots to bring closer partners with large subdistributors spread from Sabang to Merauke. In addition to being self-serving to customers and further expanding product distribution.

In the process of distributing products to outlets or sales agents spread across the Makassar area, the company has two types of goods delivery, namely using cars and motorcycles. Taking advantage of the many outlets in a region, companies cooperate or partner with outlets or sales agents. The company will distribute products to outlets spread across an area which will then be remarketed to consumers directly to get maximum profits.

The product marketing process by outlets that have been registered and collaborated with PT. Viardi Bintang Terang Makassar is not an easy thing to do even though the excellence and quality of the product have been maintained, but there are still many challenges that must be faced. Facing increasingly fierce competition, there are many things that must be considered by sales agents in marketing products. The number of products that have sprung up makes the competition between companies even more intense. With this competition, companies must pay attention to several important factors in product marketing activities, namely products, prices, promotions and places. These four factors greatly affect the marketing poses of the product and also the survival of a product in the face of fierce competition between companies.

Seeing the great influence of products, prices, places and promotions in product marketing activities, the company must set the right steps in facing competition in order to achieve a good purchase decision. Determining the right policy in dealing with a problem that occurs will have a good impact on the company's progress in the

future. In response to this, the author is interested in conducting a research entitled "The Influence of Products, Prices, Places and Promotions on the Decision to Purchase Aqua Mineral Water at Sales Agents of PT. Viardi Bintang Terang Makassar"

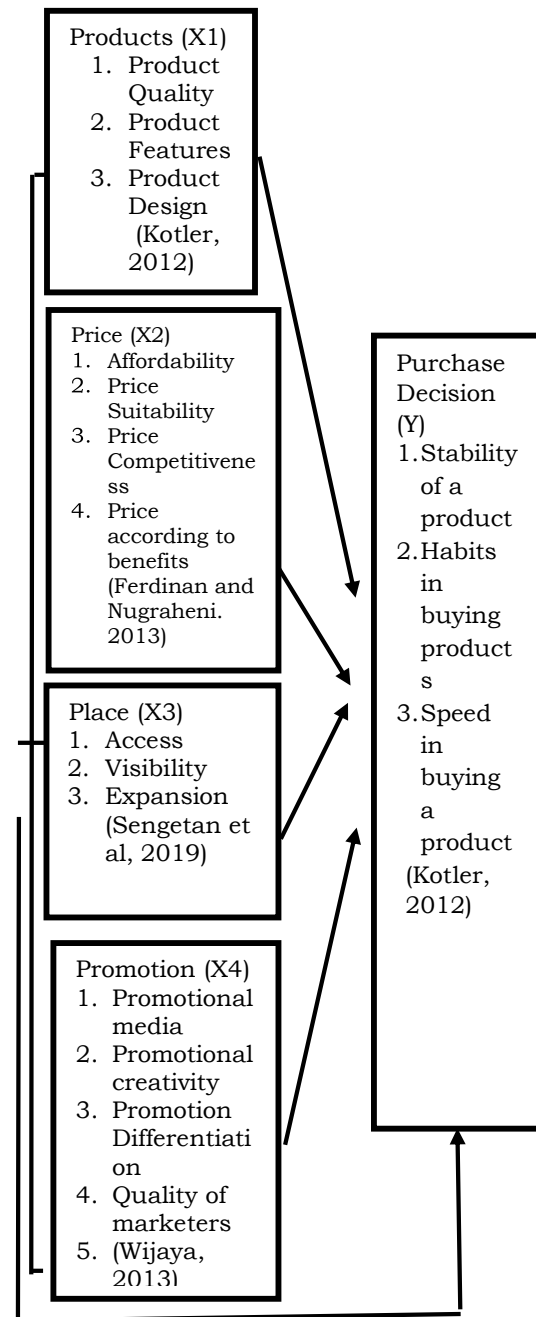


Figure 1. Conceptual Framework of the research

Based on the above framework of thinking, the author proposes the following hypothesis:

1. It is suspected that Products, Prices, Places and Promotions have a positive and significant effect on the Decision to Purchase Aqua Mineral Water at the sales agent of PT. Viardi Bintang Terang Makassar.

2. It is suspected that Products, Prices, Venues and Promotions have a positive and significant effect simultaneously on the Decision to Purchase Aqua Mineral Water at the sales agent of PT. Viardi Bintang Terang Makassar.

3. It is suspected that the Product is the most dominant variable influencing the Decision to Purchase Aqua Mineral Water at the sales agent of PT. Viardi Bintang Terang Makassar.

B. Research Methods

This study is a quantitative research conducted on sales agents of PT. Viardi Bintang Terang Makassar and will be held in June-July 2023. The target population in this study is the sales agents of PT. Viardi Bintang Terang Makassar which totals 150 agents, a sample of 77 agents. This study is a research with a quantitative approach with data analysis techniques in this study using Multiple Linear Regression Analysis.

C. Result and Discussion

Result

Table 1. Product validity test

Product	<i>Pearson Correlation</i>	Conclusion
X1.1	0,000	Valid
X1.2	0,000	Valid
X1.3	0,000	Valid
X1.4	0,000	Valid

Source : Questionnaire Data processed

Based on table 1, it can be explained that all statements on the Product questionnaire have a Pearson Correlation value less than 0.05, so it can be concluded that the Product questionnaire is declared valid.

Table 2. Price validity test

Price	<i>Pearson Correlation</i>	Conclusion
X2.1	0,000	Valid
X2.2	0,001	Valid
X2.3	0,000	Valid
X2.4	0,000	Valid

Source: Questionnaire Data processed

Based on Table 2, it can be explained that all statements in the Price questionnaire have a Pearson Correlation value less than 0.05, so it can be concluded that the Price questionnaire is declared valid.

Tabel 3. Place validity test

Place	<i>Pearson Correlation</i>	Conclusion
X3.1	0,000	Valid
X3.2	0,000	Valid
X3.3	0,000	Valid

Source: Questionnaire Data processed

Based on Table 3, it can be explained that all statements on the Place questionnaire Pearson Correlation value is less than 0.05, then it can be concluded that the Place questionnaire is declared valid.

Table 4. Promotion validity test

Promotion	<i>Pearson Correlation</i>	Conclusion
X3.1	0,000	Valid
X3.2	0,000	Valid
X3.3	0,000	Valid
X3.4	0,000	Valid

Source: Questionnaire Data processed

Based on Table 4, it can be explained that all statements on the Promotion questionnaire have a Pearson Correlation value less than 0.05, so it can be concluded that the Promotion questionnaire is declared valid.

Table 5 Validity of the Purchase Decision

Performance	<i>Pearson Correlation</i>	Conclusion
Y1	0,000	Valid
Y2	0,000	Valid
Y3	0,000	Valid
Y4	0,000	Valid

Source: Questionnaire Data processed

Based on table 5, it can be explained that all statements on the purchase decision questionnaire have a Pearson Correlation value less than 0.05, so it can be concluded that the purchase decision questionnaire is declared valid.

Table 6. Reliability Test

Variable	Cronbach's Alpha	Conclusion
Product	0,781	Reliable
Price	0,761	Reliable
Place	0,764	
Promotion	0.771	Reliable
Purchase Decision	0,722	Reliable

Source: Questionnaire Data processed

Based on table 6, it can be explained that the Cronbach's Alpha value of the Product variable is 0.781, the Cronbach's

Table 7. Multiple linear regression analysis test results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	1.146	1.850		.620	.537		
	X1	1.009	.169	1.119	5.983	.000	.164	6.111
	X2	-.519	.141	-.690	-3.677	.000	.162	6.164
	X3	.323	.146	.208	2.205	.031	.641	1.560
	X4	.198	.089	.194	2.236	.028	.756	1.323

a. Dependent Variable: Purchase Decision

Source: Questionnaire Data processed

Based on the table above the SPSS output mentioned above, the multiple linear regression equation can be obtained as follows:

$$Y = 1.146 + 1.009X_1 + (-0.519)X_2 + 0.323X_3 + 0.198X_4$$

From the multiple linear regression equation mentioned above, it can be interpreted as follows:

- 1) The value of Constant (a) is 1,146 assuming that the predictor of Product (X1), Price (X2), Place (X3) and Promotion (X4) is 0 or fixed, then the increase in Purchase Decision is 1,146 units.
- 2) The value of the Regression Coefficient of X1 of 1.009 indicates that each increase

Alpha value of the Price variable is 0.761, the Cronbach's Alpha value of the Place variable is 0.764, the Cronbach's Alpha value of the Promotion variable is 0.771 and the Cronbach's Alpha value of the Purchase Decision variable is 0.722. So it can be concluded that the questionnaire for Products, Prices, Places, Promotions and Purchase Decisions is declared reliable.

Multiple Linear Regression Analysis Test

The statistical calculation in the multiple linear regression analysis used in this study was using the help of the IBM SPSS for Windows computer program version 23. The results of data processing using the SPSS program are in the attachment and are further explained in the following table:

in X1 by one unit, causes the total average change to increase the Purchase Decision by 1.009 per unit assuming the other variable is constant.

- 3) The value of the X2 Coefficient of -0.519 indicates that every increase in X2 by one unit will increase the Purchase Decision by -0.519 per unit assuming the other variables are constant.
- 4) The regression coefficient of X3 of 0.323 indicates that every increase in the variable X3 by one unit, it will increase the Purchase Decision by 0.323 per unit assuming the other variable is constant.
- 5) The regression coefficient of X4 of 0.198 indicates that every increase in the variable X4 by one unit, it will increase

the Purchase Decision is 0.198 per unit assuming the other variables are constant.

Partial hypothesis testing

- 1) Product Influence on Aqua Mineral Water Purchase Decision

The calculated t value for the variable of Product (X1) is $5,983 > 1,993$ t table with a significance level of 0.000 below the probability value of 0.05, it can be concluded that the Product partially has a positive effect on the Purchase Decision at the Aqua Sales Agent of PT. Viardi Bintang Terang Makassar.

- 2) The Effect of Price on Aqua Mineral Water Purchase Decisions

The calculated t value for the Price variable (X2) is $-3,677 > 1,993$ t table with a significance level of 0.000 below the probability value of 0.05, it can be concluded that the Price partially has a negative effect on the Purchase Decision at the Aqua Sales Agent of PT. Viardi Bintang Terang Makassar.

- 3) The Influence of Venue on Aqua Mineral Water Purchase Decisions

The calculated t-value for the Place variable is $2,205 > 1,993$ t table with a significance level of 0.031 below the probability value of 0.05. It can be concluded that the Place has a positive effect on the Purchase Decision at the Aqua Sales Agent PT. Viardi Bintang Terang Makassar

- 4) The Influence of Promotion on Aqua Mineral Water Purchase Decisions

The calculated t value for the Promotion variable is $2,236 > 1,993$ t table with a significance level of 0.0128 below the probability value of 0.05. It can be concluded that Promotion has a positive effect on Purchase Decisions at Aqua Sales Agents of PT. Viardi Bintang Terang Makassar

Beta Test (Dominance)

Based on the results of the table above, it is known that the dominant variable is the

Product variable with a "Standardized Coefficient Beta" value of 1,119 with a significance level of 0.000. This illustrates that the product (X1) is one of the important factors in determining the purchase decision of the sales agent, with a quality product, the agent will choose the product.

Test F (Simultaneous Hypothesis Testing)

The F test is intended to find out whether the independent variables in this case are the variables of Product, Price, Place and Promotion have a joint effect on the Aqua Mineral Water Purchase Decision. The results of the calculation of the F test to test the relationship of independent variables together are obtained in the following table:

Table 8. ANOVA test results

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	128.793	4	32.198	25.703	.000 ^a
Residual	90.194	72	1.253		
Total	218.987	76			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Product, Price, Place dan Promotion					

Source : Questionnaire Data processed

Based on the table above, it shows that F is calculated as $25,703 > F$ table is 2.50, this is reinforced by a significance value of 0.000 or the significance obtained is smaller than the level $\alpha = 0.05$, meaning that simultaneously the variables of Product, Price, Place and Promotion affect the Decision to Purchase Aqua Mineral Water Sales Agent PT. Viardi Bintang Terang Makassar

Coefficient of Determination

This determination coefficient is used to determine how much influence the independent variables have on the bound variables. The value of the determination coefficient is determined by the value of R square:

Table 9. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.588	.565	1.119
a b	Predictors: (Constant), Product (X1), Price (X2), Place (X3), Promotion (X4) Dependent Variable: Purchase Decision (Y)			

Source: Questionnaire Data processed

The results of the regression calculation can be seen that the R.Square determination coefficient obtained is 0.887 which means that the contribution of influence to the 3 variables of Product (X1), Price Variable (X2), Place variable (X3) and Promotion variable (X4) is 58.8%. The remaining 41.9% were influenced by other variables that were not studied in this study.

Discussion

1. Partial Influence: In the partial test section, the influence of several factors that affect the Decision to Purchase Aqua Mineral Water Sales Agent PT. Viardi Bintang Terang Makassar. The discussion of each of these variables is presented below.

a. The Influence of Products on the Decision to Purchase Aqua Mineral Water at the Sales Agent of PT. Viardi Bintang Terang Makassar

The results of the analysis of the influence of the Product on the Decision to Purchase Aqua Mineral Water Sales Agent PT. Viardi Bintang Terang Makassar shows that the significance value is $0.000 < 0.05$, so it is concluded that H1 is accepted,

meaning that the product has a positive and significant effect on the Aqua Mineral Water Purchase Decision. Many people think that a product is a tangible offer, but the product can actually be more than that. A product is anything that can be offered to the market to satisfy a desire or need. If someone needs a product, then the first thing that comes to mind is the benefits of the product, after that it will consider other factors beyond the benefits. These factors make consumers make decisions in purchasing, namely buying or not.

The research is in line with the research of Yusroni Akhmad Syahril (2015) research entitled "Analysis of the Influence of Products, Promotional Prices and Location on Purchase Decisions at UD Aneka Karya Glass in Surakarta". Based on the results of the study, it was found that the product had a positive and significant influence on the purchase decision at UD Aneka Karya Glass in Surakarta. Another research that is also in line is a study conducted by Deni Saputra (2018) with the research title "The Influence of the 4P Marketing Mix (Product, Price, Place and Promotion) on Customer Decisions in Using Online Transportation Applications. Based on the results of the hypothesis test, it was found that the product had a significant positive influence on customer decisions in using online transportation applications.

b. The Effect of Price on the Decision to Purchase Aqua Mineral Water at

the Sales Agent of PT. Viardi Bintang Terang Makassar

The results of the analysis of the influence of Price on the Decision to Purchase Aqua Mineral Water at the sales agent of PT. Viardi Bintang Terang Makassar shows that the significance value is $0.000 < 0.05$, so it is concluded that H1 is accepted, meaning that the price has a positive effect on the Aqua Mineral Water Purchase Decision. According to Fandy Tjiptono (2016), price is the only element of the marketing mix that brings income or income to the company.

The research is in line with research conducted by M. Noorman Mulyadi (2022) The Effect of Price on the Decision to Purchase Lapis Taro Kujang Bogor for Franchise Business Purposes. The result obtained is that the price has a negative effect on the decision to purchase the Kujang Bogor taro layer for franchise business purposes. The magnitude of the influence caused by price is 0.514 or 51.4%, which means that the price variable is able to affect the purchase decision variable by 51.4%. While the remaining 48.6% was influenced by other factors outside the variables studied, such as product quality, service quality, brand image, etc.

Another research that is also in line with the research is Mada Faisal Akbar and Ugeng Budi Haryoko (2020) The Effect of Promotion and Price on Purchase Decisions and Their Impact on Customer Satisfaction at Alfamart Cikokol Tangerang Branch. Partially, the

price has a negative and significant effect on customer satisfaction at Alfamart Cikokol Tangerang Branch.

c. The Influence of Place on the Decision to Purchase Aqua Mineral Water at PT. Viardi Bintang Terang Makassar

The results of the analysis of the influence of the Place on the Decision to Purchase Aqua Mineral Water at the sales agent of PT. Viardi Bintang Terang Makassar shows that the significance value is $0.031 < 0.05$, so it is concluded that H1 is accepted, meaning that the place has a positive and significant effect on the Aqua Mineral Water Purchase Decision.

According to Swastha (2009) states that a place is a location where a business or business activity is carried out. Meanwhile, according to Kasmir (2006) states that a place is a location or place to show the goods that are traded. In this case, consumers can go to the point of sale and see the goods sold directly. This research is in line with research conducted by Deni Saputra (2018) with the research title "The Influence of the 4P Marketing Mix (Product, Price, Place and Promotion) on Customer Decisions in Using Online Transportation Applications. Based on the results of the hypothesis test, it was found that place has a significant influence on customer decisions in using online transportation applications. Another research that is also in line with the research is a study conducted by Putri Hanifah (2022) entitled "The Influence of the 4P Marketing Mix on Purchase Decisions (Case Study on

UD Stores. New Plan)... Based on the results of the study, it can be concluded that place has a significant effect on purchasing decisions at UD Stores. New Plan.

d. Effect of Promotion on Aqua Mineral Water Purchase Decision at PT. Viardi Bintang Terang Makassar

The results of the analysis of the influence of Promotion on the Decision to Purchase Aqua Mineral Water at the sales agent of PT. Viardi Bintang Terang Makassar showed that the significance value was $0.028 < 0.05$, so it was concluded that H1 was accepted, meaning that the Promotion had a positive and significant effect on the Aqua Mineral Water Purchase Decision. Kotler and Keller (2016) stated that promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. Then Kotler and Armstrong (2016:518) suggest that sales promotion consists of short-term incentives to encourage the purchase or sale of products or services. Meanwhile, according to Alma (2012), the promotion is a type of communication that provides a convincing explanation to potential consumers about goods and services.

From the definition of these experts, it can be concluded that promotion is an effort or effort made to provide information in offering products that aim to attract potential consumers to buy the product. The research is in line with research conducted by Yusroni Akhmad Syahril (2015) research entitled "Analysis of the Influence of

Products, Promotional Prices and Location on Purchase Decisions at UD Aneka Karya Glass in Surakarta". Based on the results of the study, it was found that promotions had a positive and significant influence on purchase decisions at UD Aneka Karya Glass in Surakarta.

Another research that is also in line with the research is a study conducted by Aggoro Dwi Kurniawan (2012) with a study entitled "Analysis of the Influence of Price and Place Promotion Products on Purchase Decisions (Study on Amarta Semarang Shop). Based on the results of the test, it was concluded that promotions had an influence on purchase decisions at Kedai Amarta Semarang.

e. The Simultaneous Influence of Products, Prices and Promotions on Aqua Mineral Water Purchase Decisions at PT. Viardi Bintang Terang Makassar

Based on the results of simultaneous testing (F test), it is intended to find out whether the variables of Product, Price, Place and Promotion together have an influence on the Aqua Mineral Water Purchase Decision with a significance value of 0.000 less than 0.05, it can be seen that simultaneously there is a significant influence between the variables of Product, Price, Place and Promotion on the Decision to Purchase Aqua Mineral Water. The purchase decision is a series of processes that start from the consumer getting to know the problem, looking for information

about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then a series of processes leads to a purchase decision (Tjiptono, 2014).

Purchase decisions are the actions of consumers to make a decision to buy or not to buy a product, especially online purchases, so consumers will usually always consider trust. According to Mulyadi et al. (2018) when someone shops online, the main thing is a consideration for buyers, if they believe in the website that provides the online shop website. Online Purchase Decision is a selection process with a combination of knowledge and evaluating alternative behaviors and choosing one related to personal character, service, website quality, attitude when purchasing, intention or purpose of online purchase and decision making (Permatasari, 2015).

f. Product is the most dominant variable that affects the Decision to Purchase Aqua Mineral Water at PT. Viardi Bintang Terang Makassar

Based on the results of the Beta test (Dominant test), it is intended to find out which variable has the most influence on the Aqua Mineral Water Purchase Decision. Product is the most dominant variable with a "Standardized Coefficacy Beta" value of 1,119. A product is everything that a producer can offer to be considered, requested, sought, bought, bought, used or consumed by the market as a fulfillment of

needs or desires of the market concerned (Tjiptono, 2008).

Many people think that a product is a tangible offer, but the product can actually be more than that. A product is anything that can be offered to the market to satisfy a desire or need. The products marketed include physical goods, services, experiences, events, people, places, properties, organizations, and ideas (Keller, 2009) in (Bahar & Sjahrudin, 2017).

The research is in line with research conducted by Deni Saputra (2018) with the research title "The Influence of the 4P Marketing Mix (Product, Price, Place and Promotion) on Customer Decisions in Using Online Transportation Applications. Based on the results of the hypothesis test, it was found that the product had a significant positive influence on customer decisions in using online transportation applications.

D. Conclusion

Based on the results of research and data analysis conducted by the researcher on the purchase decision of the sales agent of PT. Viardi Bintang Terang Makassar, the following conclusions were obtained:

1. Products, Prices, Venues and Promotions have a positive and significant effect on the Aqua Mineral Water Purchase Decision at the sales agent of PT. Viardi Bintang Terang Makassar.
2. Products, Prices, Places and Promotions have a positive and significant effect simultaneously on the Decision to Purchase Mineral Water at Aqua Sales

Agent of PT. Viardi Bintang Terang Makassar.

3. The product has the most dominant influence on the Aqua Mineral Water Purchase Decision at the sales agent of PT. Viardi Bintang Terang Makassar.

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