

# THE EFFECT OF PRODUCT QUALITY, PRICE AND PERSONAL SELLING ON PURCHASE DECISION

Jansaris Othniel Purba<sup>1\*</sup>, Teddy Chandra<sup>2</sup>

<sup>1,2</sup>Institut Bisnis dan Teknologi Pelita Indonesia, Pekanbaru, Riau, Indonesia

\*Corresponding Author: [jopurba69@gmail.com](mailto:jopurba69@gmail.com)

**Abstract:** This study aims to determine the effect of product quality, price, and personal selling on product purchasing decisions. The samples used in this study were 150 customers at PT. Verbert Alumindo Profil Pekanbaru. Samples were determined using non-probability sampling with the sampling method using accidental sampling technique. The data analysis method used in this research is multiple linear regression. The results showed that the product quality, price, and personal selling variables simultaneously had a significant effect on purchasing decisions. Likewise, partially product quality, price, and personal selling variables have a significant effect on product purchasing decisions at PT. Verbert Alumindo Profil Pekanbaru.

**Keywords:** Product Quality, Price, Personal Selling, Purchase Decision

## 1. Introduction

Every company that is going to release its product should consider the needs and desires of consumers. Thus, product can compete in the market and consumers have many alternative product choices before making a decision to buy a product offered (Suryani, 2013). The advantages of product are familiarity to the consumers so that they are attracted to try and then make a decision to buy the product.

PT. Verbert Alumindo Profil is a company that sells aluminum frames, glasses, and aluminum composite panels (ACP) with relatively affordable prices and good quality products. The success key of this company is the product quality. Thus, types of materials that are good for the manufacture of aluminum composite panel products and the needs of the consumers must be perceived in order to win the competition. Based on the data obtained from PT. Verbert Alumindo Profil, the selling in 2017 was Rp. 26.988.913.355, the selling in 2018 was Rp. 15.544.283.719, and the selling in 2019 was Rp. 15.798.532.877. The selling in 2017 was fluctuative with the highest point on September and the lowest one was on November. The selling in 2018 decreased in which March was the highest selling and December was the lowest one. The selling in 2019 was better than the previous one with the highest selling on October and the lowest one was on June. The selling within 2017-2019 period had a tendency to decrease.

Because of that, the researcher would like to do some evaluations related to what factors that influences the purchasing decision of the consumers on PT. Verbert Alumindo Profil both from the marketing mix and personal selling. Kotler dan Armstrong (2014) stated that the purchasing decision is a stage in the buyer decision-making process where consumers actually buy. The

decision-making is an individual activity that is directly involved in obtaining and utilizing the offered products. The decision-making on purchasing by the consumers will occur if the company does some correct strategies to attract the consumers' interest. There are several factors that influence the purchasing decision theoretically, for instance, product quality, price, and personal selling. This has been studied by Putra and Santika (2013), Hindrayani (2013), Senjaya (2014), and Setiawan, dkk (2016) who stated that the product quality has significant effect on the purchasing decision. On the other hand, the studies conducted by Suhendro (2019) and Widyaningtyas (2019) revealed the different result which is the product quality does not have an effect on the purchasing decision.

Kotler & Armstrong (2014) mentioned that price is the amount of money charged for a product or service. One of the goals of price-fixing is stability. The consumers will be very sensitive toward price if the company lower it, thus its competitors have to lower it too (Tjiptono, 2011). Price can help consumers to decide how to allocate their purchasing power on several goods and services. Consumers can compare price from some available alternatives, then decide the budget allocation that they want. The suitability between goods and price will lead to the consumers' satisfaction and the purchasing decision. The suitability between price and the purchasing decision is something that is interested to study. It is proven by some researchers who studied this topic such as Yuwono (2011), Setiawan, Fudholi, & Satibi (2016), Sya'idah (2018) who stated that price has significant effect on the purchasing decision. Meanwhile, studies conducted by Suhendro (2019) and Widyaningtyas (2019) revealed that price does not have an effect on the purchasing decision.

According to Ghanimata (2012) the personal selling also has an important role toward the purchasing decision of the consumers. Thus, each company needs to take concern on the personal selling in order to succeed their business. The salespersons need to have several characteristics such as building good relation with the customers, comprehending what customers want based on their relation skill, maintaining positive behaviour and communicating well to the customers, and providing good respons by balancing it according to consumers' desire and intention to buy products (Kotler, 2012). This has been studied by Marjuki and Fadillah (2014), Idrawati (2017) and Purnama (2016) who mentioned that the personal selling has significant effect on the purchasing decision. While, the study conducted by Octavania (2019) revealed contradictory result that is the personal selling does not have an effect on the purchasing decision.

This study aims to determine the effect of product quality, price, and the personal selling on the purchasing decision of product at di PT. Verbert Alumindo Profil Pekanbaru.

## **2. Literature Review**

### **Purchasing Decision**

According to Kotler (2012), purchasing decision is the consumer's decision to buy a product after previously thinking about whether or not to buy the product by considering and comparing the information he knows with the product reality. Each consumer makes several decisions on pursuing, purchasing, and utilizing some product and services. The purchasing decision is a common thing considered by the consumers on fulfilling the needs of products and services.

### **Product Quality**

Based on Kotler and Amstrong (2014) product is everything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want. The product quality includes quality of performance-the level in which the characteristics of the product operate, quality of conformity-the level in which all units produced are identical and meet the promised objectives, durability, a measure of the product's expected operating life under normal

conditions/or weights and reliability-a measure that a product will not fail or fail within a certain period of time.

There are some researchs that study the relation between product quality on the purchasing decision, for instance Putra and Santika (2013), Hindrayani (2013), Senjaya (2014), and Setiawan, dkk (2016) who stated that the product quality will have an effect on the purchasing decision. Therefore, the Hypothesis 1 is:

H1 : the Product Quality has an effect on the purchasing decision.

### Price

Monroe (2011) mentioned that price is the economic sacrifices that the customers make to obtain a product or service. The cheaper the price will increase the consumers' attractiveness to buy the goods/services, since they will definitely try to find the best price and compare it with the similar one elsewhere before finally deciding to buy.

There are some researchs that study the relation between price on the purchasing decision, for instance, Yuwono (2011), Setiawan, Fudholi, & Satibi (2016), and Sya'idah (2018) mentioned that the price will have an effect on the purchasing decision. Therefore, the Hypothesis 2 is:

H2 : The Price has an effect on the purchasing decision.

### Personal Selling

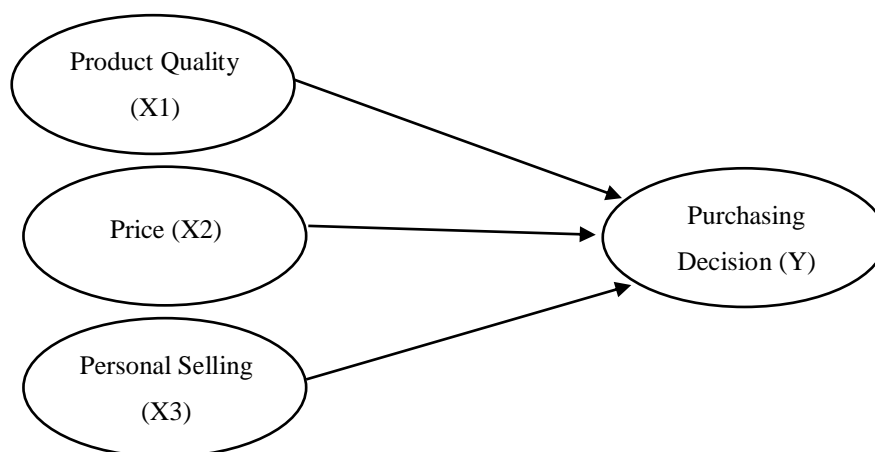
According to Sumarni and Soeprihanto (2010) personal selling is communication activity between producers represented by salespersons and potential consumers involving thoughts emotions, and face to face interaction. The salesperson try to persuade and influence the potential consumers whose aim is creating sale.

Some researchs that study the realtion between the personal selling on the purchasing decision are conducted by Marjuki and Fadillah (2014), Idrawati (2017) and Purnama (2018) who revealed that the personal selling have an effect on the purchasing decision. Therefore, the Hypothesis 3 is:

H3 : The Personal Selling has an effect on the purchasing decision.

### Research Framework

Research framework is a study that shows the influential correlation between the independent and dependent variables. The research framework of this study can be observed on the following picture.



**Figure 1: Research Framework**

Source : Data Processing, 2021

### 3. Method

#### Research Place and Time

This study was implemented in PT. Verbert Alumindo Profil Pekanbaru located at Jl. Arengka II, Komplek Pergudangan Siak II Blok F4. This study was implemented on April 2021.

#### Population and Sample

The population of this study were the customers of PT. Verbert Alumindo Profil Pekanbaru. Meanwhile, the sample of this study was the customers of PT. Verbert Alumindo Profil Pekanbaru that have bought a product in the store. In order to decide which sample that is going to use, the researcher used non probability sampling with accidental sampling as its sample taking technique and it was obtained 150 respondents as the sample.

#### The Data Analysis Method

This study used the multiple linear regression analysis with the data processing using SPSS 25.0. This multiple linear regression analysis aimed to acknowledge the effect of product quality, price, and the personal selling on the purchasing decision. The regression equation of this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \quad (1)$$

Description:

Y = Purchasing Decision  
 $\alpha$  = Constant  
 $X_1$  = Product Quality  
 $X_2$  = Price  
 $X_3$  = Personal Selling  
 $b_1, b_2, b_3$  = Regression Coefficient  
 $e$  = Error Status

### 4. Result And Discussion

#### Characteristic of Respondents

The analysis of the characteristics of the respondents was implemented on the beginning of the analysis process. The characteristics of the respondents are important to analyze as data on characteristics of the respondents can show certain behavioral characteristics. The characteristics of the respondents analyzed in this study are gender, age, occupation, and education.

**Table 1. The Characteristics of the Respondents**

Demografi	Category	Quantity	Percentage (%)
Gender	Male	140	93,33
	Female	10	6,67
Age	< 21 years old	8	5,33
	21-30 years old	21	14,00
	31-40 years old	62	41,33
	41-50 years old	44	29,33
	> 50 years old	15	10,00
Occupation	College students	6	4,00
	Civil Servants	15	10,00
	Private Employees	46	30,67
	Entrepreneur	65	43,33
	Housewives	7	4,67
	Others	11	7,33
Education	Elementary/Junior High	7	4,67

Demografi	Category	Quantity	Percentage (%)
	Senior High/Vocational High	72	48.00
	Diploma	17	11.33
	S1/S2/S3	54	36.00

Source : Data Processing, 2021

The Table 1 showed that the male respondents were more in quantity than the female one as the role of the male respondents as the head of household so that they understand more on the home needs for example aluminium frames, glasses, and aluminium composite panels (ACP). Besides, the age of the respondents here was around 31-40 years old in which it was categorized into the productive age to work. Then, the occupation characteristics from the table 1 showed that most of the respondents who bought aluminium frames, glasses, and aluminium composite panels (ACP) were the customers who worked as entrepreneurs in which the majority of whom were the retail entrepreneurs of aluminium frames, glasses, and aluminium composite panels (ACP). This happened as the aluminium frames, glasses, and aluminium composite panels (ACP) products sold by PT. Verbert Alumindo Profil tended to be cheaper than other stores, that the average of the retail entrepreneur would prefer buying there. Then, from the education aspect showed that majority of the respondents who bought aluminium frames, glasses, and aluminium composite panels (ACP) were the customers whose education level were senior high graduates. This was in line with the data obtained from BPS of Pekanbaru (2019) which stated that most of the entrepreneurs in Pekanbaru were senior high graduates.

### The Descriptive Analysis of the Research Variable

The variable of product quality showed that the average value of the respondents' responses was within very good category, where the highest value was in the 3rd statement that was the product has conformity between the composition and price and the score was 4.36. Meanwhile, the lowest value was in the 4th statement that stated having various products according to customer needs and benefits. Thus, the overall results revealed that the product quality variable is considered very good by the respondents.

On the variable of price it was obtained that the average value of respondents' responses was within very good category, where the highest value was in the 9th statement that was the price is relatively cheaper than the price of other brands with the same quality and the score was 4.32. Meanwhile, the lowest value was in the 10th statement that was the price reflects an exclusive image compared to other similar products. Thus, the overall results revealed that the price variable is considered very good by the respondents.

Then, on the variable of personal selling it was obtained that the average value of respondents' responses was within the very good category. The highest value was in the 12th statement that was salespersons working in the company have a good understanding of product knowledge that is in accordance with the products offered by the company and the score was 4.29. Meanwhile, the lowest value was in the 15th statement that was the growth of customers obtained by each salesperson has increased based on the ability of the salesperson. Thus, the overall results revealed that the personal selling variable is considered very good by the respondents.

The last one on the variable of the purchasing decision it was obtained that the average value of respondents' responses was in the very good category. The highest value was in the 17th statement that was I am used to buy products after watching and obtaining very good reviews from my relatives and friends and the score was 4.28. Meanwhile, the lowest value was 4.28 that was found in the 18th statement that stated that I will recommend the product to my family, friends and relatives as well as the community in my neighbourhood. Thus, the overall results revealed that the purchasing decision variable is considered very good by the respondents.

## The Validity Test of the Research

**Table 2. The Validity Test of the Research**

Item Variabel	CITC	Cut-Off	Description	Cronbach Alpha result	Cut-Off	Description
X1.1	0,655		Valid			
X1.2	0,743		Valid			
X1.3	0,604		Valid			
X1.4	0,572		Valid	0,876		Reliable
X1.5	0,683		Valid			
X1.6	0,678		Valid			
X1.7	0,675		Valid			
X2.1	0,692		Valid			
X2.2	0,710		Valid	0,850		Reliable
X2.3	0,663	0,3	Valid		0,6	
X2.4	0,692		Valid			
X3.1	0,675		Valid			
X3.2	0,684		Valid	0,820		Reliable
X3.3	0,657		Valid			
X3.4	0,557		Valid			
Y.1	0,657		Valid			
Y.2	0,460		Valid	0,734		Reliable
Y.3	0,565		Valid			
Y.4	0,667		Valid			

Source : Data Processing, 2021

According to the validity test on Table 2, all the statement items on each variable such as product quality, price, personal selling, and purchasing decision had Corected Item Total Correlation (CITC) value that was bigger than 0,3. Therefore, it can be drawn a conclusion that all the statement items on each variable such as product quality, price, personal selling, and purchasing decisions were declared valid. Then, the reliability results in Table 2 also showed that the Cronbach Alpha value for the variables of product quality, price, personal selling, and purchasing decisions was greater than the minimum limit of 0.6. Therefore, it can be drawn a conclusion that the statement items for measuring all these variables have good reliability.

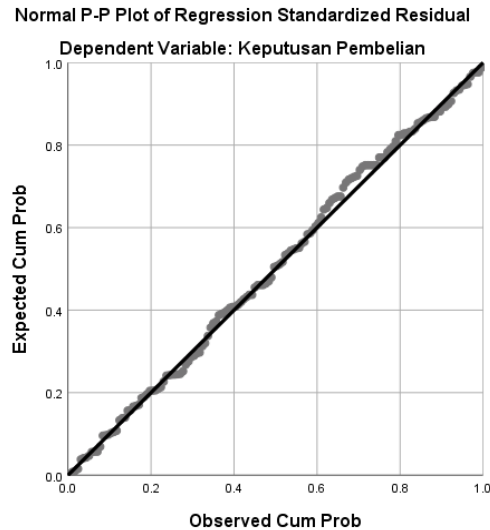
## The Classic Assumption Test The Normality Test

**Table 3. The Result of the Normality test using Kolmogorov-Smirnov Test**

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
N	150
Test Statistic	0,045
Asymp. Sig. (2-tailed)	0,200 <sup>c,d</sup>

Source: Data Processing, 2021

Based on the result of the normality test on Table 3, it revealed that the significant value was 0,200 that is bigger than alpha 0,05. Therefore, all independent and dependent variables used in a test have a normal distribution.



**Figure 2: The Normality Test Result using Normal Probability Plot**  
Source: Data Processing, 2021

The picture 2 implied that the data distribution had to be around the diagonal line territory and followed the direction of the diagonal line. Therefore, it can be drawn a conclusion that the data used in the study has a normal distribution since the points are around the area of the diagonal line and follow the direction of the diagonal line.

### The Multicollinearity Test

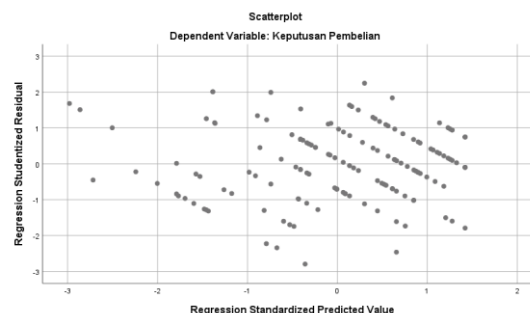
**Table 4. The Multicollinearity Test Result**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product Quality	0,316	3,162
Price	0,351	2,852
Personal Selling	0,413	2,419

Source: Data Processing, 2021

Based on table 4, it can be drawn a conclusion that there is no multicollinearity on the independent variable. It was shown from VIF score of all independent variabel, each of whom was: product quality was 3,162; price was 2,852; and personal selling was 2,419, in which all VIF scores were  $< 10$ . Besides, the tolerance value from all independent variables were  $> 0,1$ .

### The Heteroscedasticity Test



Source: Data Processing, 2021

**Picture 3. The Heteroscedasticity Test Result**

The picture 3 showed that the data points distributing above and below and around 0, so that there was no heteroscedasticity.

### The Multiple Liniear Regression Equation

**Table 5. The Multiple Liniear Regression Result**

Coefficients <sup>a</sup>		
Model	Unstandardized Coefficients	
	B	
1	(Constant)	4,475
	Product Quality (X1)	0,115
	Price (X2)	0,379
	Personal Selling (X3)	0,152

a. Dependent Variable: Purchasing Decision

Source: Data Processing, 2021

Based on table 5, it was obtained that the multiple linear regression equation as follows:

$$Y = 4,475 + 0,115 X1 + 0,379 X2 + 0,152 X3 \quad (2)$$

The equation 2 could be interpreted as follows: (1) Constant (a) = 4,475, that means the purchasing decision (Y) will increase 4,475 unit if all the independent variables, such as product quality (X1), price (X2), and personal selling (X3) are considered constant or 0. (2) Regression Coefficient (b<sub>1</sub>) = 0,115, the coefficient is positive that means the product quality (X1) is in line with the purchasing decision (Y) where if the product quality increases then the purchasing decision also increases and if the product quality decreases then the purchasing decision will also decrease. (3) The regression coefficient (b<sub>2</sub>) = 0.379, the coefficient is positive, that means that the price (X2) is in line with the purchasing decision (Y) where if the price increases, the purchasing decision will also increase and if the price decreases, the purchasing decision will also decrease. (4) The regression coefficient (b<sub>3</sub>) = 0.152, the coefficient is positive, that means that the personal selling (X3) is in line with the purchasing decision (Y) where if the personal selling increases, the purchasing decision also increases and if the personal selling decreases, the purchasing decision will also decrease.

### The Simultaneous Test (F Test)

**Table 6. The F Test Result**

ANOVA <sup>a</sup>	
F	Sig.
89,053	0,000 <sup>b</sup>

Source: Data Processing, 2021

Based on the simultaneous test result on table 6, the calculated F score (89,053) > F table (2,67) then the simultaneous regression analysis model is significant. Therefore, it can be drawn a conclusion that the dependent variable such as the purchasing decision (Y) can be significantly influenced by the independent variables, namely: product quality (X1), price (X2), and personal selling (X3).

### The Analysis of Coefficient of Determination

**Table 7. The Coefficient of Determination Result**

Summary Model			
Model	R	R Square	Adjusted R Square
1	0,804 <sup>a</sup>	0,647	0,639

Source: Data Processing, 2021

Based on table 7, it was obtained that the Adjusted R-Square (coefficient of determination) result was 0,639. It means that 63,9% of the purchasing decision variable (Y) will be influenced by the independent variable, that is: product quality (X1), price (X2), and personal selling (X3). Meanwhile, the rest is 36,1% of purchasing decision variable will be influenced by other variables that are not discussed here.

### The Partial Test (The T Test)

**Table 8. The T Test Result**

Coefficients <sup>a</sup>		
Model	t	Sig.
Product Quality	2,591	0,011
Price	5,640	0,009
Personal Selling	2,329	0,021

a. Dependent Variable: Purchasing Decision

Source: Data Processing, 2020

The T Test result on table 8 showed that: (1) Product Quality Variable (X1) has T score of 2.591 and its significance score is 0.011, so it is known that T-count > t-table ( $2.591 > 1.976$ ) and its significant value is greater than  $\alpha = 0.05$ . This test shows that H0 is rejected and H1 is accepted. It can be drawn a conclusion that the product quality has a positive and significant effect on the purchasing decisions (**Hypothesis 1 is accepted**). (2) Price variable (X2) has T score of 5.640 and its significance value is 0.001, so it is known that T-count > t-table ( $5.640 > 1.976$ ) and its significant value is greater than  $\alpha = 0.05$ . This test shows that H0 is rejected and H2 is accepted. It can be drawn a conclusion that the price has a positive and significant effect on the purchasing decisions (**Hypothesis 2 is accepted**). (3) Personal Selling variable (X3) has T score of 2.329 and its significance score is 0.021, so it is known that t-count > t-table ( $2.329 > 1.976$ ) and its significant value is greater than  $\alpha = 0.05$ . This test shows that H0 is rejected and H3 is accepted. It can be drawn a conclusion that personal selling has a positive and significant effect on the purchasing decisions (**Hypothesis 3 is accepted**).

### Discussion

#### The Effect of Product Quality on the Purchasing Decision

Based on the descriptive results of the respondents' responses on the product quality variable, it was found that the overall average score was 4.23, which means that the respondents' responses on the product quality variable (X1) are very important where the majority of the respondents agree that the product at PT. Verbert Alumindo Profil has conformity between composition and price. However, from the results of the descriptive analysis, it was found that the lowest indicator was in the statement of "PT. Verbert Alumindo Profil has a variety of products according to customer needs and benefits" which means that the respondents are frequently the customers who feel that there are some products that have not been available yet at PT. Verbert Alumindo Profile. Nevertheless, PT. Verbert Alumindo Profil continues to provide products that have good quality and guaranteed product durability. Therefore, it is expected that PT. Verbert Alumindo Profil must regularly clean the storefront and keep the available products in a sterile state so that the durability and realibility of the product are guaranteed. This is because the product quality guarantee will give a good and satisfying impression to customers so that later they can repurchase these products at PT. Verbert Alumindo Profil. According to Kotler (2012), product quality is the goods/services offered by producers to consumers. The better the product offered by the manufacturer, the more interest and probability of the consumers to buy later. In order to influence this purchasing decision

several factors need to be considered for instance, product benefits, product durability, product quality, and product appearance, so that it can improve the consumers' desire to buy.

This result is in line with some studies conducted by Putra and Santika (2013), Hindrayani (2013), Senjaya (2014), and Setiawan, dkk (2016) who stated that the product quality has significant effect on the purchasing decision at PT. Verbert Alumindo Profil.

### **The Effect of price on The Purchasing Decision**

Based on the descriptive results of the respondents' responses on price variable it was found that the overall average score was 4,23 that means that the respondents' responses on the price variable (X2) is considered important as the majority of respondents agree on the statement that the price of product at PT. Verbert Alumindo Profil is relatively cheaper than other brands with the same quality. Meanwhile, the lowest indicator was found in the statement that "The price of product at PT. Verbert Alumindo Profil reflects the exclusive image if it is compared with other products of one type". It means that the respondents feel that the price of products offered by PT. Verbert Alumindo Profil has not reflected the exclusive image than other products of one type. However, the price of some products such as aluminium frames, glasses, and aluminium composite panel (ACP) offered by PT. Verbert Alumindo Profil tend to be cheaper than other stores with the same brand and product quality. Because of that, PT. Verbert Alumindo Profil can do a brand marketing on several products to competitor stores to see whether the prices offered are competitive enough or not. According to Monroe (2011) price is the expense incurred by consumers to buy goods/services. The cheaper the price offered will increase the probability of consumers to buy the goods/services as consumers will definitely find the best price and compare it with the price of similar products elsewhere before finally deciding to buy.

This study is in line with studies conducted by Yuwono (2011), Setiawan, Fudholi, & Satibi (2016), and Sya'idah (2018) who stated that price has significant effect on the purchasing decision of product at PT. Verbert Alumindo Profil.

### **The Effect of Personal Selling on the Purchasing Decision**

Based on the descriptive results of the respondents' responses on personal selling variable it was found that the overall average was 4,21 that means the respondents' responses on the personal selling variable (X3) is considered very important. The majority of respondents agree on the statement that employees working for PT. Verbert Alumindo Profil have a good understanding on product knowledge from the available products. Meanwhile, the lowest score was found on the statement that "the customer growth obtained by each salesperson experiences improvement based on the salesperson skill". It means that the respondents feel that the personal selling at PT. Verbert Alumindo Profil still need to improve skill and selling skill in order to *face to face* with customers. Because of that, the management of PT. Verbert Alumindo Profil must provide a training to each employee, specifically marketing sector on how to develop communication skill in offering products face to face to customers. Besides, every employee has to be given in-depth understanding of each product at PT. Verbert Alumindo Profile so that every employee can explain the basic information as well as the advantages of each product. According to Setyaningrum (2015) face-to-face selling (personal selling) is a promotional tool that presents personal presentations in the form of direct conversations between salesperson and potential customers. Salesperson tries to persuade and influence potential buyers with the aim of making a sale. When the salesperson can explain/offer a product well, it will influence the customer's decision to buy the product quickly.

This study is in line with some studies conducted by Marjuki and Fadillah (2014), Idrawati (2017) and Purnama (2018) who stated that the personal selling has significant effect on the purchasing decision of product at PT. Verbert Alumindo Profil.

## 5. Conclusions

This study aims to determine the effect of product quality, price, and personal selling on purchasing decisions of product at PT. Verbert Alumindo Profil. According to the data analysis using the multiple linear regressions and the hypothesis test, this study generates some conclusions, for instance: product quality, price, and personal selling have a significant effect on purchasing decision of product at PT. Verbert Alumindo Profil Pekanbaru.

Based on the result of the study and the discussion before, the researcher would like to offer some suggestions to the company and the further researcher: (1) PT. Verbert Alumindo Profil must regularly clean the storefront and keep the available products in a sterile state so that the durability and realibility of the product are guaranteed since if the product quality is guaranteed it will give a good and satisfying impression to customers so that later they can repurchase these products at PT. Verbert Alumindo Profil. (2) PT. Verbert Alumindo Profil can do a brand marketing on some products to competitor stores to see whether the prices offered are competitive enough or not. (3) The management of PT. Verbert Alumindo Profil must provide training to every employee, specifically the marketing sector on how to develop communication skills in offering face to face products to customers. In addition, every employee has to be given in-depth understanding of each product at PT. Verbert Alumindo Profil so that every employee can explain the basic information as well as the advantages of each product. (4) In addition, further research can also add other variables that can influence the purchasing decisions such as promotion, service quality, customer experience in using a product (experiential marketing), as well as consumer behavior.

## Refference

- Ghanimata, F., (2012). Analisis Pengaruh Harga, Kualitas Produk, dan Lokasi Terhadap Keputusan Pembelian (Studi Pada Pembeli Produk Bandeng Juwana Elrina Semarang). *Dipenogoro Journal of Management*. 1(4).
- Hindrayani, A. (2013). Bauran Pemasaran Terhadap Keputusan Pembelian Emping Mlinjo Di Kelurahan Ngadirejo Kecamatan Kartasura. *Jurnal Ekonomi dan Bisnis*. 3(1).
- Idrawati, W. (2017). Pengaruh Periklanan, Pemasaran Langsung, Harga, Lokasi dengan Keputusan Pembelian Pelanggan. *Jurnal Ekonometrika*. 3(2).
- Kotler, P. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2014). *Principle Of Marketing*. Jakarta: Erlangga.
- Kotler, P., & Keller. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Marjuki., & Fadillah, A., (2014). Pengaruh Tenaga Penjualan dan Citra Perusahaan Terhadap Keputusan Pembelian (Studi Kasus Pada PDAM Tirta Pakuan Kota Bogor). *Jurnal Ilmiah Manajemen Kesatuan*. 2(1).
- Monroe, K. B. (2011). *Making Profitable Decisions*. New York: Mcmillan.
- Octavania, W. P., (2019). Pengaruh Pemasaran Langsung dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Wardah Exclusive. *E-Journal President*. 3(2).
- Purnama, A. N., (2018). Pengaruh *Direct Marketing* Terhadap Keputusan Pembelian di Restoran The Centrum Bandung. *The Journal: Tourism and Hospitality Essentials Journal*. 6(1).
- Putra, I. P. A. P. A., & Santika, I. W. (2013). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Smartphone Nokia Di Kota Denpasar. *E-Jurnal Manajemen*. 2(7).

- Senjaya, H. G. (2014). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Masakan Jepang Di Hayashi Teppan. *E-Journal Graduate Unpar*, 1(2)
- Setiawan, P. Y. B., Fudholi, A., & Satibi. (2016). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk. *Jurnal Manajemen dan Pelayanan Farmasi*. 6(2).
- Setyaningrum, J. U. (2015). *Prinsip-Prinsip Pemasaran*. Yogyakarta: Andi.
- Suhendro, D. (2019). Pengaruh Marketing Mix (4P) Terhadap Keputusan Konsumen Pada Mini Market Indomaret dan Alfamart di Kota Pematangsiantar. *Jurnal Konsep Bisnis dan Manajemen*. 5(2).
- Sumarni, M., & Soeprihanto, J. (2010). *Pengantar Bisnis (Dasar-dasar Ekonomi Perusahaan)*. Yogyakarta: Liberty
- Suryani, T. (2013). Perilaku Konsumen di Era Internet. Yogyakarta: Graha Ilmu.
- Sya'idah, E. H. (2018). Pengaruh Marketing Mix Terhadap Keputusan Pembelian Pelanggan. *Jurnal Ekonomi dan Manajemen*. 10(2)
- Widyaningtyas, S. (2019). Pengaruh Marketing Mix Terhadap Keputusan Pembelian. *Jurnal Gaussian*. 5(3).
- Yuwono, A. (2011). Penelitian Pengaruh Marketing Mix Terhadap Keputusan Pembelian Menggunakan Jasa Printing Digital Pada PT. Elang Perkasa Langgeng. *Jurnal Manajemen Pemasaran, Universitas Kristen Petra*. 11(1).