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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

The Effect of Promotion and Price on Consumer Purchase Decisions

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Abstract: This research aims to analyze the influence of promotion and price on consumer purchase decisions at PT. Arken Ehowu Putra Motor Kota Gunungsitoli. The main objectives of this study are to determine whether there is a significant influence of promotion on purchase decisions, the influence of price on purchase decisions, and the simultaneous influence of promotion and price on consumer purchase decisions. Based on the coefficient of determination test results, an R-Square value of 0.495 or 49.5% indicates that the promotion variable (X1) has a strong influence on consumer purchase decisions (Y). Additionally, the Adjusted R-Square value of 0.506 shows that the promotion and price variables (X2) collectively influence consumer purchase decisions by 50.6%. The F-test results, with a significance value of $0.000 < 0.05$ and an F-value of $13.853 > 3.67$, indicate that H3 is accepted, meaning there is a significant influence of variables promotion and price on consumer purchase.

Keywords: Promotion, Price, Consumer Purchase.

1. INTRODUCTION

Marketing is one of the essential activities for any organization or company in Indonesia, as it is crucial for realizing the company's goals. A company cannot survive or grow without attracting buyers or consumers to purchase its products. The term "marketing" originates from the word "market." Consumers are the primary target for all companies offering goods and services. The products offered require a balanced strategy by producers in the market. Increasingly intense business competition among competitors in the market poses a significant threat to companies dealing with local, national, and international products. As times evolve and the demand for transportation increases, it brings new opportunities for automotive companies, particularly in the motorcycle sector. Motorcycles are highly sought after by consumers due to their affordability and ease of maintenance. According to marketing expert Engriani et al. (2019), "Promotion is the effort to persuade people to accept a product, concept, or idea." Promotion includes informing, offering, persuading, or disseminating products or services to potential customers with the intent to encourage them to make a purchase.

Kotler (2016) states that price is a crucial part of sales, and every product sold must have a price." Price represents the amount of money consumers pay for a product or service. It determines the company's profit from the sale of goods or services and is a critical factor in its success. Price is the value exchanged by consumers to gain ownership or use of a product or service. The Consumer Purchase Decision refers to the stage where consumers have made a choice and are ready to make a purchase or exchange money for ownership or use of a product or service (Kotler & Keller, 2016). PT. Arken Ehowu Putra Motor in Gunungsitoli City is a business entity that markets electric motorcycles, a locally produced product aimed at meeting the needs of the community. Electric motorcycles are innovative vehicles that do not use fossil fuels, making them environmentally friendly, cost-effective for charging, and cheaper to maintain. They offer a solution to air pollution and energy scarcity worldwide. Based on my research and interviews with several customers who have purchased



the Gesit electric motorcycle from PT. Arken Ehowu Putra Motor in Gunungsitoli City, it was found that the promotion of the Gesit electric motorcycle is still less appealing. This is due to the lack of knowledge among employees about effective marketing, resulting in the product failing to capture the attention of potential buyers. Additionally, the discounts and price cuts offered annually are insufficient, reducing consumer interest in making a purchase. The product's high price, stemming from a lack of strategic pricing, also becomes a consideration for consumers when deciding whether to buy.

This study aims to examine the effect of promotion and price on consumer purchasing decisions at PT. Arken Ehowu Putra Motor, Gunungsitoli City. The questions raised include whether promotion, price, and both affect purchasing decisions. The purpose of this study was to determine the effect of promotion and price, both separately and together, on consumer purchasing decisions. This study provides benefits for researchers as a condition for completing studies at the Faculty of Economics, Nias University, as well as for faculty for the development of knowledge related to promotion and price. For the object of research, these results can be used as evaluation material to increase sales of electric motors, and for future researchers it can be used as a reference in further studies on similar topics.

2. RESEARCH METHODS

The type of research used in this study is quantitative research. This study consists of three types of variables: Promotion (X1), Price (X2), and Purchase Decision (Y). The data collection techniques employed in this research are as follows: (1) Observation can provide objective and accurate data as it is conducted directly on the research object. However, it should be noted that observations may sometimes be influenced by researcher bias (2) Questionnaires allow for the collection of extensive data and are easy to process, as they can be distributed to many respondents simultaneously. However, the data obtained may be affected by factors such as the honesty of respondents, their understanding of the statements, and the tendency to provide similar responses. The collected data will be analyzed using statistical methods and regression analysis (a quantitative data analysis approach). Regression analysis will be used to examine the relationship between Promotion (X1) and Price (X2) and Consumer Purchase Decision (Y).

2.1. Research Variables

According to Ali (2015), research variables are components determined by the researcher to be studied to obtain answers that have been formulated, in the form of conclusions. Variables are the primary elements of research, and without them, research cannot proceed. In this study, the researcher has chosen the title "The Influence of Promotion and Price on Consumer Purchase Decisions at PT. Arken Ehowu Putra Motor, Gunungsitoli City." Therefore, there are variables that influence and variables that are influenced. To clarify the understanding of the status of the variables being studied, the identification of the variables in this research is as follows:

1. The independent variable (X1) in this research is Promotion, with the following indicators: Promotion quality, Promotion frequency, Promotion quantity, Promotion timing, and Accuracy or relevance of the promotion target.
2. The independent variable (X2) in this research is Price, with the following indicators: Price perception, Price procedures, Price fairness, and Price acceptance.
3. The dependent variable (Y) in this research is Consumer Purchase Decision, with the following indicators: Confidence in the product to be purchased, Habit of purchasing a product,

Recommending the product to others, Repeat purchases, Store choice decision, and Brand choice decision.

2.2. *Validity and Reliability test*

According to Sugiyono (2019), research results are considered valid when there is consistency between the collected data and the actual data observed in the research object. A valid instrument means that the measurement tool used to gather data is accurate and reliable. According to Sugiyono (2019), the reliability test is used to demonstrate the level of reliability, accuracy, precision, and consistency of the indicators within the questionnaire. Thus, a good research study must not only be valid but also reliable, ensuring consistent accuracy when tested over different periods.

2.3. *Correlation Coefficient*

According to Sukardi (2018), the correlation coefficient is a measure in research that indicates the existence of a linear relationship between two variables. The correlation coefficient can be used to assess the strength and direction of the relationship between the two variables.

2.4. *Classical Assumption Test*

The classical assumption test is a statistical requirement that must be conducted on the collected data. Before performing linear regression analysis on the research hypothesis, it is necessary to first conduct the classical assumption test, which consists of three parts:

- a. Normality Assumption Test
According to Ghozali (2018), the normality test aims to determine whether the disturbance or residual variables are normally distributed.
- b. Multicollinearity test
According to Ghozali (2018), the multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model.
- c. Heterokedasticity Test
According to Ghozali (2018), the heteroscedasticity test aims to determine whether there is a variance inequality of residuals between one observation and another.

2.5. *Linear Regression*

Linear regression is a type of regression analysis used to describe the linear relationship between one dependent variable (Y) and one independent variable (X).

2.6. *Determinant Coefficient*

According to Ghozali (2018), coefficient determination analysis is essentially used to measure how well the model can explain the variation in the dependent variable. The coefficient of determination is utilized to assess the contribution of variable X to variable Y, also known as the determining coefficient, symbolized as KD. In this study, the coefficient of determination is used to measure the extent of the influence of variable X on variable Y.

2.7. Hypothesis Testing

According to Ghozali (2018), hypothesis testing is a decision-making procedure regarding a research hypothesis using data obtained from a sample. The t-test is used to examine the partial effect of each independent variable on the dependent variable.

With $dk = n-2$, $\alpha = 0,05$

If $t\text{-calculated} > t\text{-estimated}$ so H_0 rejected and H_a Accepted

If $t\text{-calculated} < t\text{-estimated}$ so H_0 accepted and H_a rejected.

2.8. F-Test

The F-test, also known as the simultaneous test or model test/ANOVA test, is used to assess the combined influence of all independent variables on the dependent variable. It also aims to determine whether the regression model we created is good/significant or not good/non-significant.

3. RESULTS AND DISCUSSION

3.1 Statistical Result

a. Validity Test and Reliability Test

Table 1. Validity Test of Variable X1

Item Question	r-calculated	r-estimated	Information
1	0,808	0,367	Valid
2	0,825	0,367	Valid
3	0,823	0,367	Valid
4	0,805	0,367	Valid

Based on Table 1, it is evident that the calculated r-value for each item is greater than the r-table value, which is 0.367. Therefore, it can be concluded that all statement items for variables X and Y are valid.

Table 2. Validity Test of Variable X2

Item Question	r-calculated	r-estimated	Information
1	0,783	0,367	Valid
2	0,738	0,367	Valid
3	0,791	0,367	Valid
4	0,763	0,367	Valid

Based on table 2, it is evident that all statements used in the questionnaire for the Price variable are considered valid, as each question item has a Pearson Correlation (rCount) value greater than r-table (0.367).

Table 3. Validity Test of Variable (Y)

Item Question	r-calculated	r-estimated	Information
1	0,746	0,367	Valid
2	0,683	0,367	Valid
3	0,653	0,367	Valid
4	0,738	0,367	Valid

From table 3, it is evident that all statements used in the questionnaire for the Consumer Purchase Decision variable are considered valid, as each question item has a Pearson Correlation (calculated r) value greater than the r-table value (0.367).

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	N of Item
Promotion	0,826	4
Price	0,769	4
Purchase Decision	0,653	4

The reliability test results for the instrument show Cronbach's Alpha values greater than 0.7, with 0.826 for the Promotion variable, 0.769 for the Price variable, and 0.653 for the Consumer Purchase Decision variable.

b. Correlation coefficient

Correlation Coefficient Test between Promotion (Variable X1) and Consumer Purchase Decision (Variable Y).

Table 5. Correlation Coefficient Test (X1)

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.249 ^a	9.295	1	28	.005
a. Predictors: (Constant), Promotion					

Based on table 5, the correlation coefficient for Promotion is 0.249, which, according to the correlation interpretation guidelines, falls within the range of 0.40-0.599. This indicates that the relationship between Promotion and Consumer Purchase Decision is classified as a moderate relationship. Correlation Coefficient Test between Price (Variable X2) and Consumer Purchase Decision (Variable Y).

Table 6. Correlation Coefficient Test (X2)

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.495 ^a	27.464	1	28	.000
a. Predictors: (Constant), Price					

Based on table 6, the correlation coefficient for Price is 0.495, which, according to the correlation interpretation guidelines, falls within the range of 0.40-0.599. This indicates that the relationship between Price and Consumer Purchase Decision is classified as moderate.

c. Classical Assumption Test

Table 7. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.26122468
Most Extreme Differences	Absolute	.121
	Positive	.121
	Negative	-.082
Test Statistic		.121
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

With a significant value of $0.200 > 0.05$, it can be concluded that the residuals are normally distributed.

d. Multicollinearity test results

Table 8. Multicollinearity test

Model	Standardized Coefficients (Beta)	t	Sig.	Correlations (Zero-order)	Correlations (Partial)	Correlations (Part)
(Constant)		5.351	0.008			
Promotion	-0.162	-0.786	0.439	0.499	0.160	-0.106
Price	0.767	3.751	0.001	0.704	0.588	0.507

Based on the results of the Multicollinearity Test in Table 8, the tolerance value is 1, meaning it is > 0.1 , and the VIF value is 1, meaning it is < 10 . Therefore, it can be concluded that there is no multicollinearity in the regression model.

e. Heteroscedacity test results

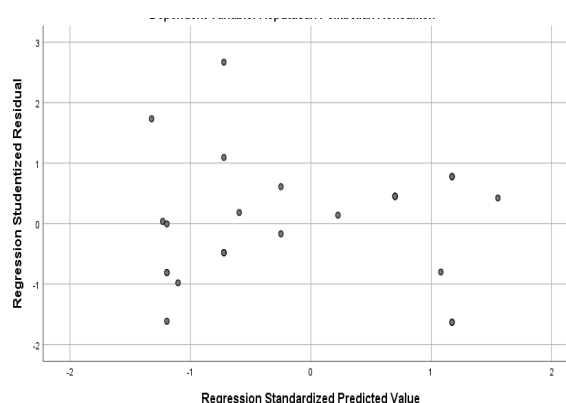


Figure 1. Heteroscedacity test results

Based on figure 1, it can be concluded that the points are evenly dispersed around zero point. Therefore, it can be concluded that heteroscedasticity does not occur.

f. Linear regression test results

Table 9. Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.351	1.777		3.011	.006
	Promotion	.410	.206	-.177	-.786	.001
	Price	.767	.205	.845	3.751	.001

a. Dependent Variable: Consumer Purchasing Decisions

Based on table 9, it can be summarized that:

$$Y = a + b_1 X_1 + b_2 X_2 = 5.351 + 0.410 X_1 + 0.767 X_2$$

The value of a, which is 5.351, represents the constant or the state when the Retention variable is not yet influenced by other variables, namely the Promotion (X1) and Price (X2) variables. If the independent variables are absent, the Consumer Purchase Decision variable will not experience any changes. The linear regression value for X1, which is 0.410, indicates that the Promotion variable has

a positive effect on the Consumer Purchase Decision. This means that for every 1 unit increase in the Promotion variable, the Consumer Purchase Decision increases by 0.410, assuming that other variables are not considered in this study.

g. *Determination coefficient test results*

Table 10. Determination coefficient test results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712 ^a	.506	.470	1.307
a. Predictors: (Constant), Price, Promotion				
b. Dependent Variable: Consumer Purchasing Decisions				

Based on the table above, the Adjusted R-Square (coefficient of determination) value is 0.506, which means that the independent variables, Promotion and Price (X2), influence the Consumer Purchase Decision (Y) by 50.6%. The remaining 49.4% is influenced by other variables that are not discussed in this study.

h. *The Effect of Promotions on Consumer Purchase Decisions*

Table 11. Hypothesis Test T

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.249 ^a	9.295	1	28	.005
a. Predictors: (Constant), Promotion					

It is known that the R-Square value is 0.249 or 24.9%, indicating that the Promotion variable (X1) has a strong influence on Consumer Purchase Decision (Y) by 24.9%.

i. *The Effect of Price on Consumer Purchase Decisions*

Table 12. Hypothesis Test T

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.495 ^a	27.464	1	28	.000
a. Predictors: (Constant), Price					

It is known that the R-Square value is 0.495 or 49.5%, indicating that the Promotion variable (X1) has a strong influence on Consumer Purchase Decision (Y) by 49.5%.

j. *The Influence of Promotions and Prices on Purchase Decisions User*

Table 13. Hypothesis Test T

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.351	1.777		3.011	.006
	Promotion	.410	.206	-.177	-.786	.001
	Price	.767	.205	.845	3.751	.001
a. Dependent Variable: Consumer Purchasing Decisions						

Based on table 13, the interpretation is:

1. The Influence of the Promotion Variable (X1) on Consumer Purchase Decision (Y). It is noted that the significance value is $0.001 < 0.05$ and the T-calculated value is $3.011 > 2.024$. Therefore, it can be concluded that H1 is accepted, meaning there is a significant influence of the Promotion variable (X1) on the Consumer Purchase Decision (Y).
2. The Influence of the Price Variable (X2) on Consumer Purchase Decision (Y). It is noted that the significance value is $0.004 < 0.05$ and the T-calculated value is $3.063 > 2.024$. Thus, it can be concluded that H2 is accepted, indicating that the Price variable (X2) has a significant influence on the Consumer Purchase Decision (Y).

k. *F-Test*

Table 14. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.337	2	23.668	13.853	.000 ^b
	Residual	46.130	27	1.709		
	Total	93.467	29			
a. Dependent Variable: Consumer Purchasing Decisions						
b. Predictors: (Constant), Price, Promotion						

Based on table 14, it can be concluded that Promotion (X1) and Price (X2) influence Consumer Purchase Decision (Y). With a significant value of $0.000 < 0.05$ and an F-calculated value of $13.853 > 3.67$, it can be concluded that H3 is accepted, meaning that the Promotion and Price variables have a significant influence on Consumer Purchase Decision.

3.2 Discussion

a. *The Effect of Promotions on Consumer Purchase Decisions*

Promotion plays a highly significant role in influencing consumer purchase decisions. In general, promotion can be seen as an effort to attract consumer attention and encourage them to make a purchase. According to Kotler and Keller (2021), promotion can stimulate demand and create greater brand awareness among consumers. This includes various strategies such as discounts, coupons, and special offers designed to directly influence purchasing decisions. Based on the results of the T-test, the interpretation shows that the Promotion variable (X1) influences Consumer Purchase Decision (Y), with a significance value of $0.001 < 0.05$ and a T-calculated value of $3.011 > 2.024$. This means that H1 is accepted, indicating a significant influence of Promotion (X1) on Consumer Purchase Decision (Y). Additionally, according to the Coefficient of Determination Test, which aims to measure how well the model explains the variation in the dependent variable (Ghozali, 2018), the Adjusted R Square value is 0.506. This indicates that the independent variables, Promotion and Price (X2), influence the Consumer Purchase Decision (Y) by 50.6%, assuming no other variables are considered in this study.

b. *The Effect of Price on Consumer Purchase Decisions*

Price is one of the key factors influencing consumer purchase decisions. Proper pricing can enhance a product's appeal and motivate consumers to make a purchase. Theories on price and purchase decisions have been widely discussed in marketing management and economic literature. In this context, recent theories emphasize the role of price in shaping consumer value perceptions and how this can affect purchasing decisions. Based on the T-test results, the interpretation shows that the Price variable (X2) influences Consumer Purchase Decision (Y), with a significant value of $0.001 < 0.05$ and a T-calculated value of $3.011 > 2.024$. Thus, it can be concluded that H1 is accepted, meaning there is a significant influence of the Price variable (X2) on Consumer Purchase Decision

(Y). Additionally, according to the Coefficient of Determination Test, which aims to measure how well the model explains the variation in the dependent variable (Ghozali, 2018), the R Square value is 0.495 or 49.5%. This indicates that the Promotion variable (X1) has a strong influence on Consumer Purchase Decision (Y) by 49.5%.

c. The Effect of Promotions and Prices on Consumer Purchase Decisions

Promotion and price are two key factors that influence consumer purchase decisions. According to Kotler and Keller (2021), effective promotion can increase product visibility and shape consumers' perceptions of the product's value. A well-executed promotion not only raises awareness but also helps create a positive image that supports purchase decisions. Kotler and Keller suggest that various forms of promotion, such as discounts, coupons, and loyalty programs, have a significant impact on consumer purchase interest because they offer additional incentives that motivate consumers to buy. Based on the discussion results, the researchers observed that promotion and price have a significant effect on consumer purchase decisions. Therefore, PT. Arken Ehowu Putra Motor in Gunungsitoli City should expand its promotional reach and leverage all social media platforms to promote its products, while offering competitive and attractive prices. In doing so, the company can enhance the product's appeal in the eyes of consumers and drive higher purchase decisions.

4. CONCLUSION

Based on the results of the research that has been conducted, this study succeeded in answering questions regarding the effect of promotion and price on consumer purchasing decisions at PT. Arken Ehowu Putra Motor in Gunungsitoli City. The instrument test results show that all items on the questionnaire are valid with an r-count value greater than the r-table, ensuring that the questions asked in the questionnaire have been tested for reliability. In addition, the reliability test shows that the instruments used to measure the promotion and price variables have a good level of reliability, with a Cronbach's Alpha value of more than 0.7 for both variables, although the consumer purchase decision variable is slightly below the expected threshold. Furthermore, the classical assumption test shows that the regression model used in this study meets the assumptions of normality, multicollinearity, and heteroscedasticity, indicating that the model is suitable for further analysis. In the multiple linear regression test, this study found that both promotion and price have a positive and significant influence on consumer purchasing decisions. The regression coefficient of the promotion variable of 0.410 and the regression coefficient of the price variable of 0.767 indicate that price has a stronger influence than promotion on purchasing decisions. Hypothesis testing also supports this, where the T test shows that the promotion and price variables significantly influence consumer purchasing decisions partially, while the F test shows that simultaneously, the two variables jointly influence consumer purchasing decisions. With an Adjusted R Square of 0.506, it can be concluded that 50.6% of the variation in consumer purchasing decisions can be explained by the promotion and price variables, while the rest is influenced by other factors beyond the scope of this study. From a scientific point of view, this research makes an important contribution in understanding the dynamics of marketing factors, especially promotion and price, on consumer purchasing decisions.

This research strengthens existing marketing theories regarding the importance of well-targeted promotional strategies and competitive pricing in influencing consumer behavior. Through a systematic quantitative approach, this study provides empirical evidence that effective promotional strategies and transparent and fair pricing can significantly increase consumer purchasing decisions. In addition, this research highlights the importance of digital-based promotions, which are becoming increasingly relevant with the development of the digitalization era. This provides greater insight for

companies such as PT. Arken Ehowu Putra Motor to utilize digital technology to increase the appeal of their products in the eyes of consumers. In terms of practicality, the results of this study provide clear guidance for business practitioners in developing their marketing strategies. By knowing that promotion and price play an important role in purchasing decisions, PT. Arken Ehowu Putra Motor and similar companies can focus more on improving the quality of promotions through digital platforms as well as providing better price transparency to increase consumer confidence. In addition, the use of social media and digital advertising, as well as collaboration with influencers, can be powerful tools in increasing brand visibility and reputation among consumers.

The suggestions provided in this study, such as clarifying the added value of the products offered and conducting regular customer satisfaction surveys, can help companies to continuously adjust their marketing strategies according to consumer expectations, thereby increasing competitiveness in the market. However, like any other research, this study has some limitations that need to be considered. One of the limitations is that the sample used is relatively small, which is only 30 respondents, so the results of this study may not be fully generalizable to a larger population. In addition, this study only focuses on two independent variables, namely promotion and price, whereas in reality there are many other factors that can also influence consumer purchasing decisions, such as product quality, after-sales service, and consumer experience. Another limitation is that this research was only conducted at one company, namely PT. Arken Ehowu Putra Motor in Gunungsitoli City, so the results may not be relevant for companies in different industries or in different geographical areas. For future research, it is recommended that researchers explore other factors that can influence consumer purchasing decisions, such as product quality, brand trust, and consumer psychological factors. In addition, comparative studies between several companies in the same industry or in different regions can provide a broader picture of the effect of promotion and price on consumer purchasing decisions. Longitudinal research can also be conducted to observe changes in consumer preferences over time, especially amid the rapid development of digital technology. Finally, there is a need for further research on the impact of using digital-based promotions on consumer purchasing decisions, given the dominating trend of digital marketing today. Taking into account these limitations, future research is expected to make a greater contribution to the development of science and marketing practice in the future.

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