

THE INFLUENCE OF PROMOTION ON COMPANY IMAGE AND PURCHASING DECISIONS FOR GRAND SULAWESI MAKASSAR HOUSING

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Abstract: All This study aims to analyses the effect of promotion on company image and purchasing decisions. This type of research is quantitative research, data collection through distributing questionnaires with a sample size of 198 respondents, sampling using accidental sampling. The analysis technique used to test the relationship between variables in this study is path analysis using the help of AMOS 24 software. The results showed that promotion has a significant positive effect on company image, online promotion has an insignificant effect on company image, promotion has a significant positive effect on purchasing decisions, online promotion has an insignificant effect on purchasing decisions, and company image has a significant positive effect on purchasing decisions. From the results of the Sobel test, the findings show that company image can mediate the effect of promotion on purchasing decisions, which states that promotion has a significant positive effect on purchasing decisions. Online promotion has an insignificant effect on purchasing decisions through company image.

Keywords: Promotion, Company Image, and Purchasing Decisions

1. Introduction

Marketing is an important factor in the cycle related to meeting consumer needs. Where in the company, marketing is one of the main activities carried out by the company to maintain its survival, develop and earn profits. Marketing activities at the company must also be able to provide satisfaction to consumers if they want their business to keep running. Marketing activities are often defined as activities that aim to sell and offer products to potential customers. However, marketing has a broader scope; besides just offering and selling products, marketing is also related to analyzing and forecasting consumer wants and needs, and evaluating them to continue developing products. According to the American Marketing Association (AMA) quoted from Kotler & Keller (2016), marketing is an activity, a series of institutions, and processes to create, communicate, deliver, and exchange offers that have value for customers, clients, partners, and society at large.

The property industry in Indonesia has been growing rapidly in recent years. This can be seen from the increasing number of new housing construction projects driven by economic growth and population increase, thus affecting the demand for housing, especially in urban areas. According to Kosasi (2016) in Ernayani et al. (2021) the need for decent, conducive, and affordable housing plays an important role in driving economic growth. One important aspect of customer engagement is the purchase decision. According to Kotler & Keller (2006), purchasing decisions are an integration process used to evaluate two or more alternatives and choose one of them. Meanwhile, Romadhoni et al. (2024) define a purchase decision as the final decision made by consumers after considering various factors.

In the increasingly fierce competition in the property sector, housing developers face challenges to create a positive image and attract consumer interest. One strategy that is often used is promotion. Promotion serves to introduce products besides that, it can build a company image. According to Kotler & Keller (2016), promotion is an activity carried out to

communicate product benefits and convince consumers to buy. Lupiyoadi (2006) in Mappatempo et al. (2022) emphasizes that promotion is an important part of the marketing mix that is used to influence consumers in purchasing activities.

Grand Sulawesi Group is a growing property development company and develops various housing projects, including Grand Sulawesi Polman, Toddopuli, and others. The company has conducted various promotional activities to attract consumers, such as marketing through social media and print advertisements. However, it is important to assess the extent to which these promotional activities affect the company's image and consumer purchasing decisions. Grand Sulawesi's housing sales until 2023 show that the project consists of various types of houses at affordable prices and various facilities, all of which contribute to purchasing decisions.

Promotion not only introduces products but also influences consumer purchasing decisions. Research shows that promotion has a positive effect on purchasing decisions (Farida et al., 2023). Online promotion is also an important strategy in reaching consumers using social media and property sales websites. However, some marketing activities are sometimes less effective in driving purchasing decisions (Dianamurti & Damayanti, 2023; Mappatempo et al., 2022).

To win the competition, companies need to build a positive image. The company's image is related to the physical and attributes that form the public's impression of the company. A good image will influence purchasing decisions, as shown by research proving that consumers tend to choose products from companies with a positive image (Ayu et al., 2023; Putri et al., 2024). The promotions carried out aim to not only increase sales but also build a strong company image. Based on the phenomenon and research gap, this study will solve the problem of how promotion affects company image and housing purchase decisions in order to achieve sales targets.

2. Literature Review

Purchase Decision

Consumer purchasing decisions include the choice of the most preferred brand from a variety of alternatives, influenced by two factors: attitudes of others and situational factors, so that purchase intentions do not always lead to actual purchases (Kotler & Keller, 2006). According to Schiffman & Kanuk (2007) a purchase decision is a choice from two or more alternatives. Kotler & Keller (2010) emphasize that purchasing decisions are consumer actions to buy products, with consideration of product quality, price, and reputation. Thus, purchasing decisions are the stages at which consumers make their choices and carry out the purchase of goods. According to Romadhoni et al. (2024), indicators of purchasing decisions include:

1. Steadiness to Buy: Consumers make purchases after getting positive information about the product.
2. Reputable Brand: Purchases are made because consumers choose the most preferred brand.
3. Conformity to Needs: Consumers buy products that match their wants and needs.
4. Recommendations from Others: Purchases are influenced by recommendations from friends or family.

These indicators describe the factors that influence consumer decisions when buying products.

Promotion

Promotion is a marketing communication that aims to encourage consumer demand. According to Kotler & Keller (2016), promotion is a company's activity to communicate product benefits and convince consumers to buy.

Tjiptono (2008) explains that promotion functions to disseminate information and persuade target markets to accept and be loyal to products. Swasta & Irawan (2008) add that promotions drive demand through communications that influence and remind consumers about the company and its products. Suryana (2001) emphasizes the importance of promotion to introduce goods and services to consumers. Thus, promotion functions as a means to share information and influence consumers in making purchases. According to Mappatempo et al. (2022), promotion indicators include:

1. Ease of information: The ability of consumers to obtain relevant and easy-to-understand information about products.
2. Information is easy to understand: Presentation of information that is clear and easy to interpret.
3. Accountability: The ability to provide meaning with clear and accurate responsibility about the product.

Online Promotion

According to Lupiyoadi (2006) in Mappatempo et al. (2022), promotion is an important part of the marketing mix that companies must implement in marketing products and services. Online promotion is a marketing activity that aims to introduce products or services to the wider community by increasing sales or brand popularity. Yuli & Marpaung (2020) in Sjahruddin, et al. (2022), defines online promotion as an activity to introduce products or services via the internet, by utilizing social media such as WhatsApp, Messenger, Facebook, and Instagram. Firmansyah (2019) in Putri, et al. (2024) added that social media affects consumer attractiveness and purchasing decisions. Murwatiningsih (2016) states that online promotion is a new way to expand the scope of target consumers online. According to Dave Chaffey and Smith (2013), online promotions are carried out through various platforms such as websites, online advertising, email, and interactive media. Jamaludin, et al. (2015) emphasized that social media such as Twitter, Instagram, and TikTok are important tools in online promotion. Based on some of these opinions, online promotion can be interpreted as an effort to promote products or services using the internet to convey messages to consumers (Rahman, et al. 2024).

With the development of technology, online promotion is closely related to social media marketing, where platforms such as Facebook, Twitter, and Instagram are widely used. The purpose of online promotion, according to Strauss and Forst in Suharsono, and Sari, (2019), is to expand consumer reach, track customer responses, create new market shares, and facilitate transactions and personalized approaches. Indicators of online promotion, according to Sebayang (2018) in Febriyanti, and Hasan, (2022), include the ability to attract attention, attractive appearance, consumer confidence, and clear product information, all of which can encourage purchasing decisions.

Company Image

Company image is a concept that is easy to understand but difficult to explain systematically, due to its abstract nature. According to Sangadji and Sopiah (2013) in Ayala, et al. (2022), image consists of images, impressions, and beliefs that a person has of an object, and can be perceived differently by each individual. The company's image is viewed differently by the

public, which can have a good or bad impact, depending on the existing perceptions of the company. Kotler (2012) in Sirergar (2021) defines company image as the customer's response to the overall offering provided, as well as the sum of the public's beliefs, ideas, and impressions of the company. Bill (2012) defines corporate image as the public's responses, feelings, and representations of the company, which are formed intentionally through the products or services presented.

The formation of a company's image is influenced by several factors, according to Saleh (2010: 85), including identity (physical and non-physical), organizational management (vision, mission, and organizational structure), communication patterns, and product quality. Indicators of corporate image, according to Kotler and Keller (2013) in Hafsan, and Fatmayati, (2022), include the company's personality that the public understands, reputation as the quality or excellence of the company, values that reflect corporate culture, and corporate identity such as logos and slogans, which make it easy for the public to recognize the company.

Frameworks

The framework of thinking in this research is presented as follows:

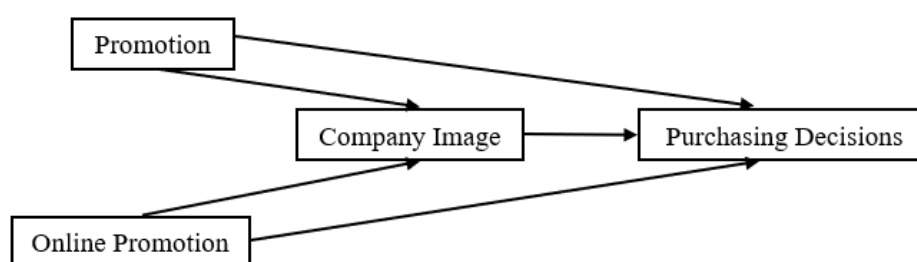


Figure 1: Research Frameworks Model

Source: Data processed 2024

Hypothesis

The hypotheses in this research are as follows:

1. Promotion has a significant positive effect on the company's image at Grand Sulawesi Housing.
2. Online promotion has a significant positive effect on the company's image at Grand Sulawesi Makassar Housing.
3. Promotion has a significant positive effect on purchasing decisions at Grand Sulawesi Makassar Housing.
4. Online promotion has a significant positive effect on purchasing decisions at Grand Sulawesi Makassar Housing.
5. Company image has a significant positive effect on purchasing decisions at Grand Sulawesi Makassar Housing.
6. Promotion has a significant positive effect on purchasing decisions through the company's image at Grand Sulawesi Makassar Housing.
7. Online promotion has a significant positive effect on purchasing decisions through company image at Grand Sulawesi Makassar Housing.

3. Method

Research Design and Type

This type of research uses quantitative methods. This research practice is explanatory research. According to Sugiyono (2019), explanatory research is to examine the relationship between several variables through testing the proposed hypothesis.

Location and Time of Research

This research was conducted at Grand Sulawesi Makassar Housing, the location chosen based on relevance to the research focus. This research process is scheduled to take place over three months.

Population and Research Sample

The population studied was all consumers who had made a house purchase contract at Grand Sulawesi Makassar Housing. The sample is taken from a population that must be representative or representative which refers to a sample calculation of at least four or five times the number of question items using the accidental sampling method. The sample in this study totaled 198 respondents. Data analysis in this study using path analysis was used to analyses the cause-and-effect relationship between variables.

4. Result and Discussion

Characteristics of Respondents

This study describes the characteristics of respondents who purchased a house in Grand Sulawesi Makassar housing obtained through a questionnaire. The characteristics in question are the identity of respondents consisting of 1) gender, 2) age, 3) occupation, and 4) length of stay in housing. Based on gender, it shows that the majority of respondents in this study were male, namely 118 respondents (59.6%), while 80 respondents (40.4%) were female. Based on age, the dominating age is 126 respondents (63.64%) aged 36 to 45 years, 34 respondents (17.17%) aged 26 to 35 years, then over 56 years as many as 14 respondents (7.07%), respondents aged 46 to 55 years were 13 respondents (6.57%), the remaining 11 respondents (5.56%) were less than 25 years old. Based on occupation, those who work as civil servants/ASN dominate the occupation of respondents as many as 111 respondents (56.06%), as many as 70 respondents (35.35%) work as private employees, respondents work as entrepreneurs as many as 10 respondents (5.05%), the remaining 7 respondents (3.54%) work other than civil servants, private employees, and entrepreneurs. Based on the length of stay in housing, it was found that respondents had predominantly lived for more than 5 years with a total of 121 respondents (61.11%), 57 respondents had lived in housing for 3 to 5 years, 17 respondents lived in their homes for 1 to 3 years, the remaining 3 respondents (1.52%) had only lived in their homes for less than one year.

Analysis of Research Results

Evaluation Of the Fulfilment of The Normality Assumption in The Data

Analysis of the research results was carried out using path analysis with the AMOS 24.0 programmed, where the predictive power of the observed variables was evaluated through the critical ratio (CR); variables are said to have an effect on the dependent variable if the CR is significant. Evaluation of model accuracy has been carried out when the model is estimated, including checking the normality assumption. Univariate and multivariate normality were tested with AMOS 24, and the results indicated that if the c.r. value was greater than 2.58 or less than -2.58, the data were not normally distributed; however, with a sample size of 198, all

variables were considered normally distributed despite indications of non-normality in the promotion variable.

Evaluation Of Multicollinearity and Singularity

Evaluation of multicollinearity and singularity can be done using Amos 24 software, which is done by checking the determinant value of the sample covariance matrix, which shows a value of 0.000, indicating that there is no multicollinearity or singularity, so the data is suitable for use.

Results Of Instrument Validity and Reliability Tests

Table 1. Validity and Reliability Test Results

Variables	Item	R	sig.	Description	Reliability	Description
Promotion	X1.1	0.769	0.000	Valid	0.761	Reliable
	X1.2	0.861	0.000	Valid		
	X1.3	0.835	0.000	Valid		
Online Promotion	X2.1	0.739	0.000	Valid	0.674	Reliable
	X2.2	0.775	0.000	Valid		
	X2.3	0.695	0.000	Valid		
	X2.4	0.638	0.000	Valid		
Company Image	Y1.1	0.767	0.000	Valid	0.728	Reliable
	Y1.2	0.724	0.000	Valid		
	Y1.3	0.808	0.000	Valid		
	Y1.4	0.662	0.000	Valid		
Purchasing Decisions	Y2.1	0.628	0.000	Valid	0.649	Reliable
	Y2.2	0.657	0.000	Valid		
	Y2.3	0.695	0.000	Valid		
	Y2.4	0.645	0.000	Valid		

Source: Data Processed 2024

By using the Product Moment formula with a significance level of 0.05. If $r_{xy} > r_{table}$ then the data is valid, but if $r_{xy} < r_{table}$ then the data is invalid. Validity can also be known from the significance of the correlation results, if the significance of the correlation results is less than 0.05, then the test is a strong construct. Based on table 1 above, it shows that all statement items have a value of $r_{count} > r_{table}$, so it can be concluded that all statement items on all variables are declared valid.

The reliability test results shown in table 1, all research instruments show a reliability coefficient greater than 0.6, which indicates that the research instrument has a high level of reliability. Based on the results of the reliability test, it shows that all variables have an Alpha Cronbach value > 0.60 , it can be concluded that all statement items on all variables are reliable.

Hypothesis Testing

Based on the empirical model proposed in this study, the proposed hypothesis can be tested through testing the path coefficient on the structural equation model. Where the complete analysis results can be seen in Figure 2 below:

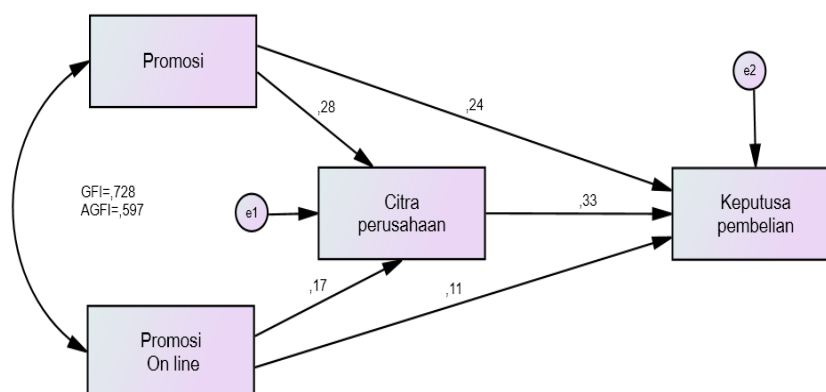


Figure 2: Path Testing Results in Amos

Source: Data Processed 2024

The model feasibility test in Amos uses the GFI measurement which is identical to the coefficient of determination in regression analysis using SPSS software. The GFI value of 0.728 means that the model built describes the facts at the research location by 72.8%, while the remaining 27.2% is the limitations of the research instrument in revealing facts and researcher errors.

The test results in the figure above are hypothesis testing by looking at the p-value, if the p-value is smaller than 0.05 then the relationship between variables is significant. The test results are presented in the following table:

Table 2 Hypothesis Testing

HIP	Independent Variable	Dependent Variable	Standardize	Direct Effect		
				CR	p-value	Description
H1	Promotion	Company Image	0.278	3.243	0.001	Accepted
H2	Online Promotion	Company Image	0.168	1.952	0.055	Rejected
H3	Promotion	Purchasing Decisions	0.240	2.402	0.016	Accepted
H4	Promotion	Purchasing Decisions	0.105	1.233	0.217	Rejected
H5	Company Image	Purchasing Decisions	0.332	4.842	***	Accepted
Indirect Effect						
	Independent Variable	Dependent Variable	Intervening Variable	Standardize	p-value	Description
H6	Promotion	Purchasing Decisions	Company Image	0.092	0.007	Accepted
H7	Online Promotion	Purchasing Decisions	Company Image	0.056	0.070	Rejected

Source: Data Processed 2024

Based on the hypothesized seven-path model, there are four significant paths and three insignificant paths. The interpretation of Table 2 can be explained as follows:

1. Promotion has a significant positive effect on company image with $P = 0.001 < 0.05$ with a coefficient value of 0.278, the coefficient shows that the better the promotion carried out can have an impact on the company's image will be better.
2. Online promotion has an insignificant effect on the company's image with $P = 0.055 > 0.05$ with a coefficient value of 0.168, the coefficient indicates that online promotions carried out have no impact on the company's image.
3. Promotion has a significant positive effect on purchasing decisions with $P = 0.016 < 0.05$ with a coefficient value of 0.240, this coefficient indicates that the better the promotion carried out, the impact on purchasing decisions.
4. Online promotion has an insignificant effect on purchasing decisions with $P = 0.217 > 0.05$ with a coefficient value of 0.105, this coefficient indicates that online promotions carried out have no impact on purchasing decisions.
5. Company image has a significant positive effect on purchasing decisions with $P = 0.000 < 0.05$ with a coefficient value of 0.332, this coefficient indicates that the better the company image, the more it affects purchasing decisions.
6. Promotion has a significant positive effect on purchasing decisions through company image with a coefficient value of 0.092, this coefficient indicates that a good promotion will improve the company's image and will have an impact on purchasing decisions that are increasing.
7. Online promotion has an insignificant effect on purchasing decisions through the company's image with a coefficient value of 0.056, this coefficient indicates that online promotions do not improve in influencing the company's image so that they do not have an impact on purchasing decisions.

Discussion

The Effect of Promotion on Company Image

From the results of the path coefficient using Amos where in this study it was found that promotion has a significant positive effect on company image, because the more appropriate the promotion, the better the company image. This finding is in line with Tampubolon's research (2015), which states that promotions build positive consumer perceptions. The results showed that respondents considered the promotions carried out in marketing and introducing Grand Sulawesi Makassar Housing to be very good, especially in the ease of information displayed through strategic media.

The Effect of Online Promotion on Company Image

Based on the results of the analysis using Amos, the results show that online promotion has an insignificant effect on company image, according to research by Maryani et al. (2023). The reason why online promotions do not affect the company's image is due to several factors such as content that is less attractive and not in accordance with consumer desires and expectations, promotions carried out online are less consistent and unsustainable, and the integration of online promotions with marketing strategies.

The Effect of Promotion on Purchasing Decisions

From the results of path analysis using Amos, it is known that promotion has a significant positive effect on purchasing decisions, in accordance with previous research which shows that good promotion increases consumer buying interest. The results showed that the promotions carried out by the company succeeded in attracting interest and influencing purchasing decisions.

Effective promotions can increase brand awareness, provide interesting product information, and encourage consumers to make purchases.

The Effect of Online Promotions on Purchasing Decisions

Based on the results of path analysis using Amos, it is known that online promotion has no significant effect on purchasing decisions. This contradicts previous research, showing that attractive displays are not enough to influence consumer purchasing decisions. In addition, consumers are more influential offline promotions because it is easier to understand the product or service provided.

The Effect of Company Image on Purchasing Decisions

Based on the path coefficient using Amos, in this study it was found that the company's image has a significant positive effect on purchasing decisions. Consumers tend to prefer a product or service from a company that has a good image because a good image creates trust and confidence in the quality of the product or service offered to consumers.

The Effect of Promotion on Purchasing Decisions Through Company Image

Based on the results of the Sobel test on the effect of promotion on purchasing decisions through company image, where the findings show that company image can mediate the effect of promotion on purchasing decisions for Grand Sulawesi Makassar Housing. This means that effective promotion can improve the company's image and a positive company image will encourage purchasing decisions.

The Effect of Online Promotion on Purchasing Decisions Through Company Image

The results of the Sobel test analysis regarding the effect of online promotion on purchasing decisions through company image, where the findings show that company image cannot mediate the effect of online promotion on purchasing decisions for Grand Sulawesi Makassar Housing. These findings contradict the research of Indahsari & Roni (2022). Company image cannot mediate between online promotions on purchasing decisions, this can be due to several factors such as ineffective online promotions or the low impact of online promotions on company image.

5. Conclusions

Based on the results of research on the effect of promotion on company image and purchasing decisions for Grand Sulawesi Makassar Housing, it can be concluded as follows:

1. Promotion has a significant positive effect on company image. The results showed that attractive and relevant promotions contribute to building positive perceptions, can increase brand awareness, and create emotional relationships with consumers/customers.
2. Online promotion has an insignificant effect on company image. The results show that even though companies conduct promotions through digital platforms or internet media, this is not enough to change consumer perceptions or behaviour. Therefore, companies need to evaluate and improve their approach to online promotions and consider other elements that can affect their company image.
3. Promotion has a significant positive effect on purchasing decisions. The results showed that when companies implement a good promotional strategy, consumers are motivated to make purchases. This states that promotion not only functions as a marketing tool, but also as a driver of strong and appropriate purchasing decisions.
4. Online promotion has an insignificant effect on purchasing decisions. The results showed that consumers who see or get advertisements through this digital platform or internet media

do not encourage consumers to take purchasing action. Therefore, companies need to design online promotions that are more effective and attractive to consumers in order to have the impact expected by the company.

5. Company image has a positive effect on purchasing decisions. The results showed that consumers who have a good view of the company's image tend to trust more and choose to purchase the company's products. Thus, building a good company image is very important as a marketing strategy.
6. Company image can mediate promotion on purchasing decisions. The results showed that appropriate promotions were carried out which indirectly encouraged purchases but also improved the company's image which then supported consumer purchasing decisions. Thus, companies must take advantage of and maintain a good image of their company to increase their marketing effectiveness.
7. Company image cannot mediate online promotions on purchasing decisions. The results of this study indicate that consumers can respond to online promotions directly without considering the company's image first. Therefore, companies need to pay attention and focus on elements that can make online promotions more effective in attracting consumer attention and making purchasing decisions.

Suggestions

Suggestions from the author regarding this research are

1. Companies in creating and managing content as information media and online promotional media that contains quality content and that builds positive perceptions of the company.
2. The company manages the company's social media well and professionally.
3. The company involves influencers or opinion leaders that match the target market.
4. Involve consumers in online promotional activities.

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