

PROMOTION, PRODUCT QUALITY, MENU DIVERSITY AND PURCHASE DECISIONS FACTORS FOR STREET VENDORS IN THE NEW NORMAL ERA

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Abstract: During the Covid-19 pandemic, Street Vendors (PKL) were devastated, especially with the enactment of PSBB and PPKM in Surabaya, causing their businesses to experience a decline. Along with the decline in the Covid-19 outbreak in Surabaya, supported by a circular letter from the Minister of Trade which stated that street vendors were allowed to operate by complying with the Health Protocol SOPs, street vendors began to rise again and people began to take advantage of them. For this reason, this study aims to determine the factors that influence people's decisions to buy at street vendors in Surabaya in the new normal era whether it is because of promotion, product quality and menu diversity. Quantitative methods are used in this study with a sample of 120 people as respondents and taken randomly. Questionnaires are used to retrieve data that has been systematically compiled containing statements to obtain data on the variables studied. Requirements tests such as instrument tests and classical assumption tests are performed to initiate multiple regression analysis. The test results state that promotion factors, product quality, menu diversity have a positive and significant influence on purchasing decisions at street vendors in Surabaya in the new normal era with significant values of 0.000 each; 0.003 and 0.000.

Keywords: *promotion, product quality, menu diversity, purchasing decisions, new normal era*

1. Introduction

Corona Virus or Covid-19 has a negative impact on all levels of society in Indonesia, as well as Surabaya as a metropolis after Jakarta. This condition results in the exposure of the economy, including business ventures in all circles. The economic sector is one of the sectors that has been significantly affected by a decline, as a result, people experience difficulties (Zulkipli & Muharir, 2021). MSME owners have gone out of business due to government policies stating that people must work from home, public service regulations to be temporarily closed, public obligation to wear masks and the Large-Scale Social Restrictions (PSBB) that have been implemented in East Java for the purpose of handling the spread of COVID-19. -19, so traders are forced not to sell (Wijoyo & Widiyanti, 2020).

This condition has forced MSMEs and small business owners in East Java to implement PSBB due to the COVID-19 pandemic forcing every business to turn its strategy around, some even experiencing a crisis (Soetjipto, 2020). MSME actors who also feel the impact of

COVID-19 are Street Vendors (PKL) where the impact is quite significant on their income (Zulhijahayanti, et al., 2021). Street vendors do not have official permits, the visible impact is the number of traders who lose or reduce their income so they have to close their businesses. In addition to PSBB, the implementation of Community Activity Restrictions (PPKM) implemented by the government has caused problems for traders and reduced consumers because they are afraid to come to avoid the crowds of spreading the Covid-19 virus. Responding to conditions like this requires changes in various things, humans will follow new rules in the long term. Adjustments after adjustments are made to limit the spread of COVID-19, requiring the public to start a new normal. Likewise with trading activities, the Minister of Trade issued Circular No. 12 of 2020 dated 28 May 2020 concerning the SOP for Health Protocols for People's Markets, Modern Retail, Supermarkets, Hypermarts, Shopping Centers/Department Stores, Restaurants/Restaurants/Food Stalls and Cafes, and Street Vendors (PKL). The opening of trading activities is adjusted to the phase, for example, it can only be opened, with operating hours and the number of visitors who are limited in rotation every three hours. The government encourages the operation of the people's market by prioritizing health protocols. Market managers, traders, and buyers must be disciplined in obeying and implementing the Health Protocols set by the government and complying with the Health Protocol SOPs.

Changes in people's perspectives after the Covid-19 outbreak, demand changes in the sales pattern of business businesses, such as street vendors. Starting from a lifestyle that is all practical which has an impact on consumer behavior to the selection of food and beverages. The food and drinks in question are foods that are always considered practical and contemporary, not traditional foods. Adiasih and Brahmin (2015) argue that traditional food is not attractive and classy enough for young people and society in general, as indicated by the many culinary businesses that have been established, both small and large scale. Currently, the business business that is considered busy in competition is the food and beverage business. For this reason, business actors need to take the initiative to influence consumers in making purchasing decisions through information aimed at consumers so that the products offered are actualized in purchasing decisions. The demand for an increasingly quality product makes business actors compete to improve product quality. The better the quality, the more consumers will trust to buy it, for that the diversity of the menu must be considered such as taste, size, and product availability that can expand the target market and meet consumer desires, because consumers have different tastes (Ali Waluyo, et al. 2013). Promotions are also carried out by business actors in providing information to direct someone to actions that will be used to create exchanges in marketing (Basu Swasta, Dharmesta and Irawan, 2008). By utilizing promotional strategies, business actors are expected to be able to develop their business and be able to increase consumers to make purchases. Factors that influence consumers to make purchasing decisions include promotions, quality of products offered, variety of menus served. However, there is an important thing that must be known by business actors, that every consumer has different behavior so that these factors may not necessarily influence purchasing decisions. (Daryanto, 2011) argues that purchasing decisions are strongly influenced by purchase motivations such as emotional considerations, pride, suggestions and so on.

The new normal condition presents new needs for the community such as masks, hand sanitizers, various vitamins and supplements to maintain body immunity to internet quotas to meet their needs. Likewise, online sales by utilizing delivery service applications are one of the choices of entrepreneurs including small micro-scale culinary traders, including street

vendors (PKL) because these options serve as a bridge for sellers and buyers to meet without having to physically meet. Although the application for delivery services is considered the best choice to maintain business continuity today, it must be understood that the use of these applications is not always accepted by consumers as if traders sell their products conventionally. In subsequent developments, consumers become a determining factor for the failure or success of a business in marketing its products. Business owners must be able to recognize what are the needs and expectations of consumers at this time, especially in the new normal era. This is where the skills or knowledge of business owners/traders are needed to be able to promote their products and provide a variety and quality menu so that consumers can choose the menu according to their taste. It is important for traders to present quality and diverse menus because of the tendency of consumers to want a variety of choices, so that with the various menus provided, it is hoped that they can provide encouragement and choices for consumers to buy products. Providing a variety of quality products will not only attract interest but can influence consumer decisions to buy. For this reason, the problem is formulated whether promotion, product quality and menu diversity have a significant effect on purchasing decisions?

2. Literature Review

2.1 Promotion

Promotion is said to be a specific blend of advertising, sales promotion, public relations, personal selling, and marketing objectives that companies use to persuasively communicate customer value and build customer relationships, a combination of promotional tools designed to achieve goals and provide consumer-directed information. to be persuaded to make a purchase (Kotler and Armstrong, 2012). Harman (2017) also argues that promotion is one of the main factors that determine the success of a marketing program. Regardless of the quality of a product, if consumers have not heard and are not sure about the usefulness of the product, consumers will not buy it. Mursid (2014) states that promotion is persuasive communication, invites, urges, persuades and convinces consumers. Lupiyoadi (2014) argues that promotion is a variable of the marketing mix. Promotion not only serves as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing a product.

Several studies have proven that promotions have a significant effect on purchasing decisions (Ernawati, Diah, 2019), not different from the results of Pratiwi M.Y (2017) research which states that promotions also have a positive effect on purchasing decisions. Kotler and Keller (2016) stated that promotion can function to 1) seek and get attention from potential consumers, 2) create buying interest with the intention of making consumers feel interested in the products offered 3) increase the curiosity of potential consumers to have a product that is attractive to consumers. offered. While the promotion indicators mentioned 1) Promotional Messages as a measure of how well promotional messages are carried out and conveyed to consumers 2) Promotional Media are media used in carrying out promotions. 3) Promotion time, namely the length of promotion carried out by business actors (Kotler and Keller, 2016).

2.2 Product Quality

The ability of an item to provide appropriate results or performance even beyond what the customer wants is said to be product quality (Kotler and Keller, 2016). Mowen (2012) argues that product quality is an overall evaluation process to customers for improving the

performance of a product. Kotler and Armstrong (2012) state that product quality is said to be the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Tjiptono (2012) also states that product quality is useful 1) increasing customer loyalty to the company 2) increasing market share 3) increasing the selling value of products or services 4) increasing productivity.

The research results of Nur 'Aeni (2020) stated that product quality had a significant effect on purchasing decisions. Likewise, Kotler and Keller (2016) state that consumers decide to buy a product if it meets the following indicators: 1) The shape of the product can clearly be distinguished from the shape, size and physical structure 2) Product characteristics, equipment used to add functions and development 3) Performance, related to functional aspects which are characteristics to be considered by consumers in buying goods 4) Accuracy / suitability of products based on consumer desires according to their quality 5) Durability, related to the length of time the product is used 6) Reliability, related to the possibility of goods being able to carry out their functions for used at certain times and conditions 7) Ease of repair, if damaged it is easy to repair 8) Style, consumer's impression of the product being sold 9) Design, appearance and function of the product that can affect consumer desires.

2.3 Menu Diversity

According to Ali Waluyo, et al (2013), menu diversity is the variety ranging from taste, size, quality, and product availability that can expand the target market and meet consumer desires. This is because consumers have different tastes. Menu attributes which include menu diversity are things that can influence purchasing decisions. Several studies have proven that the menu has a positive effect on purchasing decisions. James F. Engel (in Farli and Liwe, 2013) states that product diversity concerns the depth, breadth/size, and quality of the products offered, as well as product availability.

Hanjaya's research (2016) states that menu diversity has an effect on purchasing decisions, not unlike the research of Ahmad Firori Ila Divine (2017) which shows that product diversity has a significant influence on purchasing decisions.

2.4 Purchase Decisions

Consumer decisions to buy products are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. So that it forms consumer attitudes to process all information and draw conclusions in the form of responses that appear what products to buy (Buchari Alma, 2013). Consumer behavior is an action that is directly involved in the effort to obtain, determine products and services, including in the decision-making process that is preceded and followed by these actions. (Tjiptono, 2016).

Furthermore, Kotler and Kler (2016) explain that at the evaluation stage, consumers form preferences for brands in choice and also the form of intention to buy the most preferred brand, also stating that consumers decide to make a purchase by looking at (1) the purpose of buying a product (2) information processing to brand selection (3) the stability of a product (4) recommendations to others (5) make repeat purchases.

2.5 Conceptual Frame and Hypothesis Our conceptual frame is based on our basic theory as follows:

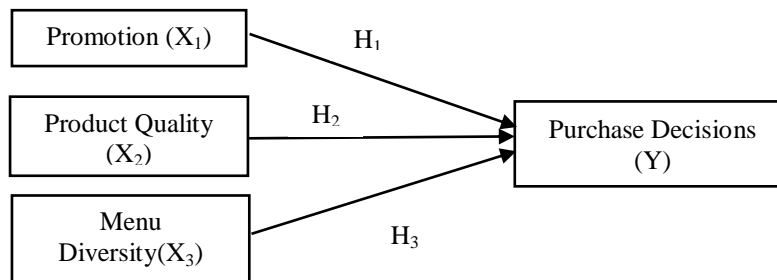


Figure 1: Research Conceptual Framework

H1: Promotion has a positive and significant effect on purchasing decisions

H2: Product quality has a positive and significant effect on purchasing decisions

H3 : Menu diversity has a positive and significant effect on purchasing decisions

3. Research Methods

The population in this study were street vendors (PKL) in South Surabaya who have a food and beverage business with a sample of 120 street vendors and were taken incidentally. Questionnaire as a data collection method for the variables Promotion (X1), Product Quality (X2), Menu Diversity (X3) and Purchase Decision (Y). Multiple linear regression as an analytical tool to determine the decision factors to buy products at street vendors who previously tested the instrument and test the requirements of regression analysis with variable indicators as follows:

Table 1. Variables and Indicators

No	Variable	Indicator
1	Promotion	1) Message 2) Media 3) Time
2	Product Quality	1) Product Shape 2) Product Features 3) Performance 4) Accuracy and suitability 5) Durability 6) Reliability 7) Ease of repair, 8) Style 9) Design
3	Menu Diversity	1) Completeness of the product, 2) Product size variation, 3) Variations in product quality. 4) Product availability
4	Purchase Decisions	1) Purpose in buying a product 2) Information processing to brand selection 3) Stability of a product 4) Recommendation to others 5) Make repeat purchases

4. Research Results

4.1 Test the instrument to determine the validity and reliability of the instrument prior to data analysis.

4.1.1 Validity Test

In deciding whether or not the instrument is valid in the research validity test if the R-count > 0.3. Results as below:

Table 2. Validity Instrument of Variable				
Variable	Item Variable	Correlations	criteria	Result
Promosi (X ₁)	X _{1.1.1}	0,907	0,30	Valid
	X _{1.1.2}	0,862		Valid
	X _{1.2.1}	0,952		Valid
	X _{1.2.2}	0,913		Valid
	X _{1.3.1}	0,917		Valid
	X _{1.3.2}	0,921		Valid
Kualitas Produk (X ₂)	X _{2.1.1}	0,825	0,30	Valid
	X _{2.1.2}	0,803		Valid
	X _{2.2.1}	0,797		Valid
	X _{2.2.2}	0,788		Valid
	X _{2.3.1}	0,801		Valid
	X _{2.3.2}	0,866		Valid
	X _{2.4.1}	0,848		Valid
	X _{2.4.2}	0,873		Valid
	X _{2.5.1}	0,848		Valid
	X _{2.5.2}	0,820		Valid
	X _{2.6.1}	0,804		Valid
	X _{2.6.2}	0,901		Valid
	X _{2.7.1}	0,858		Valid
	X _{2.7.2}	0,891		Valid
	X _{2.8.1}	0,864		Valid
	X _{2.8.2}	0,819		Valid
	X _{2.9.1}	0,789		Valid
	X _{2.9.2}	0,812		Valid
Keragaman Menu (X ₃)	X _{3.1.1}	0,897	0,30	Valid
	X _{3.1.2}	0,829		Valid
	X _{3.2.1}	0,869		Valid
	X _{3.2.2}	0,719		Valid
	X _{3.3.1}	0,841		Valid
	X _{3.3.2}	0,855		Valid
	X _{3.4.1}	0,901		Valid
	X _{3.4.2}	0,892		Valid
Keputusan Pembelian (Y)	Y _{1.1}	0,812	0,30	Valid
	Y _{1.2}	0,857		Valid
	Y _{2.1}	0,896		Valid

	Y _{2.2}	0,909		Valid
	Y _{3.1}	0,855		Valid
	Y _{3.2}	0,891		Valid
	Y _{4.1}	0,816		Valid
	Y _{4.2}	0,902		Valid
	Y _{5.2}	0,852		Valid
	Y _{5.2}	0,797		Valid

Source : Output SPSS IMB 25 Validity Test , processed

All items of the variables studied are above 0.3 (correlations > 0.3), so all variables are declared eligible for analysis

4.1.2 Reliability Test

The basis for making reliable decisions is if the Cronbach alpha value > 0.6, the results of the analysis are as follows:

Table 3. Variable Reliability Test

Variabel	Cronbach's Alpha	Critical Value	Result
Promotion(X ₁)	0,967	0,6	Reliable
Product Quality (X ₂)	0,970	0,6	Reliable
Menu Diversity (X ₃)	0,954	0,6	Reliable
Purchase Decisions(Y)	0,980	0,6	Reliable
Source: Output SPSS IBM 25 Reliability Test, processed			

The reliability test of the promotional value instrument obtained a reliability coefficient of 0.967, which means that the promotional instrument is included in the very high category as well as for the product quality instrument of 0.970, the menu diversity is 0.954 and the purchasing decision is 0.980 so that the overall reliability test calculation instrument is in the category above 0.60 means that all variables are declared reliable.

4.2 Classical Assumption Test

4.2.1 Normality Test

The basis for decision making in the normality test is if the Asymp value. 2-Tailed > 0.05 then the data is normally distributed.

Table 4. Normality Test
One-Sample Kolmogorov-Smirnov Test

Uji Asumsi Klasik	Hasil
Asymp. Sig. (2-tailed)	,064 ^c

Source: Output SPSS Ver. 25

The normality test shows that the Asymp value. 2-Tailed is greater than 0.05 (0.064 > 0.05). So that the data used is normally distributed and suitable for further testing.

4.2.2 Multicollinearity Test

The data is free from multicollinearity and it is decided to continue data analysis if the tolerance value is > 0.10 and the VIF value is < 10

Table 5. Multicollinearity Test
Coefficients^a

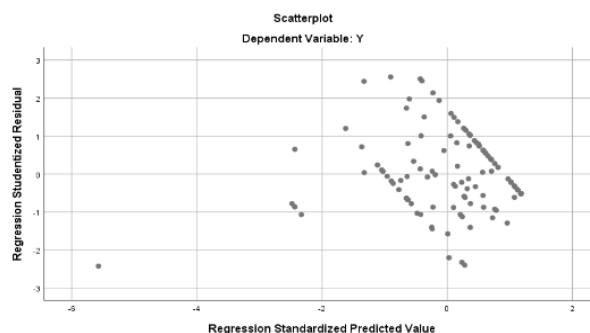
Model	Collinearity Statistics	
	Tolerance	VIF
Promotion	,523	1,958
Product Quality	,422	2,570
Menu Diversity	,511	1,959

Source: Output SPSS Ver. 25

The results of the multicollinearity test are at the VIF value < 10 which means that the regression model used is free of multicollinearity.

4.2.3 Heteroscedasticity Test

The scatterplot image below shows the heteroscedasticity test carried out, the pattern points spread above and below the number 0 on the Y axis, which means that the regression model that will be carried out in this study is free from heteroscedasticity.



4.2.4 Autocorrelation Test

The autocorrelation test has been carried out, the DW (Durbin Watson) value of 1.693 is between the values of 1.5-2.5, which means that the regression model is free from autocorrelation.

Table 6. Autocorrelation Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,884 ^a	,771	,765	3,39775	1,693

Source: Output SPSS Ver. 25

4.3 Multiple Linear Regression Analyze

Multiple linear regression is used as an analytical tool to determine the effect of promotion (X1), product quality (X2) and menu diversity (X3) on purchasing decisions (Y), the results are as follows:

Table 7. t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,821	2,564		1,490	,139
	Promotion	,633	,069	,561	9,237	,000
	Product Quality	,145	,047	,206	3,074	,003
	Menu Diversity	,331	,088	,230	3,778	,000

Source: Output SPSS Ver. 25

Table 8. Coefficient of Determination Test
Model Summary^b

Model	R	R Square
.1	0,884	0,765

Source: Output SPSS Ver. 25

In table 8 the correlation value of the promotion variable (X1), product quality (X2), menu diversity (X3) on purchasing decisions (Y) is 0.765. It can be concluded that there is a strong correlation or relationship between promotion variables (X1), product quality (X2), menu diversity (X3) with the purchase decision because the value of Adjusted R square is above 0.5.

5. Discussion of Research Results

5.1 Effect of Promotion on Purchasing Decisions

Hypothesis testing obtained the value of Sig. = 0.000 and the value of t count = 9.237, because the value of Sig. < 0.05 then H1 is accepted which means that there is a positive and significant effect of the independent variable (promotion) on the dependent variable, namely purchasing decisions. For this reason, the hypothesis of placing promotions has a significant effect on purchasing decisions. The results of the multiple regression analysis test obtained that the R Square value of 0.633 indicates that the magnitude of the coefficient of determination is 63.3%, meaning that the promotion contribution to purchasing decisions is 63.3%. The results of this study strengthen the research of Lucky Aminudin (2015) entitled The Effect of Product Quality, Promotion and Store Atmosphere on Consumer Purchase Decisions at Kfc Mega Mas Manado. Likewise, research by Fachmi Muhammad, etc. (2021) in the title Effect of Promotion and Pricing Strategies in Improving Customer Purchasing Decisions. Not different from the research results of Pratiwi M,Y. (2017) which states that promotions have also been shown to have a positive effect on purchasing decisions. This condition is reinforced by research by Zulhijahayanti (2021) that the marketing strategy used by street vendors in the midst of the covid-19 pandemic is by using social media such as Facebook, Instagram, Whatsapp, Telegram, and joining other online businesses such as shopee, go-food, and grab-food. However, it is different from the research of Hafidh Okta Wibowo (2021) entitled The Effect of Service Quality, Price, and Promotion on Purchase Decisions for Gofood Food Delivery in Solo City which states that promotion has a positive but not significant effect on purchasing decisions.

5.2 Effect of Product Quality on Purchasing Decisions

Hypothesis testing obtained the value of Sig. = 0.003 and the value of t count = 3.074, because the value of Sig. <0.05 then H2 is accepted, which means that there is a positive and significant effect of the product quality variable on the purchasing decision variable. For this reason, the hypothesis places product quality and has a positive and significant effect on purchasing decisions. The coefficient of determination test results obtained an R Square value of 0.145 indicating that the magnitude of the coefficient of determination is 14.5%, meaning that the contribution of product quality to purchasing decisions is 14.5%. These results are in line with research conducted by Ernawati, Diah(2019) with the title Effect of Product Quality, Product Innovation, and Promotion on Purchase Decisions for HI Jack Sandals Products in Bandung and is no different from Emil Yuliantie's (2021) study entitled Effect of Product Quality, Price Perception, And Promotion On Purchase Decisions At Pand's Muslim Department Store as well as research by Lita Limpo (2018) with the title Effect of Product quality and Promotion to Purchase Decision, as well as research by Hidayat, Desman, et al (2020) with the title The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention (Case Study of Hot Plate Restaurants) which all state that product quality has a positive and significant effect on purchasing decisions.

5.3 Effect of Menu Diversity on Purchasing Decisions

Hypothesis testing obtained the value of Sig. = 0.000 and the value of t count = 3.778, because the value of Sig. <0.05 then H3 is accepted, which means that there is a positive and significant effect of the menu diversity variable on the purchasing decision variable. For this reason, the hypothesis puts that menu diversity has a positive and significant effect on purchasing decisions. The coefficient of determination test results obtained an R Square value of 0.331 indicating that the coefficient of determination was at 33.1%, meaning that the contribution of menu diversity to purchasing decisions was 33.1%. These results are in line with research conducted by Hanjaya (2016) with the title The Effect of Product Quality, Product Knowledge, and Menu Diversity on Capra Latte Product Purchase Decisions. Likewise, research by Agung Fajar Ramadhan, Suhadi, 2016 with the title Service Quality, and Product Diversity on Consumer Purchase Interest (Case Study of the Kudus Pura Group Employee Cooperative Minimarket), all of which stated that the diversity of menus/products had a positive and significant effect on purchasing decisions.

6. Conclusion

Based on the results of the data analysis described, it can be concluded that there is a positive and significant influence between promotion, product quality and menu diversity on purchasing decisions at street vendors in Surabaya in the new normal era, which can be concluded that the correlation between promotion variables is 63.3%, which means the more appropriate the promotion strategy, for example in the selection of media, the higher the purchase decision and vice versa the more inappropriate the promotion strategy, the lower the purchasing decision on street vendors. The product quality variable at 14.5% has an effect on purchasing decisions, which means if the quality of the products offered is getting better, the higher the purchasing decisions and vice versa, if the quality is lower, the consumers will be left behind. Likewise, the menu diversity variable with a correlation result of 33.1%, it can be interpreted that the more menus served will make more choices so that the higher the consumer's decision to buy at street vendors in Surabaya in the new normal era.

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