

Research Article

The Influence of Price, Promotion, Product Quality, and Consumer Satisfaction on Purchasing Decisions of HAUS!

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Abstract

This study examines the effect of price, promotion, product quality, and consumer satisfaction on purchasing decisions. The sampling technique used was purposive sampling. The number of samples used was 120 respondents. The sample used in this study is the people of the DKI Jakarta area who have bought the HAUS! beverage product. Data was collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis. The results showed that (1) price had a positive and significant effect on purchase intention, If the price on Haus! affordable can increase consumer purchasing decisions will increase. (2) promotion had a positive and significant effect on purchase intention, if in terms of promotion Thirst! already good in packaging sales promotion then the level of consumer purchasing decisions will increase. (3) product quality had a positive and significant effect on purchase intention, If the quality of Haus! packaged properly then purchasing decisions can increase. (4) consumer satisfaction has a positive and significant effect on purchase intention, If the level of customer satisfaction is good and can maintain the level of customer satisfaction Haus! then the purchase decision is also high.

Keywords: Price, Promotion, Product Quality, Consumer Satisfaction, Purchase Decision.

JEL Classification: E20

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1. Introduction

The food and beverage industry is expanding quickly in Indonesia in the current era of globalization, and many traditional foods and beverages and contemporary foods and beverages are taking part in opportunities to open an F&B business. The department is responsible for processing, producing, and serving food and beverages for hotel needs, including guest rooms, restaurants, employee meals, and other locations (Rachman Arief, 2005). In this instance, the author creates HAUS! as a scientific work on beverage products. Behind this business, development opportunity is a threat by the fierce competition in the food and beverage industry, where more and more start-ups are vying for the same customers.

Populix (2020) research regarding the order of contemporary drinks that people are interested in shows results dominated by generation Z with a participation rate reaching 42%. Populix found that at least 10 'players' or brands are the most popular in society. Populix is a form of survey institution that conducted research involving 627 respondents to find out which current drinks are of public interest. Populix is a collaborative platform for researchers and study participants who aim to obtain accurate data. People who join as participants have the opportunity to get benefits from Populix; we can see that Haus! ranked fourth in August 2020.

Since its launch in June 2018 to the present, Indonesia, a modern beverage brand, has expanded quickly. Business development is an activity done for the benefit of the company as a whole to advance it and bring it closer to success. This rapid growth is directly related to selecting the appropriate target market, products, and reasonable prices. When developing a company-specific marketing strategy, targeting entails assessing and choosing one or more market segments that are thought to be the most desirable to reach. The stage of targeting, or target market, is where the company decides which market segment to enter before deciding more precisely which market to target. Many influencing factors in a business market competition include price, promotion, product quality, and customer satisfaction (Philip & Armstrong, 2012).

Price is an important component in the value of buying and selling a product, HAUS! According to Alma (2016), competing prices are very affordable. The company's decision in determining the price and product quality in a product greatly influences people's decisions in buying a product, namely HAUS!, not only in terms of general price but also in terms of product quality "Haus!" which can compete with beverage products in its class.

Promotion is any form of communication used to inform, persuade and remind target markets about products produced by organizations, individuals, or households. Product promotion in the f&b business is urgently needed in today's digital era. We can advertise our products in the current digital era only with gadgets/smartphones and social media accounts. HAUS! designed as a contemporary drink brand at affordable prices by all Indonesian people.

Product quality is a characteristic in introducing a business, where the business has character or branding. According to Wibisono (2006), a mission is setting company goals or objectives in the short term (usually 1 to 3 years). Meanwhile, the vision is the company's perspective on the future, such as the quote in the vision HAUS! "The World with a Taste of Joy" means that we will contribute to Indonesia and the world by presenting a delicious and enjoyable image for all people. According to Philip & Kevin (2016) that product quality is a product's ability to perform its functions. This ability includes durability, reliability, and accuracy, which the product obtains.

Consumer satisfaction with purchasing a product is one of the feedback values for goods that consumers have purchased. Creating quality products for consumers must be done by sellers so that consumers have a sense of satisfaction with their products. According to Philip & Kevin (2014), Consumer Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected service performance (outcome) to the expected performance. In 2019, "Thirst!" also got data input from Gojek and Grab; it turned out that the customer was HAUS! not only from the C segment but also from the higher segment, such as office workers. Based on that data, HAUS! also tried to embrace the B segment. In addition, other products such as bread and snacks were added to increase the consumption pattern of a product which tends to be a consumptive behavior. Solomon (2013) says consumptive behavior is a learning process involving a person or group selecting, buying, using, or placing a product, service, idea, or experience to satisfy needs and wants. Consumptive behavior is no longer to meet needs but to fulfill desires to increase the prestige and maintain prestige following today's lifestyle.

Before deciding to buy or use a beverage product HAUS! Consumers should know in advance the needs and/or problems they face and what kind of drink can solve them. Next, consumers should ask for information on whether the product is good, whether the ingredients are natural or can harm digestion, and whether the product is halal or not to be consumed. This condition is the reason for how important it is to find information related to information or news that comes.

The purchase decision for a product has a process in which consumer decision-making occurs in the product purchase stage. According to Philip & Kevin (2009), there are five purchasing decision processes that each individual passes in making a purchase, namely need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

The purpose of this study was to determine the effect of price, promotion, product quality, and product satisfaction on purchasing decisions. This research can be used as a reference and knowledge for further research and used as an evaluation of what is lacking and can be improved to be more perfect in the company under study.

2. Literature Review and Hypothesis

According to Philip & Armstrong (2012), price is one element of the marketing mix that generates revenue, and other elements generate costs. Price is the easiest element in a marketing program to adjust. Product features, channels, and even communication take much time. According to Philip & Armstrong (2008), the price indicator, namely, affordability, is the purchasing power of consumers at prices set by producers; price matches with product quality. The price set by the company is under the quality of the product being sold; price competitiveness, how the product price compares with competitors' products Price suitability with benefits; the benefits of the products sold by the company, per the benefits that consumers can obtain if the price on the beverage product is HAUS! affordable can increase consumer purchasing decisions HAUS! in the DKI Jakarta area will increase, and vice versa if the price is not affordable for HAUS! consumers in the DKI Jakarta area, the level of purchasing decisions will be low. The research results by Sugawara & Nikaido (2014) state that price influences purchasing decisions.

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

The definition of promotion according to Philip & Kevin (2014) explains that promotional activities are activities that convince customers by showing these products or services so that they can persuade customers to buy them. Philip & Armstrong (2012) explained that there are five promotion indicators, namely, (1) Advertising, all forms of non-personal presentation and promotion that sponsors pay to present ideas, goods, or services; (2) Sales promotion, short-term incentives to encourage the purchase or sale of a product or service; (3) Personal selling, personal presentations by salespeople to generate sales and build customer relationships; (4) Public relations, building good relations with the company's various publics in order to obtain favorable publicity, build a good corporate image and handle or rectify unfavorable rumors, stories, and events; (5) Direct marketing, direct contact with target consumers to obtain an immediate response and building lasting relationships with consumers. If in terms of promotion HAUS! already good in packaging sales promotion, the level of consumer purchasing decisions on HAUS! in the DKI Jakarta area will increase, and vice versa. If, in terms of promotion, it could be better than the level of purchasing decisions on HAUS! will be low. The research results of Andrei et al. (2013) and Ernawati (2019) state that promotion influences purchasing decisions.

H2: Promotion has a positive and significant effect on purchasing decisions

According to Philip & Armstrong (2012), Product quality is the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, and product repair as well as other attributes.

According to Alma (2011) there are several dimensions of product quality, namely, (1) Performance, basic characteristic of a product, because each product produced will certainly have a function and role in meeting consumer needs; (2) Additional privileges, additions to the core product to improve and refine product function; (3) Reliability, in the product is the extent of the chances of success the product can be used within a certain period of time and not is deformed or damaged; (4) Compliance with Specifications, this dimension looks at product quality in terms of shape, size, color as well the operation is in accordance with the standard or not; (5) Durability, This dimension relates to the durability of the product when it is consumed internally certain period of time; (6) Serviceability, This dimension relates to looking at the quality of goods in terms of service and ease of reaching consumers which includes speed, competence and convenience; (7) Aesthetics, This dimension looks at the quality of an item in terms of physical appearance appearance, taste, smell, style and attractiveness to consumers if the quality of the beverage product is HAUS! packaged properly, purchasing decisions in the DKI Jakarta area can increase, and vice versa if the quality of HAUS! Low due to purchasing decisions on beverage products, HAUS! will decrease. The research results by Annafik (2012) and Muliasari (2019) stated that promotions influence purchasing decisions.

H3: Product Quality has a Positive and Significant Effect on Purchasing Decisions

Setyo (2017) explains that consumer satisfaction is an important element in improving marketing performance in a company. According to Setyo (2017) Consumer satisfaction is measured by how well consumer or customer expectations are met, there are seven indicators of consumer satisfaction namely, (1) Fulfillment of consumer expectations, consumers feel satisfied with the fulfillment of desires and needs of a product or service; (2) Attitude or desire to use the product attitudes are learned tendencies, this means that attitudes related to buying behavior are formed as a result of direct experience with the product; (3)

Recommend to other parties, consumers will always recommend the results of their experience to others for what is obtained from a quality product offered by a company; (4) Service quality, service quality can be realized through the fulfillment of consumer desires and the accuracy of delivery to balance consumer expectations; (5) Loyalty, consumers have various reasons for not developing loyalty to certain products or services, which are able to provide benefits or their expectations are fulfilled; (6) Good reputation, effort for a company where the main product produced is a service, then reputation and good name will determine the assumption that reputation gets priority; (7) Location, what is meant by location is the place where the company buys and sells the goods/services offered to consumers if the level of consumer satisfaction is good and can maintain the level of customer satisfaction, HAUS! then the purchase decision in the DKI Jakarta area is also high, and vice versa. If consumer satisfaction is low or not good, the result is a purchase decision on the HAUS! will decrease. The results of research conducted by Bere & Susanto (2022), Faddilah et al. (2020), and Hidayat (2015) state that Consumer Satisfaction influences Purchasing Decisions.

H4: Consumer Satisfaction has a positive and significant effect on purchasing decisions

3. Data and Method

Types of research

The type of research used is explanatory research with a quantitative approach because this research looks for the influence of independent variables on variables related to the calculation of data in the form of numbers which are then analyzed as statistical data.

Operational Variables

Table 1. Operational Variables

No	Variable	Operational Definition	Indicator	Scale
1.	Price (X_1)	Price is one element of the marketing mix that generates revenue; other elements generate costs (Philip & Kotler, 2012).	1. Affordability 2. Price Competitiveness 3. Conformity of price with product quality (Philip & Armstrong, 2008)	Likert
2.	Promotion (X_2)	Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/persuade, and increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned (Selang, 2013).	1. Advertising 2. Salesforce 3. Sales promotion (Philip & Armstrong, 2012)	Likert
3.	Product Quality (X_3)	Product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and other attributes. (Philip & Armstrong, 2012)	1. Performance 2. Features 3. Reliability (Alma, 2011)	Likert
4.	Consumer Satisfaction (X_4)	Customer satisfaction is a fulfillment response from customers toward a product or service that has met customer needs and	1. Recommend to other parties 2. Fulfillment of consumer expectations	Likert

		expectations (Zeithaml, 2018).	3. Attitude or desire to use the product (Philip & Armstrong, 2012)	
5.	Buying Decision (Y)	Consumers' purchasing decisions are decision-making behaviors to purchase products or services, beginning with awareness of fulfilling needs or desires and realizing there are further problems. Then consumers will carry out several stages, which ultimately arrive at the evaluation stage of the purchase (Pranoto, 2008).	1. Recognition of needs 2. Information search 3. Purchase decision (Philip & Armstrong, 2012)	Likert

Source: Processed from various sources

Data Retrieval Method

The type of data in this study consisted of premier data sourced from data obtained directly through questionnaires. The data collection technique uses a survey method which is managed using a questionnaire.

Population and Sample

The population in this study is the people of the DKI Jakarta area who have bought the HAUS! Beverage product. The method used in sampling in this study uses non-probability with a purposive sampling technique. Due to the writer's limitations in knowing the uncertain population size, the writer uses the Hair formula, which depends on the number of indicators multiplied by 5 to 10. Then for the total sample size, it is recommended between 100-200 respondents because if the sample size is too large, it will be difficult to get a suitable model (Hair, 2010). Based on the calculation results, this study's sample number was 120 respondents.

Data Analysis Method

Evaluation of the Measurement Model (Outer Model)

The Outer Model is used to determine the validity and reliability of the indicators that form the variables that influence price, promotion, product quality, and consumer satisfaction. Measurement Model Evaluation Rules:

Table 2. Measurement Model Evaluation Rules

Criteria	Parameter	Criteria Rules
Internal Consistency Reliability	Composite Reliability	- Explanatory research > 0.70
Convergent Validity	Average Variance Extracted (AVE)	- Explanatory research > 0.60 is still acceptable - 0.50 for confirmatory research and explanatory research

Source: Ghozali (2017)

Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model describes the relationship or strength of the model of the influence of price, promotion, product quality, and consumer satisfaction on purchasing decisions. The following is a table of evaluation criteria and explanations according to (Latan & Ghozali, 2017):

Table 3. Structural Model Evaluation Rules

Evaluation Size	Criteria Rules
R2 or adjusted R2	Strong model < 0.70. Moderate < 0.45, weak < 0.25
Q2 predictive relevance	Q2 > the model has predictive relevance, Q2 < the model has less predictive relevance
Tenenhaus Godness	Small if > 0.1, medium > 0.25, large > 0.36

Source: Latan & Ghazali (2017)

Hypothesis testing

A hypothesis test was carried out using the path coefficient value (β) and the p-value. The path coefficient value (β) shows the influence (positive and negative), and the p-value indicates the level of significance for deciding to accept or reject the hypothesis, with a p-value used <0.05 (Latin & Ghazali, 2017).

4. Results**Evaluation of Measurement Models****Table 4. Evaluation of the Price Variable Measurement Model**

Item	Indicator Item	Loading Factor	P-Value
Price Affordability	HG_1	(0.717)	<0.001
	HG_2	(0.843)	<0.001
Price Competitiveness	HG_3	(0.815)	<0.001
	HG_4	(0.795)	<0.001
Price Compatibility with Product Quality	HG_5	(0.893)	<0.001
	HG_6	(0.906)	<0.001
<i>Composite Reliability</i> 0.930 > 0.7			
<i>Average Variance Extracted (AVE)</i> 0,684			

Source: Data Processing Results, 2022

The results of the evaluation of the measurement model of the price variable in Table 1 can be seen from the composite reliability of 0.980, which is > 0.7 as a minimum standard, and all statement items have a p-value <0.05 which means the statement is valid and all statement items can form a construct price variable. The highest loading factor is found in the statement item HG_6 which means it has an important role in shaping the price variable.

Table 5. Evaluation of the Promotion Variable Measurement Model

	Indicator Item	Loading Factor	P-Value
Advertisement	PR_1	(0.755)	<0.001
	PR_2	(0.823)	<0.001
Sales Force	PR_3	(0.869)	<0.001
	PR_4	(0.851)	<0.001
Sales promotion	PR_5	(0.875)	<0.001
	PR_6	(0.831)	<0.001
<i>Composite Reliability</i> 0.932 > 0.7			
<i>Average Variance Extracted (AVE)</i> 0,688 > 0,5			

Source: Data Processing Results, 2022

The results of the evaluation of the measurement model of the promotion variable can be seen in Table 2. It can be seen from the composite reliability of 0.932, which is <0.7 as a minimum standard, and all statement items can form the promotion variable construct. The highest loading factor is found in the PR_5 statement item, which means it has an important role in shaping the promotion variable.

Table 6. Evaluation of the Product Quality Variable Measurement Model

	Indicator Item	Loading Factor	P-Value
Performance	KP_1	(0.844)	<0.001
	KP_2	(0.857)	<0.001
Feature	KP_3	(0.893)	<0.001
	KP_4	(0.867)	<0.001
reliability	KP_5	(0.766)	<0.001
	KP_6	(0.880)	<0.001
<i>Composite Reliability</i> 0.941 > 0.7			
<i>Average Variance Extracted (AVE)</i> 0,718 $> 0,5$			

Source: Data Processing Results, 2022

The results of the evaluation of the measurement model of product quality variables can be seen in Table 3. It can be seen from the composite reliability of 0.941, which is <0.7 as a minimum standard, and all statement items can form the construct of product quality variables. The highest loading factor is found in the KP_3 statement item, which means it has an important role in forming product quality variables.

Table 7. Evaluation of the Consumer Satisfaction Variable Measurement Model

	Indicator Item	Loading Factor	P-Value
Recommend to other parties	KK_1	(0.746)	<0.001
	KK_2	(0.864)	<0.001
Fulfillment of consumer expectations	KK_3	(0.863)	<0.001
	KK_4	(0.857)	<0.001
Attitude or desire to use the product	KK_5	(0.901)	<0.001
	KK_6	(0.762)	<0.001
<i>Composite Reliability</i> 0.932 > 0.7			
<i>Average Variance Extracted (AVE)</i> 0,689 $> 0,5$			

Source: Data Processing Results, 2022

The results of the evaluation of the measurement model of product quality variables can be seen in Table 4. It can be seen from the composite reliability of 0.932, which is <0.7 as a minimum standard, and all statement items can form the construct of consumer satisfaction variables. The highest loading factor is found in the KK_5 statement item, which means it has an important role in shaping the consumer satisfaction variable.

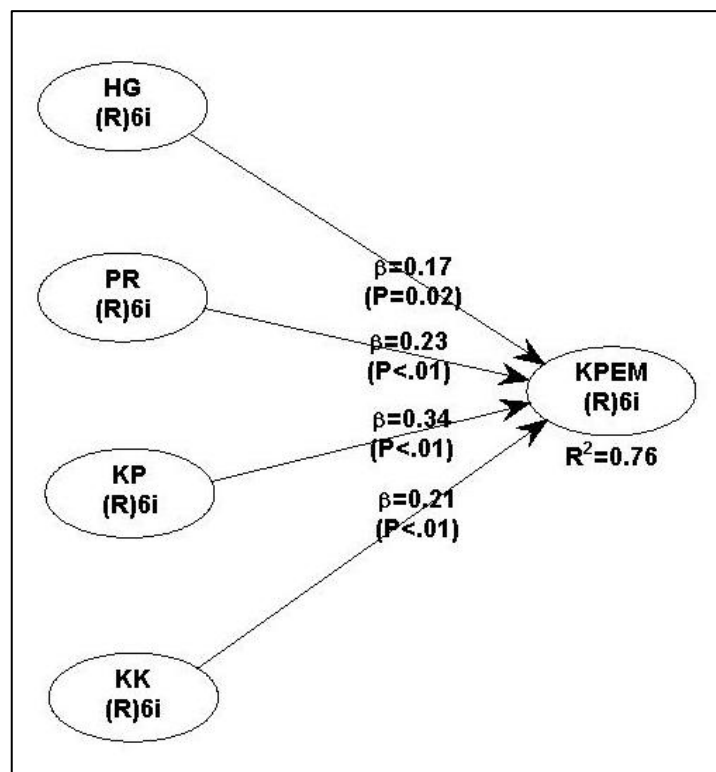
Structural Model Evaluation

Based on Table 5, it can be seen that R^2 is 0.75. This result means that the influence of price, promotion, product quality, and consumer satisfaction on purchasing decisions is very strong because it is included in the criteria ≥ 70 . Then the Q^2 result is 0.767, meaning that the model has predictive relevance because it is > 0 . Moreover, the Tenenhaus Goodness of FIT (GOF) result is 0.726, which means it has a high level of suitability because it is included in the criteria ≥ 0.36 . The results of the structural model test can be seen in Figure 1.

Table 8. Results of Structural Model Evaluation

Evaluation Size	Evaluation Size	Evaluation Size
R ² (Price, Promotion, Product Quality, Consumer Satisfaction, and Purchase Decision)	≤ 0.25 is weak, 0.26-0.45 moderate, 0.46-0.70 strong, ≥ 0.70 is very strong	0,75
Q ² (<i>Predictive Relevance</i>)	Q ² < 0 = the model has less predictive relevance	0,767
Tenenhaus Goodness of FIT (GoF)	Small if ≥ 0.1, medium ≥ 0.25, large ≥ 0.36	0,726

Source: Data Processing Results, 2022

**Figure 1. Flowchart Between Variables**

Source: Data Processing Results, 2022

Based on the results of the structural model test in Figure 1. it can be seen how the influence of a variable on other variables. There is a direct effect of price on purchasing decisions with a p-value <0.02. Then it can also be seen between promotions on purchasing decisions with a p-value <0.01, and then it can also be seen that between product quality on purchasing decisions, there is a direct effect with p-value <0.01 and consumer satisfaction on purchasing decisions has a direct influence with p-value < 0.01.

Research Hypothesis Testing

1. Prices have a direct effect in a positive direction as evidenced by a coefficient value of 0.173 and a significant effect with a p-value of 0.025.
2. Promotion has a direct effect and the direction is positive with a coefficient value of 0.227, which means that there is a direct influence in a positive direction and a p-value of 0.005 which means that the effect is significant.
3. Product quality on purchasing decisions is 0.340, which means that there is a direct influence in a positive direction and a p-value of <0.001, which means that the effect is significant.

4. Consumer satisfaction has a direct and positive direction influence with a coefficient value of 0.207, which means that there is a direct influence in a positive direction and a p-value of <0.009 which means that the effect is significant.

Table 9. Research Hypothesis Testing Results

Variable Relation	Coefficient	P-Value	Information
Price → Buying Decision	0,173	0,025	Significant
Promotion → Buying Decision	0,227	0,005	Significant
Quality product → Buying Decision	0,340	<0,001	Significant
Consumer Satisfaction → Buying Decision	0,207	0,009	Significant

Source: Data Processing Results, 2022

5. Discussion

Effect of Price on Purchasing Decisions

Based on hypothesis testing, the price has a direct effect in a positive direction, as evidenced by a coefficient value of 0.173 and a significant effect with a p-value of 0.025. Thus hypothesis 1, which states that price has a positive and significant effect on purchasing decisions, can be accepted. If the price is improving, people's buying interest will also be high because people will look at the price before buying a product. Vice versa, if the price is not good, people's purchasing decisions will be low. The results of this study follow previous research conducted by Sugawara & Nikaido (2014), which states that price has a positive and significant influence on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

Based on the hypothesis test, it can be seen that promotion has a direct effect, and the direction is positive with a coefficient value of 0.005, which means that there is a direct influence in a positive direction and a p-value of 0.227 which means that the effect is significant. Thus hypothesis 2, with the promotion statement having a positive and significant effect on purchasing decisions, can be accepted. This finding shows that if the promotion of a product is good, people's purchasing decisions will also be high. Vice versa, if the promotion of a product is not good, then the purchasing decision of the public will also be low. These results are under previous studies conducted by Andrei et al. (2013) and Ernawati (2019), which state that promotion influences purchasing decisions.

Effect of Product Quality on Purchase Decisions

Based on the hypothesis testing, it can be seen that the value of product quality on purchasing decisions is 0.340, which means that there is a direct influence in a positive direction and a p-value of <0.001, which means that the effect is significant. Thus hypothesis 3, with the statement that product quality has a positive and significant effect on purchasing decisions, can be accepted. This result shows that if the product quality of a product is good, the purchasing decision of the community will also be high. Vice versa, if the quality of the product is low, then the purchase decision will also be low. These results are from previous studies by Annafik (2012) and Muliasari (2019), which state that product quality positively influences purchasing decisions.

Effect of consumer satisfaction on Purchasing Decisions

Based on the hypothesis test, it can be seen that customer satisfaction has a direct and positive direction influence with a coefficient value of 0.207, which means that there is a direct influence in a positive direction and a p-value of <0.009, which means that the effect is significant. Thus hypothesis 4, with the statement of consumer satisfaction has a positive and significant effect on purchasing decisions, can be accepted. This shows that if consumer satisfaction with a product is good, the purchasing decision of the community will also be high. Vice versa, if customer satisfaction is bad, then the purchase decision will also be bad.

These results are under previous studies conducted by Bere & Susanto (2022), Faddilah et al. (2020), and Hidayat (2015), which state that consumer satisfaction has a positive and significant influence on purchasing decisions.

6. Conclusion

Based on the analysis and discussion results, it is concluded that price has a positive and significant effect on purchasing decisions if the price of the drink product is HAUS! affordable prices can increase consumer purchasing decisions HAUS! in the DKI Jakarta area will increase. The promotion has a positive and significant effect on purchasing decisions, if in terms of promotion HAUS! already good in packaging sales promotion, the level of consumer purchasing decisions HAUS! in the DKI Jakarta area will increase. Product quality positively and significantly affects purchasing decisions if the product quality is HAUS! packaged properly, purchasing decisions in the DKI Jakarta area can increase. Consumer satisfaction has a positive and significant effect on purchasing decisions. If the level of consumer satisfaction is good and can maintain the level of customer satisfaction HAUS! hence the purchase decision in the DKI Jakarta area is also high. At the point of promotion, HAUS! we have to be more consistent in making an advertisement an image in accordance with what we buy, because many consumers experience it, such as the advertisement images displayed on social media at this time do not match the original product that we buy. For further research it is recommended to conduct research outside the variables that have been studied or add research variables to purchasing decisions.

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