

**THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON PURCHASE
DECISION AT DAHARI STORE KOTA PANGKAL PINANG
(Case Study On Customers In The City Of Pangkal Pinang 2022)**

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Abstract : *This study aims to determine the effect of product quality, price, promotion on purchasing decisions at Dahari Stores, Pangkalpinang City. This research is a quantitative research, so the data collection that will be used in the research is done by using a questionnaire that will be filled out directly by the respondent. This study uses multiple linear regression analysis with the result that it is known that the variables of product quality, price, promotion on purchasing decisions at Dahari Stores, Pangkalpinang City. The results of the F test show that F_{count} is $39.011 > F_{table} 2.70$ with a significance level of $0.000 < 0.05$. This shows that the independent variables, namely product quality, price, and promotion together are proven to have a significant influence on purchasing decisions. The t-test aims to show how far the influence of one independent variable or independent variable (X) individually in explaining the variation of the dependent variable or the dependent variable (Y) is. The coefficient of determination (R Square) is 0.560, which means that 56% of the independent variables are able to explain the effect on the dependent variable, while 44% is influenced by other independent variables not included in the study.*

Keywords: *Effect of Product Quality, Price, and Promotion on Purchase Decisions at Dahari Stores, Pangkalpinang City.*

1. Introduction

Research on purchasing decisions is one of the most important components of consumer attitudes to consume a quality product. An existing interest in making a purchase creates an existing motivation or drive in someone's mind and becomes a very strong activity, so that in the end when consumers want to fulfill their needs they will actualize what is in their minds. As stated by Setiawati & Sudira (2015) if someone has a high motivation or drive for a particular object, then that person will be compelled to behave in mastering the product. (Setiawati & Sudira, 2015). Vice versa, if a person's motivation is low, he will try to avoid the person concerned. In addition, retaining existing customers is far more important to a company than finding new customers, it may cost more to acquire a new customer than to retain an existing customer.

Dahari Shop is one of the shops located in the city of Pangkal Pinang having its address at Jalan Depati Amir, Pangkalpinang city is a shop that provides products for general consumer

needs such as food, drinks, and others. Apart from Toko Dahari, there are several other shops that are also located in the area.

Toko Dahari provides products that suit the needs of the household community. Along with the proliferation of Toko Dahari's business business, there is competition between shops in Indonesia Depati Amir street, sacred, Pangkalpinang city. So that business actors are required to be able to innovate in providing products that are often of interest to the public. The waiters are required to do promotions as well and as selectively as possible in order to attract consumers. A high level of satisfaction reflects a high interest in buying the product as well. When deciding to adopt a product, the decision to adopt the product arises after consumers try it. Then there is interest in the product. Consumer interest in the product can be taken when consumers have a perception that the product they choose is of good quality and can meet or even exceed the desires and expectations of consumers. In other words, the product has high value and quality in the eyes of consumers so that the company is able to carry out production activities effectively and efficiently (Devi, 2019).

In utilizing this phenomenon, every company must be able to understand consumer behavior in its target market share, because basically the company in its activities of producing and creating products is part of the way to meet consumer needs. Consumers are a key determining factor for the success or failure of a company in marketing its products (Arumsari & Khasanah, 2012). In order to be successful in the competition is to strive to achieve the goal of creating and retaining customers (Gerung et al., 2017). To support the company's competition in addition to product quality, price, promotions can also be done by the company. Dahari stores offer affordable prices according to consumers and not much different from the prices of other community stores. The price offered greatly affects consumer buying interest if the price is set in the market then consumers will be interested in buying products at Dahari Shop. With good quality, affordable prices, increasing promotions and strategic locations, consumers will be interested in making product purchasing decisions (Walukow & Mananeke, 2014). According to Swastha & Irawan (2005) price is the amount of money (plus the product if possible) needed to get a number of combinations of goods and services after the added product is ready to be marketed, the company will determine the price of the product. (Kapahang et al., 2016). There is a tendency to influence product quality, price and promotion on purchasing decisions made by these consumers, indicating that company management needs to consider aspects of consumer behavior, especially the purchasing decision-making process. (Aziz, 2019).

With the increasing competition in the store business, the role of promotion will affect consumer buying interest. According to Boyd Walker & Larech (2000) promotion is a controlled and integrated program of communication methods and materials designed to present a company and its products to potential customers, satisfying the need for encouragement which ultimately contributes to long-term performance. (Boyd, 2000). It can be seen that the promotion strategy is an activity designed with the intention of persuading, stimulating consumers to want to buy the company's products so that the goal of increasing sales is expected to be achieved. Promotion as a support to increase purchases (Santoso et al., 2014). The promotions carried out at the Dahari store are very interesting to buy the products offered. So promotion is very important in attracting consumer buying interest. Competitive marketing without looking at competitive prices will have a bad impact on the company, as well as promotion. If promotional activities are not carried out,

consumers will not know the existence of the product. So how consumers will be interested in seeing, choosing and using these products. To see market share, producers must understand consumer behavior in terms of understanding their interests. Consumer decisions are strongly influenced by people's decisions about certain brands. Furthermore, this decision forms an image of the brand and product and the people who act according to the decision (Evelina et al., 2013). Realizing the importance of buying interest at Dahari's shop for the products offered by a business, the researchers wanted to conduct a study entitled "The Influence of Product Quality, Price, and Promotion on purchasing decisions at Dahari's shop, Pangkalpinang City"

2. Literature Review

2.1. Product quality

According to Philip and Keller (2016) that product quality is a product's ability to perform its functions, that ability includes durability, reliability, accuracy, which are obtained by the product as a whole. (Philip & Keller, 2016). Companies must always improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services provided and will influence customers to repurchase the product.

According to Tjiptono (2015) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. (Tjiptono, 2015). In a strategic sense, quality is everything that can provide consumer needs in accordance with what consumers want. According to Ernawati (2019) that product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product (Ernawati, 2019).

According to Lesmana and Ayu (2019) that product quality is a dynamic condition related to products, humans or labor and the environment to meet every consumer. (Lesmana & Ayu, 2019).

According to Windarti and Ibrahim (2017) that product quality is the suitability of the needs and desires of each product into product specifications, product quality is a condition related to products, human services and the environment to meet consumer expectations. (Windarti & Ibrahim, 2017).

2.2. Price

According to Kotler and Armstrong (2008), price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using an item or service. Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value (Kotler & Armstrong, 2008).

2.3. Promotion

According to Tjiptono (2015) promotion is marketing communication that is done to influence, convey something, persuade, and increase the target market of a company. (Tjiptono, 2015). In addition, promotional activities are carried out so that the products sold can be well received by the public, so that they can participate in buying and using them.

2.4. Buying decision

According to Kotler & Armstrong in (Kuspriyono, 2016) "The purchase decision is the stage in the buyer's decision-making process where consumers actually buy. Consumers are free to choose

the desired product according to their needs, decide where to buy, how, how much to buy, when to buy, and why to buy.(Kuspriyono, 2016). According to Assauri in (Al Rasyid & Tri Indah, 2015) "The purchase decision is a process of making a purchase decision which includes determining what to buy or not, making a purchase and the decision is obtained from previous activities"(Al Rashid & Indah, 2018).

According to Sutisna in (Al Rasyid & Tri Indah, 2015) "Purchase decisions are decisions made by consumers to purchase a product beginning with an awareness of the fulfillment of needs and desires which Assael calls need arousal"(Al Rashid & Indah, 2018).

From the above definition it can be concluded that purchasing decisions are actions taken by consumers to purchase a product. Consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then can determine the attitude to be taken next.

2.5.Framework of thinking

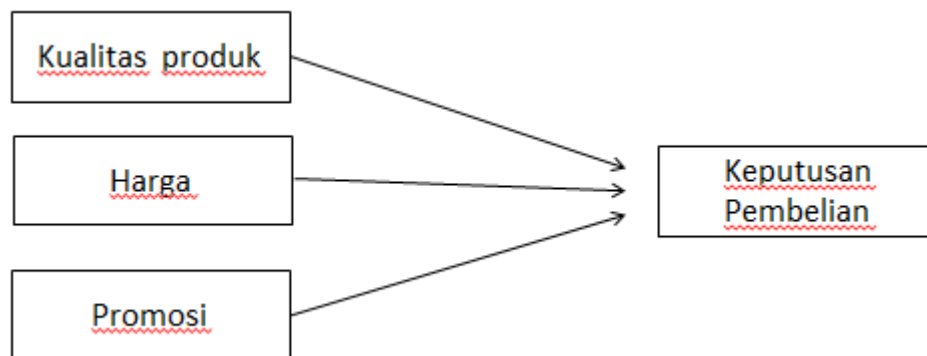


Figure 2.1.

Framework of thinking

Source: Processed by Researchers, 2022.

2.6.Research Hypothesis

- H1: It is suspected that there is a simultaneous influence between product quality, price, and promotion on purchasing decisions at Dahari store, Pangkalpinang city.
- H2: It is suspected that there is a partial influence between product quality on purchasing decisions at Dahari stores, Bandar Pinang City.
- H3: It is suspected that there is a partial influence between price on purchasing decisions at Dahari stores in the city of Pangandaran.
- H4: It is suspected that there is a partial influence between promotions on purchasing decisions at Dahari stores in the city of Pangandaran.

3. Research Methodology

3.1.The scope of research

The scope of the problem is very important to determine first before arriving at the next stage of discussion. In order for the discussion of the problem to be more focused and

appropriate, the authors limit the scope of the research which includes a discussion of the influence of product quality, price and promotion on purchasing decisions at Dahari stores in the city of Pangandaran.

3.2. Population and Sample,

a. Population

According to Sugiyono (2009) population is a generalization area consisting of: objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2009). The population in this study is not known to all consumers who have shopped at Toko Dahari.

b. Sample

In determining the number of samples to be used in this study, it is calculated using the Paul Lady formula in (Arikunto, 2013: 179) as follows:

$$n = \left(\frac{Z}{e} \right)^2 (P)(1 - P)$$

Information:

n = Number of Samples

p = total population

Z = normal distribution value

e = margin of error.

The total population of this study is unknown, then the value of P

(1-p) the maximum is 0.25 and using a 95% confidence level with an error rate of not more than 10%, then the sample size is:

$$n = \left(\frac{1,96}{0,1} \right)^2 (0.5) \left(1 - \frac{1}{0,5} \right) \\ = 96.04$$

The number of consumers who have shopped at Dahari's store is not known how many consumers by calculating the sample size using the Paul Lady technique.

The results of the population data processing above can be concluded that the number of samples in this study were 96 respondents.

3.3. Data analysis technique

According to Sugiyono (2009) "Data analysis techniques are concerned with calculations to answer the formulation of the problem and test the proposed hypothesis", used to test population parameters through statistics, or test population size through sample data (Sugiyono, 2009).

4. Results

Table 4.1
Data Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.89724416
Most Extreme Differences	Absolute	.077
	Positive	.077
	negative	-.062
Test Statistics		.077
asympt. Sig. (2-tailed)		.192c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary Data Processed by Researchers 2022

Based on the output above, it is known that the significance value of 0.192 is greater than 0.05 so it can be concluded that the primary data used is normally distributed.

4.1. Multicollinearity Test

Multicollinearity can be determined by analyzing the correlation matrix of the independent variables. In addition, it can also be seen through the tolerance value 0.10 or equal to the VIF value 10 indicating that there is no multicollinearity (Ghozali 2016).

Table 4.2
Multicollinearity Test Results

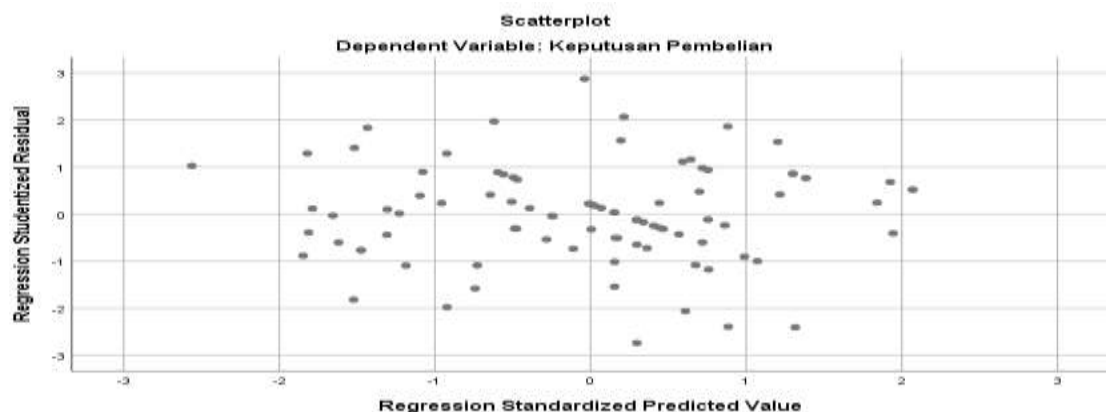
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.072	1.358		3.736	.000		
	Product quality	.180	.067	.237	2,704	.008	.622	1,608
	Price	.269	.087	.300	3.106	.003	.514	1,945
	Promotion	.309	.094	.333	3.296	.001	.470	2,129
a. Dependent Variable: Purchase Decision								

Source: Primary Data Processed by Researchers 2022

Based on table 4.2. It is known that the tolerance value of the product quality variable is 0.622, the price is 0.514 and the promotion is 0.470 or 0.10 and the VIF of the product quality variable is 1.608, the price is 1.945 and the promotion is 2.129 or 10 so that it can be interpreted that there is no multicollinearity in the data so that it can be continued in the next analysis.

4.2. Heteroscedasticity Test

According to Ghozali (2018), one way to detect the presence or absence of heteroscedasticity is by looking at the Scatterplot graph between the predicted value of the dependent variable, namely ZPRED and the residual value SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the SRESID and ZPRED scatterplot graphs. If there is a certain pattern, such as the dots that form a certain regular pattern (wavy, widened and then narrowed), it indicates that heteroscedasticity has occurred. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in the image below:



Source: Primary data processed by researchers 2022

Figure 4.1.

Heteroscedasticity Graph

Figure 4.1. shows that the graph shown by the dots spread above and below the number 0 on the Y axis, it can be concluded that there is no heteroscedasticity.

4.3. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and how much influence the independent variables have (Yuliara, 2016). The results of the multiple linear regression analysis will test how much influence the product, price, promotion has on buying interest on buying interest at the Banjar Mart store, Petaling village, Bangka Induk district. In the following, the researcher presents the results of SPSS version 25 output from multiple linear regression analysis.

Table 4.3.
Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.072	1.358		3.736	.000
	Product quality	.180	.067	.237	2,704	.008
	Price	.269	.087	.300	3.106	.003
	Promotion	.309	.094	.333	3.296	.001
a. Dependent Variable: Purchase Decision						

Source: Primary Data Processed by Researchers 2022

Based on table 4.3 above, the constant value is 5.072 and the coefficient of b1 is 0.180, b2 is 0.269 and b3 is 0.309 in the form of multiple linear regression equations obtained from the results of the analysis as follows:

$$Y = 5.072 + 0.180 X_1 + 0.269 X_2 + 0.309 X_3 + e$$

Where:

- 5.072 is a constant value, in other words, if the variables of market orientation, product innovation, and creativity strategy do not change, then the Purchase Decision at Dahari store in the city of Pangandaran is 5.072
- $b_1X_1 = 0.180$, which means that if the quality of the product is increased by one unit, the effect on purchasing decisions at the Dahari shop in the city of Pangandaran will increase by 0.180.
- $b_2X_2 = 0.269$, which means that if the price is increased by one unit, the effect on purchasing decisions at the Dahari shop in the city of Pangandaran will increase by 0.269.
- $b_3X_3 = 0.309$, which means that if the promotion is increased by one unit, the effect on purchasing decisions at the Dahari shop in the city of Basalpinang will increase by 0.309.

4.4. Coefficient of Determination Analysis

The coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation of the dependent variable (Meidiyustiani, 2016). The coefficient of determination aims to see how much influence the independent variable has on the dependent variable partially using the coefficient of determination. The coefficient of determination is the square of the correlation coefficient as a measure to determine the ability of each variable used in the following table:

Table 4.4
Coefficient of Determination Analysis (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748a	.560	.546	1,928
a. Predictors: (Constant), Promotion, Product Quality, Price				

Source: Primary Data Processed by Researchers 2022

Based on table 4.16. The above shows that the magnitude of the coefficient of determination (R Square) is 0.560, which means that 56% of the independent variables are able to explain the effect on the dependent variable, while 44% is influenced by other independent variables not included in the study.

4.5. Hypothesis testing

The hypothesis test in this study was seen from the test results using the simultaneous test (F). and partial test (t) by using the computer program SPSS version 25 with the following description:

1) Uji test F

Formulation for F . test(Sugiyono, 2009). If $F_{count} > F_{table}$ then the hypothesis H_0 is rejected or H_a is accepted otherwise if $F_{count} < F_{table}$ then H_0 is accepted or H_a is rejected. The results of the simultaneous F test can be seen in the table below:

Table 4.5.
Simultaneous Test (F)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	435.002	3	145001	39,011	.000b
	Residual	341,956	92	3.717		
	Total	776,958	95			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Promotion, Product Quality, Price						

Source: Primary Data Processed by Researchers 2022

Based on the results of the above calculations show that F_{count} is $39,011 > F_{table} 2.70$ with a significance level of $0.000 < 0.05$. This shows that the independent variables, namely product quality, price, and promotion together have been shown to have a significant influence on purchasing decisions at the Dahari store in the city of Pangandaran.

2) t test

a. Partial Test (t) Product Quality Variable (X1) on Purchase Decision

Based on the regression results in table 4.18 above, the t_{count} value of the product variable (3.163) $> t_{table}$ value (1.986) or significant $0.002 < 0.05$ then H_0 is rejected and H_a is accepted. This means that partially the product variable is proven to have a significant influence on purchasing decisions.

b. Partial Test (t) Price Variable (X2) on Purchase Decision

Based on the regression results above, the t_{count} value of the product variable (2.844) > t_{table} value (1.986) or significant 0.002 0.05, then H_0 is rejected and H_a is accepted. This means that partially the price variable is proven to have a significant influence on purchasing decisions.

c. Partial Test (t) Promotional Variable (X3) on Purchase Decision

Based on the regression results above, the value of t_{count} for the promotion variable (3.753) > the value of t_{table} (1.986) or significant 0.000 0.05, then H_0 is rejected and H_a is accepted. This means that the promotion variable is partially proven to have a significant influence on Purchase Decisions

4.6. Discussion

1. The effect of product quality, price and promotion on purchasing decisions at Dahari stores, Pangkalpinang City

The results of multiple linear regression analysis show that there is a direct relationship between product quality, price and promotion on purchasing decisions at the Dahari Stores in the city of Pangandaran by 5.072, which means that if the product quality, prices and promotions are improved, the consumer's purchasing decisions at the Dahari shops in the city of Pangandaran will increase significantly. .

$$Y = 5.072 + 0.180 X_1 + 0.269 X_2 + 0.309 X_3 + e$$

The result of the correlation coefficient of determination (R Square) of product quality, price and promotion on purchasing decisions is 0.560 or (56%), in other words product quality, price and product on buying interest while the remaining 44% is explained by other variables not included in the model. this research.

In the F test, the value of $F_{\text{count}} > F_{\text{table}}$ shows that the simultaneous effect of product quality, price and promotion on purchasing decisions $F_{\text{count}} 39,011 > F_{\text{table}} 27.0$ or sig value 0.00 (<) = 0.05. These results indicate that purchasing decisions are influenced by product quality, price and promotion simultaneously influence purchasing decisions. This is indicated by the multiple regression line which has a positive value. This research is supported by Hidayat's 2013 research in the Research Journal entitled the influence of product quality, promotion and price perception on customer purchasing decisions of XL refill vouchers at the University of Semarang, which in this study confirms that product quality, promotion, and price perception have a simultaneous effect on purchase quality. The variable has no partial effect on the quality of purchases.

2. Effect of product quality (X1) on purchasing decisions at Dahari Stores, Pangkalpinang City

The results of multiple linear regression analysis showed that there was a direct relationship between product quality and purchasing decisions at the Dahari Stores in the City of Pangandaran, which was 0.180, which means that if the quality of the product was improved, the purchasing decisions of consumers at the Dahari Stores in the City of Pangandaran would increase positively and significantly. In the results of the t-test of product quality variables where the value of $t_{\text{count}} > t_{\text{table}}$ shows that the partial effect

of price on purchasing decisions is $t_{\text{count}} (3.163) < t_{\text{table}} (1.986)$ and the value of sig. 0.002 is smaller ($<$) = 0.05. This shows that product quality has a significant effect on purchasing decisions at the Dahari store in the city of Pangandaran. This is the same as the research conducted by Heru Santoso & Yoyok Soesatyo 2014, with the title of research on the effect of product quality and price on purchasing decisions for Nokia Lumia 520 in Surabaya based on the analysis and discussion conducted, the conclusion that can be drawn is that product quality has a partially significant influence. on the decision to purchase the Nokia Lumia 520 in Surabaya.

3. The Effect of Price (X2) on purchasing decisions at Dahari Stores, Pangkalpinang City

The results of multiple linear regression analysis show that there is a direct relationship between price and purchasing decisions at Dahari stores in Pangkalpinang City of 0.269, which means that if prices are increased, consumer purchasing decisions at Dahari stores in Pangkalpinang City will increase positively and significantly. The results of the t-test of the price variable where the value of $t_{\text{count}} > t_{\text{table}}$ shows that the partial effect of price on purchasing decisions is $t_{\text{count}} (2.844) < t_{\text{table}} (1.986)$ or the value of sig 0.005 is smaller ($<$) = 0.05. These results indicate that there is a partial influence between the price variables on purchasing decisions. This is the same as the research conducted by Febi Febian 2019 entitled The effect of product quality and price on Batik Overtime purchasing decisions.

4. The effect of promotion (X3) on purchasing decisions at Dahari Stores, Pangkalpinang City

The results of multiple linear regression analysis show that there is a direct relationship between price and purchasing decisions at the Dahari Stores in the City of Basinpinnang by 0.309, which means that if the promotion is increased, the purchasing decisions of consumers at the Dahari Shops in the City of Pangandaran will increase positively and significantly. The results of the t-test of the promotion variable where the value of $t_{\text{count}} > t_{\text{table}}$ shows that the partial effect on purchasing decisions is $t_{\text{count}} (3.753) < t_{\text{table}} (1.986)$ and the value of sig 0.000 is smaller ($<$) = 0.05. This shows that there is a partial influence between the promotion variables on purchasing decisions. This is the same as the research conducted by Martono and Iriani, 2014 with the title the influence of product quality.

5. Discussion And Conclusion

From the analysis and discussion that has been described in chapter 4 between product quality, price, promotion is very influential on purchasing decisions, it can be concluded as follows:

1. Simultaneously, product quality, price, promotion on purchasing decisions have an effect on the Dahari shop in the city of Pangandaran, namely where $F_{\text{count}} (34,720) > F_{\text{table}} (1,986)$ or sig 0.000 < 0.05.

2. Partially, the quality of the product has an effect on the buyer's decision at the Dahari shop in the city of Pangandaran, where the value of t_{count} (3.657) > t_{table} (1.985) or sig. 0.000 < 0.05.
3. Partially, the price has an effect on purchasing decisions at the Dahari shop in the city of Pangandaran where the value of t_{count} (3.225) > the value of t_{table} (1.985) or sig. 0.002 <
4. Partially, promotion has an effect on purchasing decisions at the Dahari store in the city of Pangandaran where the value of t_{hiting} (5.873.) > the value of t_{table} (1.985) or sig 0.000 < 0.05

6. Research Limitations

1) Theoretical Implications

- a. The research results have a number of theoretical implications that can be developed. The results of this study provide a new area about Dahari stores, especially small scale, using product quality, price and promotion variables that have a significant effect on purchasing decisions.
- b. This study was reconstructed based on the results of interviews and using a questionnaire instrument. This data was processed using the SPSS version 25 computer program.
- c. The findings based on the variable suggest that product quality has a positive influence on the purchasing decision variable
- d. The findings based on the variable suggest that the price has a positive influence on the purchasing decision variable
- e. The findings based on the variable suggest that promotion has a positive influence on the purchasing decision variable, which is greater than the other variables.

5.1.2. Practical Implications

The results of multiple linear regression analysis show that there is a direct relationship between product quality, price and promotion on purchasing decisions at the Dahari Stores in the city of Pangandaran, which is 5,072 which means that if the products, prices and promotions are increased, the purchasing decisions of consumers at the Dahari Stores in the City of Pangandaran will increase significantly.

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