



1st International Conference on Economy, Management, and Business (IC-EMBus)

NOVEMBER, 2023 p. 2080-2091
<https://journal.trunojoyo.ac.id/icembus>

Consumer Purchase Decision for Awanners Azarine Brand on Shopee

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INFO ARTIKEL

Keywords:

Product Quality, Price, Promotion, Purchase decision, Azarine Brand, E-commerce Shopee

Abstract

The purpose of this study is to determine the extent to which these variables influence consumer purchasing decisions. Using quantitative methods, we administered questionnaires to a sample of customers who have purchased Azarine products on Shopee. The results of our study show that product quality, price, and promotion have a great influence on consumers' decision to purchase the product. High-quality products, competitive prices, and effective promotions have proven to be important components in influencing customer preferences. The findings suggest that companies should continue to improve the quality of their products, set competitive prices, and implement effective promotional strategies to retain and attract more consumers in the competitive e-commerce market. In addition, this research can help skincare companies and e-commerce platforms develop better marketing strategies.

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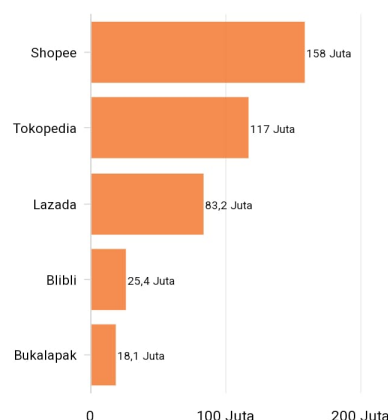
E-ISSN: 3026-0965

DOI

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Introduction

The impacts of globalization are still being felt in the modern period, as seen by the ongoing growth of industries worldwide. This terrain has undergone substantial transformation due to the advancement of technology. As a result of these developments, consumers today demand communication mediums that are able to accurately and quickly convey knowledge. (Andis et al., 2019) There are a few ways to obtain this knowledge, one of which is to use the World Wide Web to browse online. Books can also be a window into the world to extend one's perspective, and one way to obtain knowledge is by means of communications on a handheld device. (Supu et al., 2021) Human behavior and habits in satisfying their wants and aspirations have changed in this more advanced period. Success in maintaining consumer loyalty is determined by the company's performance in satisfying customers (Anderson & Srinivasan, 2003; Jannah et. Al., 2019) (Angga Reta & Yudho Leksono, 2022) Analyzing the buying habits of consumers, according to Kotler and Keller (2008:166), entails researching how people, groups, and organizations select, purchase, and make use of products, services, concepts, or experiences in order to satiate their needs and desires. By using these ideas, Shopee is able to comprehend customer preferences and demands, offer a distinctive shopping experience, and create marketing plans that are competitive in the age of e-commerce. Concentrating on product quality emerges as the primary factor influencing users' decisions; the better a product is, the more likely it will be that someone will select or purchase it. (Hulima et al., 2021) In Indonesia, Shopee, a platform for e-commerce based on smartphone apps, has grown quickly. Forrest Li founded the Shopee brand in 2009, and it made its debut in Singapore in 2015. Chris Feng, a former Rocket Internet executive who oversaw Zalora and Lazada, is the company's CEO. Shopee's operations have been expanded to other countries since 2015, such as Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. In 2018, Shopee achieved a noteworthy feat in Indonesia, setting a new record for the country's e-commerce business by recording 1.5 million transactions in a single day. This achievement demonstrates the benefits



of the easiness provided by the Shopee mobile application, which is anticipated to raise the volume of purchases made by the public.

Figure 1. Highest Ecommerce

Source :<https://databoks.katadata.co.id/datapublish/2023/05/03/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2023>

Based on the provided image, it can be inferred that Shopee, an e-commerce platform with 10 million downloads through the Play Store app, is proactively

taking steps to raise brand recognition. Furthermore, the number of millennials keeps rising every year. (Tj, 2020) Shopee provides convenience for students who are time-constrained, enabling them to buy products online instead of hopping from store to store. The majority of students who utilize social media and smart devices frequently prefer to shop on Shopee. The primary determinants of their decision are the benefits provided, which include an integrated logistical system and a range of safe payment options. The convenience, accessibility from anywhere at any time, and ease of the transaction process prior to making a purchase are the main reasons why online shopping was selected. (Sari & Harti, 2021) Customers pick the right products with more caution and wisdom now that there is such a wide range of things to choose from. (Marlius et al., 2022) Businesses must be able to recognize and comprehend the requirements and desires of their customers. (Marlius & Noveliza, 2022) When making an order, consumers evaluate products and services and compare prices, promotions, services, and quality. Using this tactic, vendors vie with one another to draw in customers with promotions, high quality, and competitive pricing. The buying decision, which is the phase of the decision-making process where buyers take into account elements including pricing, location, products, and services, is crucial to the achievement of a company. Kotler asserts that attracting and keeping consumers is a company's primary means of achieving achievement. In the beauty market nowadays, skincare and cosmetics are two prevalent trends. Customers are choosing their skincare and beauty brands more carefully now that there are so many options available to them. (Lina, 2023) A multitude of factors, including the lifestyles of consumers, impact purchasing decisions. The notion of "Shopping Lifestyle," as elucidated by Maftukhan and Srihandayani, pertains to an individual's purchasing habits that mirror their way of life. The primary factors to consider while making an Azarine skincare purchase at Shopee are Product Quality, Price, and Promotion. When preparing the company's next marketing plans, purchasing selections play a significant role. (Hestiana et al., 2023) Kotler and Armstrong define pricing as the amount of money a business sets in exchange for the supply of goods or services, whereas product quality is a product's capacity to meet customer needs. Because pricing can impact a company's revenue and consumers' perceptions of the value of a product or service, it plays a crucial role in the marketing mix. Promotion is the process of using components of the marketing mix to draw in potential customers in an effort to raise the visibility of products or services. According to Assauri, the integration of promotion strategies with other parts in the marketing mix is the key to its success and efficacy.

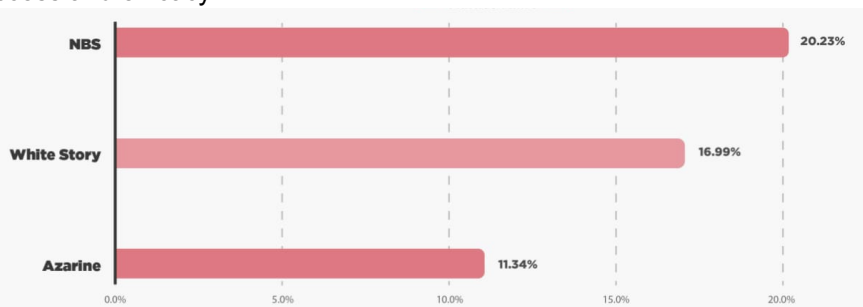


Figure 2 Azarine Skincare

Source: <https://compas.co.id/article/skincare-paket-glowing/>

The purchase decision, which is a crucial phase in the decision-making process for buyers, has a significant impact on a business's success. Important factors to take into account in this process are things like product and service quality, pricing, and location. Carefully examined studies are conducted on purchasing choices in order to determine the elements that are thought to have an influence on such purchases. (Hanggondosari, 2019) A crucial component of how consumers act is purchasing decisions. Consumer behavior is the study of how people, groups, and organizations choose, acquire, and use goods, services, ideas, or experiences in order to fulfill their needs and desires. (Aprilia et al., 2021) A business's capacity to create and maintain consumers is a key indicator of its success, according to Philip Kotler's theory. Achieving this goal mostly depends on consumer purchasing decisions, which are influenced by a variety of factors, including their lifestyles. Maftukhan and Srihandayani define the term "shopping lifestyle" as an individual's consumption patterns in relation to their shopping activities. The shopping lifestyle has a favorable and considerable influence on consumers' purchase decisions, according to research by Prayogo et al. When making judgments about buying Azarine skincare products on Shopee, factors including product quality, pricing, and promotion are crucial considerations that buyers should make. (Gunawan & Ardyan, 2021) When consumers choose products from a company, their primary consideration is the quality of the offerings. Two aspects of business can benefit from good control: the reduction of manufacturing costs and the increase in income. (Abi, 2020). In the business world, price is typically taken into account before a customer makes a decision to buy. The kind of product or service being given has a direct impact on the role of price, particularly its flexibility. (B. Marpaung & Mekaniwati, 2020) The good or service's economic worth is determined by its price. The pricing that the business sets must correspond to the worth of the goods it has manufactured. (F. K. Marpaung et al., 2021) Apart from providing superior items and determining appropriate prices, businesses also need to enhance their capacity to interact with customers via marketing initiatives. (Ashari et al., 2020) Naturally, as a customer, you would search for goods that may fulfill and surpass your expectations. (Lystia et al., 2022) In order for companies to stay in business and compete in the market, they must innovate their products. (Kesuma et al., 2021) In an attempt to increase consumer awareness of products or services, promotion entails a number of initiatives targeted at luring potential customers with different aspects of the marketing mix. According to Assauri, the campaign's integration with other components is crucial to its success. Companies must use promotion properly in order to promote their products because it is one of the most important components of the marketing strategy. Because the media is such a powerful tool for spreading information globally, businesses can use it to advertise or promote their goods and reach a wider demographic. (Poespa et al., 2020)

Research Method

In order to solve the difficulties at hand, this research use quantitative approaches, which are an approach to data analysis derived from respondents and subsequently evaluated using statistical theory. Making decisions is certain while using this approach. This study attempts to clarify how consumer decisions about the Azarine Awanners Brand on Shopee E-commerce are influenced by factors such as product quality, pricing, and promotion. A descriptive quantitative approach is the method employed, and its goal is to

characterize the phenomena that arise in a predefined definition of the problem. This study used quantitative data, with major data coming from Shopee E-commerce users who use Azarine skincare. Users of Azarine skincare products on Shopee E-commerce made up the study's population, and 32 respondents made up the sample. Respondents were given questionnaires to complete in order to collect data. When researchers are certain about the variables to be examined and the responses they should anticipate from participants, questionnaires are an effective tool for gathering data. Respondents are emailed a link to a Google Form in order to collect data. To determine whether the differences in each category are due to chance or are significant, statistical testing is performed. To ascertain the relationship between independent variables (product quality, pricing, and promotion) and dependent variables (customer purchase decisions), a straightforward linear regression analysis is employed as the data analysis technique. Efficiency, dependability, characteristics, resilience, and appropriateness for the product's quality were some of the indicators used in this study to measure the variables. Other indicators included affordability, price suitability with benefits, price according to ability or price competitiveness for price variables, and promotional message, medium, time, and frequency for promotion variables. The factors that influence purchasing decisions are measured using indicators based on needs, benefits, accuracy of purchases, recurring purchases, dealer preference, product choice, brand preference, purchase time, and purchase amount. In order to explain the link between predetermined variables in the context of consumer purchase decisions towards Brand Awanners Azarine is in Shopee E-commerce, this study employ quantitative approaches and basic linear regression analysis techniques.

RESULT

The study's results came from a sample of thirty-two people who met the criteria for being respondents—that is, those who visited the Shopee Azarine website and the Instagram social media platform in exchange for money in order to complete online surveys via Google Form. A Likert scale of 1 to 5 was used for the handing out of questionnaires, which happened behind closed doors. In this study, one dependent variable—purchasing decisions—and three independent variables—product quality, price, and promotion—are included. Researchers perform reliability and validity studies on instruments. The purpose of the validity test is to determine the validity of the questionnaire's questions. When retaking measurements, reliability tests are conducted to ensure that questionnaire items are consistent. A tool is considered legitimate, according to V. Wiratna Sujarweni (2014), if the computed R value is higher than the R value of the Product Moment table and vice versa. The value of the Corrected Item Total Correlation must match the computed R value. Seven to ten assertions based on predetermined indications are used for reliability tests, and the SPSS program is used to assist with computerized assistance in the calculations. (Nabila & Habib, 2023) An instrument is considered legitimate, according to V. Wiratna Sujarweni (2014), if the estimated R value is higher than the R value of the Product Moment table, and vice versa. The value of the Corrected Item Total Correlation must match the computed R value. The validity test is used to determine the validity of the questions in the questionnaire or other instrument. Seven to ten statements that are based on established indicators for variables X and Y are used to accomplish this. Software like SPSS other statistical tool computations can help this measurement method. Correlation analysis between each question item and the overall variable score

is part of this calculation. The instrument is deemed legitimate for measuring that variable if the derived R value is greater than the R of the Product Moment table and equal to the Corrected Items Total Correlation value. (Sugiharto et al., 2022) There were four variables in this study: one dependent variable (Y) and three independent variables (X). There are several statement items associated with each variable: 5, 5, 4, and 4 for each variable. The data gathered from the field can be deemed legitimate if the average of each statement item on each variable—dependent and independent—has a computed R value higher than Table R. Sugiyono (2018) states that a tool is considered dependable if it consistently yields consistent results when measuring the same thing. Cronbach Alpha (α) is the reliability metric employed in this study. If a construct or variable has a Cronbach Alpha value greater than 0.70, it is considered dependable. The statistical package for social science, or SPSS, software is used alongside computer tools to make computations easier for tests of reliability. Research can evaluate the consistency and dependability of the tools used to measure these variables by using this technique. If the Cronbach Alpha value satisfies these requirements, it can be said that the tool is trustworthy and produces consistent results..(Sugiharto et al., 2022)

Table 1. Recapitulation of Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.909	18

Source : Data processed SPSS 2023

Table 2 above indicates that the research instrument has a higher Cronbach Alpha value than the criterion set by Ghozali (2018), which states that field data is deemed reliable if the Cronbach Alpha value is greater than 0.70. The data is evaluated using the Classical Assumption Test to determine whether or not there are deviations from the classical assumptions. In this assumption test, there are two types of tests used, namely the normality test and the multicollinearity test. A test of normality is performed to examine if the data used has a normal distribution or not.(Praditasetyo & Saputri, 2021) In this test, it is seen that the plot (dots) follow a diagonal line. Based on the basis of decision making suggested by Imam Ghozali (2011: 161), it can be concluded that the normality test in the regression model of this study shows a normal distribution.

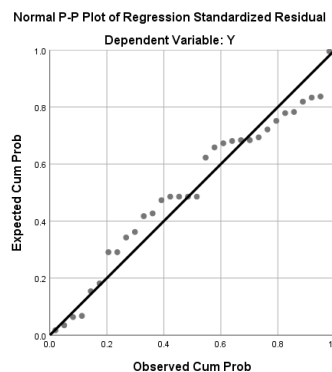


Figure 3. Normal P-P Plot

Source : Data processed SPSS 2023

It is evident from the table or image above that the plot (the dots) follows a diagonal line. Therefore, it can be inferred that the normality test in the regression model of this study indicates a normal distribution based on the foundation for decision making that is taken from Imam Ghozali's book (2011: 161). The multicollinearity test is the next test of classical assumptions. Imam Ghozali (2017: 107–108) states that if each variable has a VIF value of less than 10.00 and a tolerance value of > 0.100, there are no signs of multicollinearity. Given that each study variable in this instance has a tolerance value of > 0.100 and a VIF value of < 10.00, Imam Ghozali (2011: 107–108)'s guidelines for making decisions can be followed. This research variable shows no signs of multicollinearity. Imam Ghozali (2011: 139) states that scatterplots lacking a distinct pattern (wavy, broadening then contracting) and spreading points above and below the Y axis' zero value do not exhibit heteroscedasticity. The following scatterplot's structure or points [insert explanation or observation of scatterplot] show this.

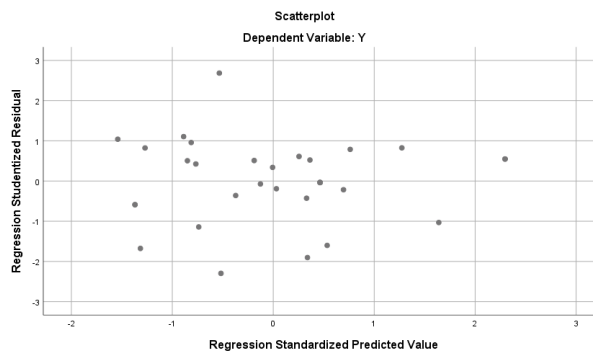


Figure 4. Scatter Plots

Source : Data processed SPSS 2023

There is no discernible pattern in the table or picture above, and the dots are dispersed above and below the number 0. Imam Ghozali (2011: 139)'s method of decision-making can be utilized to determine that the data utilized does not exhibit heteroscedasticity. The application of the multiple linear regression method is utilized to ascertain if two or more X factors have an impact on variable Y. Multiple linear regression analysis has been used in this investigation. This is the formulation for the model of regression that was used:

Table 2. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF

1 (Constant)	8.824	2.659		3.319	.003		
X1	.851	.170	.915	4.992	.000	.524	1.909
X2	-.036	.178	-.040	-.205	.839	.460	2.175
X3	-.578	.214	-.509	-2.699	.012	.494	2.025

a. Dependent Variable: Y

Source : Data processed SPSS 2023

There is no discernible pattern in the table or picture above, and the dots are dispersed above and below the number 0. Imam Ghozali (2011: 139)'s method of decision-making can be utilized to determine that the data used does not exhibit heteroscedasticity. The application of multiple linear regression analysis is utilized to ascertain if two or more X factors have an impact on variable Y. Multiple linear regression analysis has been used in this investigation. This is the formulation for the regression model that was used:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$Y = 8.824 + 0.851x_1 + 0.036x_2 + 0.578x_3 + e$$

Summary: The information that follows can be obtained using the equation: There is a bidirectional association between both dependent and independent variables, as indicated by the positive regression coefficient of 0.851 for the product grade variable. This indicates that, if all other factors remain constant, a one-unit improvement in product quality will result in a 0.851 or 85.1% rise in purchase decisions. Regression coefficient values for the price variable are positive, indicating a unidirectional link between the dependent and independent variables. This value is 0.36. The promotion variable's regression coefficient of 0.578 indicates a positive, undirected relationship between the independent and dependent variables, meaning that every unit increase in price will result in a 0.36 or 36% increase in purchasing decisions, assuming all other variables stay constant. This indicates that, if all other factors stay the same, a promotion increase of 1 unit will result in a 0.578 or 57.8% increase in purchase decisions. Additionally, the T test was used to do a partial hypothesis test. Imam Ghozali (2011: 101) states that the independent variable (X) has a partial effect on the dependent variable (Y) if the significance value (sig) < 0.05.

Table 3. Partial T Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.824	2.659		3.319	.003		
X1	.851	.170	.915	4.992	.000	.524	1.909
X2	-.036	.178	-.040	-.205	.839	.460	2.175

X3	-578	.214	-509	-2.699	.012	.494	2.025
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a. Dependent Variable: Y

Source : Data processed SPSS 2023

The parameter X1 (product quality) has a value of significance (sig.) of 0.000 (Sig. < 0.05) and a t-count value of 4.992, which is more than the t-table value of 1.697, according to the results of the t-test stated in the above table. The data indicates that azarine product quality significantly influences consumers' decisions to buy them on the Shopee e-commerce platform. The variable X2 (price) has a t-count value of 0.205, which is less than the t-table value of 1.697, and a significance value (sig.) of 0.839 (Sig. > 0.05). For this reason, consumers' decisions to buy Azarine products on the Shopee e-commerce platform are not significantly influenced by price, With a t-count value of 2.699, higher than the t-table value of 1.697, and a significance value (sig.) of 0.012 (Sig. value < 0.05), the variable X3 (promotion) is significant. Promotions, therefore, have a big impact on what customers decide to buy when they buy Azarine products on the Shopee online store. The next step is to run a F test to see if a simultaneous effect exists. The significance value (Sig.) and F value provide the F test requirements.

Table 4. Simultaneous F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	104.089	3	34.696	9.606	.000 ^b
Residual	101.130	28	3.612		
Total	205.219	31			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source : Data processed SPSS 2023

We assess the significance of a statistical model that aids in comprehending the link between the predictor variable (X3, X1, X2) and the dependent variable (Y) in the analysis of ANOVA F test results. The significance value is $0.000 < 0.05$ and the f-count is $9.606 > 2.92$ based on the table that is shown. Thus, it can be said that when consumers choose to buy Azarine products on the Shopee e-commerce platform (Y), product quality (X1), pricing (X2), and promotion (X3) all have a substantial concurrent impact. The percentage of the independent variable's (X) impact over the effect of the dependent variable (Y) was then ascertained by a determination test.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.712 ^a	.507	.454	1.900	1.967

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source : Data processed SPSS 2023

The coefficient of determination (R^2) between product quality (X1), price (X2), and promotion (X3) variations on consumer purchase decisions (Y) of Azarine products on the Shopee e-commerce platform is 0.712 or 71.2%, according to the data analysis of the summary model's coefficient of determination. Or the study's coefficient of determination is classified as Strong in the interpretation guideline by Sugiyono (2012: 231). The quality (X1), pricing (X2), and promotion (X3) of the products decide the average Consumer Purchase Decision of 71.2% of azarine products on the Shopee e-commerce platform, while other criteria account for 29.8% of the decision.

DISCUSSION

The results of the research offer a thorough understanding of the correlation between the variables under investigation—namely, product quality, pricing, and promotion—and the judgments made by consumers on what to buy. We will highlight the key conclusions and ramifications of this study's findings in this debate. First of all, reliability study reveals that, with a Cronbach's Alpha value of 0.909, the measuring device in use has a very high degree of reliability. This indicates that the questionnaire yields consistent and trustworthy findings, boosting the study's validity. Moreover, the regression model was considerably overall, according to the F ANOVA test results. This suggests that at least one of the predictor variables—price, promotion, and product quality—has a major impact on the decisions that consumers make about what to buy. To improve the interpretation of the data, more work must be done on the problem of multicollinearity between the pricing and promotion variables. Multiple linear regression analysis results indicated that, compared to price and marketing, which seemed to be less statistically significant, product quality had a considerable positive influence on consumer purchasing decisions. Product quality significantly influenced customers' decisions to buy in a good way. With a coefficient of determination of 0.712, product quality, price, and promotion account for roughly 71.2% of the variation in purchase decisions. Even though this model offers preliminary insights, more study can be done to identify additional elements that may affect consumers' decisions to buy. To sum up, this research significantly advances our knowledge of the connections between consumer purchase decisions, product quality, pricing, and promotion. The study's ramifications include a better knowledge of the factors influencing purchase decisions as well as recommendations for greater sample sizes or more advanced statistical techniques in future research.

CONCLUSION

To sum up, this study significantly advances our knowledge of the connections between customer purchase decisions, product quality, pricing, and promotion. Within the context of this investigation, these findings may offer profound insights. It follows that companies and marketers can improve their approaches to boost revenue and gain a deeper understanding of customer preferences. Additionally, this study creates avenues for future investigation into the elements influencing consumer purchasing decisions holistically, using a bigger sample size and a variety of market coverage.

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