

Analysis of Product Quality, Promotion, and Price Factors in Forming Consumer Purchasing Decisions

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Abstract

Product quality is crucial in retaining customers, so it is often interpreted as anything that satisfies consumers or meets their requirements and needs. The purpose of this study is to determine the effect of product quality, promotion, and price on consumer purchasing decisions at the Dian Shop in Tanjung Redeb. The number of population visits in this study is estimated from the average number of customer visits per day, which is 90 people, resulting in approximately 2,700 customers per month. The respondent sampling technique was employed using the accidental sampling method, which is based on chance. The number of samples was determined using the Slovin formula, based on the assumption of an average of 90 customer visits per day. The study sample consisted of 96 consumers who shopped at the Dian Shop. This research method uses multiple linear regression analysis, and the data analysis tool used is SPSS 26. The findings indicate that product quality, promotion, and price have a significant influence on consumer purchasing decisions, both simultaneously and partially. Thus, the research hypothesis is accepted. These findings underscore the importance of these three elements in shaping consumer purchasing behavior within a retail environment.

Keywords: Product Quality, Promotion, Price, Purchasing Decisions

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INTRODUCTION

The current era of globalization is characterized by increasingly intense competition within the business world. Dynamic and competitive market conditions require that every company continually monitor its competitors. Furthermore, companies must effectively optimize their resources, particularly their economic capabilities, to enhance the competitiveness of their products in the market. This also entails implementing a series of practical and continuously evolving marketing strategies. Given the escalating competition among companies offering similar products, businesses must exert efforts to attract and satisfy consumers through various methods. This approach enables companies to achieve maximum profit and increase sales figures. A strong brand image is paramount and should not be overlooked, as it significantly influences buyers' interest and ensures product recall due to its perceived high quality, thereby encouraging repeat purchases.

Product quality refers to the comprehensive understanding of a product's characteristics that support its ability to fulfill needs. This factor is highly significant and is often interpreted as anything that satisfies consumers or aligns with their conditions and requirements. Today's consumers are increasingly selective in their product choices, actively seeking the utility or benefit they desire. They are even willing to spend more to acquire high-quality products. This intensified competition compels marketers to innovate and capture market share continually. Consequently, only companies consistently delivering superior product quality are likely to experience rapid growth and achieve long-term success over their competitors.

A purchase decision represents a consumer's mental consideration, reflecting an intention to buy. Every seller profoundly hopes to retain customers for the long term, ideally permanently. A purchase decision is ultimately a consumer's action to either buy or not buy a product. Therefore, a purchase decision cannot be forced, though it can be studied and influenced. Purchase decisions are evidenced by the act of acquiring products offered by the seller; the more customers who make purchases, the greater the entrepreneur's profits. Several issues have made it interesting for researchers to delve deeper into the factors influencing purchase decisions, particularly at Dian Shop All-in-One, by examining various aspects, including product quality, promotion, and price.

Product quality, specifically, refers to a product's ability to perform its intended function, encompassing durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. It is the combination of features and characteristics that determines the extent to which the output can meet consumer needs. A key expectation customers have from manufacturers is the highest quality of products and services. When consumers are about to make a purchasing decision, product variables are often the most important consideration because the product itself is the primary objective for satisfying their needs. Enhancing product quality can ensure a company's survival and even enable it to win business competition. In a competitive business environment with intense product marketing, companies must employ the right strategy to entice consumers to purchase their offerings.

Price is the sole element of the marketing mix that generates revenue, while all other elements typically incur costs. Price is also one of the most flexible components of the marketing mix; unlike product features or supplier commitments, it can be adjusted quickly and easily. Evidence suggests that price is currently one of the most critical factors influencing consumer purchasing decisions. Price represents the amount of money customers must pay to obtain a product, often adjusted to the existing competitive situation to align the product with buyer perception. A common strategy to attract consumers is to set prices that prompt a rapid market reaction. Product prices are expected to increase consumer desire to use the product and persuade them to switch from competitors' offerings. Many consumers are drawn to a product not only by the product itself but also by the perceived benefits it offers, often amplified by various promotions used to gain an initial advantage over competitors.

Promotion is another vital aspect for attracting consumer attention, making the company and its offerings known to consumers. Therefore, promotional methods must be carefully

considered, as their attractiveness and effectiveness significantly influence the success of the seller's efforts to introduce products to potential consumers, persuade them to make a purchase, and encourage repeat purchases from existing customers. Promotion involves methods to inform, persuade, and remind consumers, both directly and indirectly, about a product or brand for sale. It encompasses a set of incentive tools, often short-term, designed to stimulate quicker and greater purchasing by consumers or traders. Dian Shop, a Small and Medium Enterprise (SME) in the clothing retail sector, also known as Diana Shop All-in-One 35,000, is located on JL. Dr. Murjani II, Tanjung Redeb City. This trading business was founded in 2021 and has experienced rapid growth since then.

For the Dian Shop All-in-One 35,000, product quality, adjusted to the price, is a significant factor in consumer purchase decisions. If the quality of the products offered meets consumer desires, the purchase decision is likely to be successful. As a growing industry, the clothing sector certainly has a substantial following, ranging from children to adults. The efforts of clothing retailers currently involve offering various qualities adjusted to the price and with sufficient product durability for long-term use. In addition to clothes, the shop also offers bags, sandals, watches, children's helmets, dolls, and more. The shop actively promotes goods using social media platforms like Instagram and WhatsApp, often emphasizing its 35,000 Rupiah price point. Implementing such promotional strategies is the shop owner's way of increasing sales and attracting new customers. However, it is noted that Diana Shop All-in-One 35,000 does not conduct promotions on social media every day, indicating a potential area for more consistent engagement.

The prices offered to customers are generally appropriate for the product quality. Although famous for its "35,000 Price" concept, not all products are priced at 35,000 Rupiah; some are priced at Rp. 40,000 and even up to Rp. 60,000. Many customers prefer more affordable products with good quality over more expensive ones. Therefore, business owners must be able to understand customer desires and needs precisely to innovate and create appealing products while leveraging the advantages they offer. Based on the background above and the observed market dynamics, a clear research gap exists regarding the specific interplay of product quality, promotion, and pricing strategies in influencing consumer purchasing decisions within the context of fast-growing SMEs, such as Dian Shop All-in-One 35,000. Understanding these dynamics is crucial for sustainable business growth in competitive retail environments. This motivates the current study, titled: "Influence of Product Quality, Promotion, and Price on Consumer Purchasing Decisions: A Case Study at Dian Shop All-in-One 35,000 in Tanjung Redeb.

THEORETICAL REVIEW

Purchase Decision

According to Kotler (2016), a consumer purchasing decision refers to an individual or household's decision to buy goods or services for personal use. Sussanto (2016) further defines a purchase decision as the multi-stage process a consumer undergoes to make a product purchase. Assauri (2015) notes that purchasing decisions made by consumers or buyers are also influenced by established habits, including when purchases are made, the quantity purchased, and where the purchase occurs.

Purchasing decisions are behaviors that arise in response to stimuli or connections from other parties (Kotler & Armstrong, 2015). Before making a purchase, several factors influence an individual's decision to buy a product or brand. For most consumers, buying behavior often originates from and is influenced by various external stimuli, encompassing both marketing stimuli and broader environmental stimuli. These stimuli are then internally processed, according to one's personal characteristics, before a final purchase decision is made.

Kotler (2011) states that purchasing decisions represent a consumer's action of buying or not buying a product. Among the various factors that influence a consumer's decision to purchase a product or service, consumers typically consider quality, price, and general public

awareness of the product or brand. A consumer's purchase decision typically involves several stages of decision-making.

Indicators of Purchase Decision

According to Kotler and Armstrong (2018), the key indicators of a purchase decision include:

1. Certainty of buying after knowing the product information: Consumers have the autonomy to decide whether to choose a product or allocate their money for other purposes.
2. Buying because it aligns with desire and needs: For certain products, consumers are typically not hesitant about a higher price as long as the product quality is perceived as good.
3. Buying because of recommendations from other people: Word-of-mouth influence plays a significant role in swaying purchasing choices.
4. Deciding to buy because it is the most preferred brand: Consumers must choose among various brands, each possessing unique differentiating factors.

Product Quality

Quality refers to the level of goodness or badness, grade, level, or degree of something. In this context, "something" can represent various entities, including goods, services, conditions, or other aspects of value. In the business realm, quality signifies the conformity between product specifications and consumer needs, or the perceived level of excellence of a product (whether goods or services) in the eyes of its users.

Most individuals find it challenging to define the word "quality" precisely, as its meaning varies from person to person and depends heavily on the context. Quality is a dynamic condition; what is considered high quality today may be perceived as less so in the future due to evolving standards and expectations. According to Kotler and Keller (2012), quality is the overall pattern and characteristics of a product or service that support its ability to satisfy customers both directly and indirectly.

Daga (2017) further elaborated that product quality refers to a product's ability to perform its intended functions, including its durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. Improvements in product quality can be achieved by implementing programs like Total Quality Management (TQM).

Indicators of Product Quality

According to Kotler (2016), the product quality in question is indicated by the following aspects:

1. Durability: The level of resilience of goods when used over time before their characteristics change. Product durability is reflected in how long an item remains functional and satisfactory for customer use.
2. Performance: The primary functional characteristics possessed by a product.
3. Reliability: The probability that a product will consistently and successfully perform its intended function under specified conditions.
4. Features: The characteristics of a product specifically designed to enhance its function or provide additional benefits.
5. Perceived Quality: The results of indirect measurements, as consumers may not fully comprehend or possess complete information about the product, rely instead on their perceptions.

Promotion

Based on expert opinions, promotion holds various interpretations. Kotler and Armstrong (2015) define promotion as a means of communicating product benefits and persuading target customers to make a purchase. Buchari Alma (2014) describes promotion as a form of communication that provides convincing explanations to potential consumers about goods and

services. The core objectives of promotion are to gain attention, educate, remind, and ultimately convince potential consumers. Lupiyoadi (2015) argues that promotion is a crucial variable within the marketing mix that companies employ when marketing service products. Promotional activities often involve short-term, intensive marketing efforts aimed at stimulating trial or immediate purchase of a product or service. While all promotional activities ultimately seek to influence buyer behavior, their main objectives are to inform, persuade, and remind consumers.

Indicators of Promotion

According to Buchari Alma (2016), the variables of promotion encompass several key factors:

1. Advertising: A form of non-personal communication used by companies to promote goods or services, typically through paid media.
2. Personal Selling: Oral presentations delivered by a company's representative to one or more potential buyers with the direct aim of selling the offered goods or services.
3. Sales Promotion: All activities intended to improve product movement from the manufacturer to the final sale point, often involving short-term incentives (e.g., banners, brochures, discounts, contests).
4. Word-of-Mouth Marketing: Consumers engaging in conversations with other consumers or individuals about their experiences using a purchased product.
5. Direct Marketing: Selling goods/services directly to consumers, often through channels like mail, email, or telemarketing.

Price

Price is the value of goods or services measured by the amount of money a buyer pays to obtain a particular combination of goods or services (Indrasari, 2019). According to Gitosudarmo (2012), price is essentially the value stated in a monetary unit or medium of exchange for a specific product. In reality, value or price is not determined solely by physical factors but also by other influential factors. Therefore, price can be defined as a specific amount for a product or a combination of goods and services. The concept of "real price" extends beyond products currently traded in the market and applies to various other offerings.

Indicators of Price

According to Kotler (2017), four indicators characterize price:

1. Price Affordability: The level of a consumer's ability to purchase the products or services offered.
2. Price Conformity with Product Quality: The existence of a positive relationship between the price and the quality of a product.
3. Price Competitiveness: Defined as the relative price position of one competitor's offering compared to others in the market.
4. Price Suitability to Benefits: The perceived benefits obtained from the product are greater than or equal to the amount spent to acquire it.

RESEARCH METHOD

The population for this study consisted of customers who shopped at Dian Shop All-in-One, located at 35,000. Based on the researcher's observation, a daily customer data list was not available. Therefore, the researcher estimated that the average daily customer visits were 90 people, resulting in an estimated 2,700 customer visits per month. According to Sugiyono (2017), a sample is a subset of the total population, comprising its characteristics. Respondent sampling was conducted using accidental sampling, a non-probability technique in which samples are selected based on their availability at the time of data collection.

The sample size was determined using Slovin's formula:

$$n = N / (1 + N * e^2)$$

$$n = 2700 / (1 + 2700 * 0.10^2)$$

$$n = 2700 / (1 + 2700 * 0.01)$$

$$n = 2700 / (1 + 27)$$

$$n = 2700 / 28$$

$$n = 96.42$$

Thus, the minimum number of samples in this study was set at 96 people. The sampling method in this study used a non-probability sampling method with an accidental sampling technique (convenience sampling). This means that individuals who happened to meet the researcher at Dian Shop All in one 35,000 during the research data collection and were deemed suitable were used as respondents. A library study (library research) involves reading books, journal articles, and literature related to the problems discussed in the study. Observation or monitoring is an activity conducted by the researcher on an object to understand knowledge about that object.

Interviews are a technique used in collecting research data. This interview is typically conducted when the researcher wants to gain a deep understanding of the problems to be discussed and gather the desired information from respondents. Questionnaires are a data collection technique that involves distributing a list of questions compiled systematically and written with predefined answer choices. This research questionnaire was designed in two formats: one providing answer choices for respondents, and the second consisting of questions about each variable being researched. These variables were measured using the Likert scale.

RESULTS AND DISCUSSION

RESULT

Multiple linear regression is used to determine the influence of Product Quality, Promotion, and Price on Purchasing Decisions at Shop Diana One Stop Shop, located at 35,000 in Cape Redeb.

Table 1. Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.738	.981		2.791	.006
Kualitas Produk	.250	.066	.298	3.776	.000
Promosi	.442	.079	.496	5.577	.000
Harga	.193	.077	.181	2.502	.014

a. Dependent Variable: Total_Y

Source: data processed by the author, 2024

Based on the Table in the model, the linear multiple regression model is as follows:

$$Y = 2,738 + 0.250X_1 + 0.442X_2 + 0.193X_3 + 0.981$$

Coefficient Correlation

Coefficient correlation helps measure the level of correlation or closeness of connection between the independent variables (quality, promotion, and price) and the dependent variable (decision to purchase). Measurements were made using the Product-Moment correlation (results) output from SPSS.

Table 2. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,919 ^a	,844	,839	1.260
a. Predictors: (Constant), Total_X3, Total_X2, Total_X1				

Source: data processed by the author, 2024

Based on the results calculated by SPSS, the obtained mark. The correlation of 0.919 falls within the interval 0.81 – 1.00, indicating that the level of strength of the relationship between the variables is strongly associated with the variable's free own level connection.

Coefficient Correlation

The multiple determination coefficient is used to determine the extent to which variable X has an influence simultaneously. (Together) to Variables Y. Based on Table 4 (Model Summary) above, the coefficient of determination value is known. Of 0.844, this means that the influence variable Product Quality (X 1), Promotion (X 2), and Price (X 3) simultaneously have a significant influence on purchasing decision variables (Y), amounting to 84.4% while the remaining 15.6% is influenced by variables other than those discussed in the study.

T-test (Partial Test)

Test t used for known influence variable free in a way partial (Alone) to variable bound. In a test with significance $\alpha < 0.05$ and $t_{\text{count}} > t_{\text{table}}$ with an error rate of 5%. The formula looks for the $t_{\text{table}} = t(\alpha/2; nk-1) = t(0.025; 92)$, so the $t_{\text{table value obtained}}$ was = 1.986. The test was then carried out with the following hypothesis.

Table 3. t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,738	,981		2,791	,006
Product Quality	,250	,066	,298	3.776	,000
Product	,442	,079	,496	5,577	,000
Price	,193	,077	,181	2,502	,014
a. Dependent Variable: Total_Y					

Source: data processed by the author, 2024

Based on the table in the one, the known mark significance

1. Product Quality (X1): The significance value for the partial influence of Product Quality (X1) on purchasing decisions (Y) is 0.000 (< 0.05), and the calculated t-value is 3.776 ($> t_{\text{table}} 1.986$). Therefore, Hypothesis H1 is accepted, indicating that product quality has a significant influence on purchasing decisions, albeit partially.
2. Promotion (X2): The significance value for the partial influence of Promotion (X2) on purchasing decisions (Y) is 0.000 (< 0.05), and the calculated t-value is 5.577 ($> t_{\text{table}} 1.986$). Therefore, Hypothesis H2 is accepted, indicating that promotion has a partial influence on purchasing decisions.
3. Price (X3): The significance value for the partial influence of Price (X3) on purchasing decisions (Y) is 0.014 (< 0.05), and the calculated t-value is 2.502 ($> t_{\text{table}} 1.986$). Therefore, Hypothesis H3 is accepted, indicating that price has a significant influence on purchasing decisions, albeit partially.

F-Test (Simultaneous Test)

The F-test, or Simultaneous Test, is used to determine whether the independent variables collectively (simultaneously) influence the dependent variable. Hypothesis testing is performed with a significance level (α) of 0.05. A significant influence is indicated when the p-value (Sig.) is < 0.05 and the F-calculated value is $> F$ -table. The F-table value for this study ($k-1: n-k-1 = 3: 92$) is 2.704. Then the hypothesis testing is carried out as follows:

Table 4. Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	790,901	3	236.634	166,060	,000 ^b
	Residual	146,057	92	1,588		
	Total	936,958	95			
a. Dependent Variable: Total_Y						
b. Predictors: (Constant), Total_X3, Total_X2, Total_X1						

Source: data processed by the author, 2024

Based on Table 4, the significance value for the simultaneous influence of Product Quality (X1), Promotion (X2), and Price (X3) on purchasing decisions (Y) is 0.000 (< 0.05), and the calculated F-value is 166.060 ($> F$ -table 2.704). This means that Product Quality (X1), Promotion (X2), and Price (X3) collectively have a significant influence on the purchasing decision variable (Y). Therefore, Hypothesis H4 is accepted.

Discussion

This study utilized 96 respondents as samples, predominantly women, to answer the research questions. Data collection was performed using a questionnaire, and the collected data were analyzed using SPSS version 26. Statistical tests revealed that all independent variables (Product Quality, Promotion, and Price) significantly affect Purchasing Decisions, both partially and simultaneously. The influence of each variable is explained below.

1. Influence of Product Quality (X1) on Purchasing Decisions (Y)

The partial test for the product quality variable on purchasing decisions yielded a significance value of 0.000 (< 0.05) and a calculated t-value of 3.776 ($> t$ -table 1.986). This confirms that the Product Quality variable (X1) partially and significantly influences the Purchasing Decision variable (Y) at Dian Shop All-in-One 35,000. This finding suggests that product quality is a crucial determinant in the purchasing decision process, as it directly impacts consumer satisfaction through its durability and features. This result aligns with previous research by Sigit Harry Presetyo (2020) and Diah Ernawati (2019), which concluded that product quality generally has a significant partial effect on purchasing decisions. This suggests that consumers perceive the quality of products sold at Dian Shop All-in-One 35,000 as appropriate for the price. However, this finding contrasts with the study by Fiksi Maiza et al. (2022), which concluded that product quality does not influence purchasing decisions.

2. Influence of Promotion (X2) on Purchasing Decisions (Y)

The partial test for the promotion variable on purchasing decisions showed a significance value of 0.000 (< 0.05) and a calculated t-value of 5.577 ($> t$ -table 1.986). This demonstrates that the Promotion variable (X2) partially and significantly influences the Purchasing Decision variable (Y) at Dian Shop All-in-One 35,000. An easily understandable advertising concept makes consumers interested in observing the promotional activities conducted by Dian Shop All-in-One 35,000. Consumers acquire information about Dian Shop's offerings through advertising, sales promotions, and personal selling. A higher intensity of promotion, balanced with comprehensible advertising, will likely have a greater positive impact on consumer

purchasing decisions at Dian Shop All-in-One 35,000. This finding is consistent with studies by Diah Ernawati (2019) and Sigit Hari Prasetyo (2020), which indicated that promotion partially influences purchasing decisions. This suggests that the promotions implemented by Dian Shop All-in-One 35,000 are effective in attracting consumers to make purchases. Conversely, Linzzy Pratami Putri's (2019) research concluded that promotion does not affect purchasing decisions, presenting a contrasting view.

3. Influence of Price (X3) on Purchasing Decisions (Y)

The partial test for the price variable on purchasing decisions revealed a significance value of 0.014 (< 0.05) and a calculated t-value of 2.502 ($> t$ -table 1.986). This indicates that the Price variable (X3) partially and significantly influences the Purchasing Decision variable (Y) at Dian Shop All-in-One 35,000. Price is a very important factor in influencing consumer purchasing decisions, as an affordable price can be a significant consideration among various products known to consumers. With pricing that is not excessively expensive, it can attract consumer attention and thus influence purchasing decisions. Therefore, price determination becomes crucial for manufacturers to consider. This research finding is consistent with studies by Mega Selvia et al. (2022) and Nabila Iwan Sahara (2020), which concluded that price has a partial and significant influence on purchasing decisions. This suggests that the pricing strategy at Dian Shop All-in-One 35,000 aligns with consumer expectations. However, a differing result was obtained in research by Nur Diana et al. (2023), which concluded that price does not influence purchasing decisions.

4. The Simultaneous Influence of Product Quality (X1), Promotion (X2), and Price (X3) on Consumer Purchasing Decisions (Y)

Based on the F-Test (Simultaneous Test) results, the significance value for the combined influence of Product Quality (X1), Promotion (X2), and Price (X3) on purchasing decisions (Y) is 0.000 (< 0.05), and the calculated F-value is 166.060 ($> F$ -table 2.704). This indicates that when Product Quality (X1), Promotion (X2), and Price (X3) are considered jointly, they significantly impact the purchasing decision variable (Y) at Dian Shop All-in-One 35,000. Furthermore, based on the coefficient of determination, Product Quality (X1), Promotion (X2), and Price (X3) collectively account for 84.4% of the variance in purchasing decisions. In comparison, the remaining 15.6% is attributed to other variables not discussed in this study. This highlights the substantial combined impact of these three marketing mix elements on consumer behavior at the studied retail outlet.

CONCLUSION

Based on the discussion of the research data analysis regarding the influence of product quality, promotion, and price on consumer purchasing decisions at Dian Shop All-in-One 35,000, the following conclusions can be drawn: product quality significantly influences purchasing decisions partially. This is evidenced by a significance value of 0.000 (< 0.05) and a calculated t-value of 3.776 ($> t$ -table 1.986). This implies that consumers at Dian Shop All-in-One 35,000 highly value the quality of products, which directly impacts their decision to purchase. Promotion has a significant partial effect on buying decisions. This is supported by a significance value of 0.000 (< 0.05) and a calculated t-value of 5.577 ($> t$ -table 1.986). This indicates that the promotional activities undertaken by Dian Shop All-in-One 35,000 are effective in attracting and persuading consumers to make purchases.

Price significantly influences purchasing decisions partially. This is demonstrated by a significance value of 0.014 (< 0.05) and a calculated t-value of 2.502 ($> t$ -table 1.986). This suggests that the pricing strategy at Dian Shop All-in-One 35,000 is perceived as appropriate and competitive by consumers, thus influencing their buying choices. Product quality, promotion, and price simultaneously influence consumer purchasing decisions. This is proven by a significance value of 0.000 (< 0.05) and an F-calculated value of 166.060 ($> F$ -table 2.704). This

means that a holistic approach to optimizing all three aspects is crucial for Dian Shop All-in-One 35,000 to maximize consumer purchasing behavior. The combined effect of these three variables accounts for a substantial 84.4% of the variation in purchasing decisions.

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