

# ANALYZING THE IMPACT OF PROMOTIONAL MIX ON CCTV PURCHASE DECISIONS AT PT. MITRA MANAKARRA PROTEKSI IN MAMUJU DISTRICT

<sup>1</sup>Dirgahayu Dirgahayu, <sup>2</sup>Ramli Ramli, <sup>3</sup>Iwan Adinugroho  
<sup>1,2,3</sup>Universitas Muhammadiyah Mamuju

---

## ARTICLE INFO

### Keywords:

Advertising, Personal Selling, Publicity, Sales Promotion, Purchase Decisions

---

## ABSTRACT

This research examined the influence of the promotional mix, including Advertising, Personal Selling, Publicity, and Sales Promotion, on the purchase decisions of CCTV systems at PT. Mitra Manakarra Proteksi in Mamuju District. The study employed quantitative and qualitative data collection methods, with a sample of 50 customers who had purchased CCTV products. The analysis revealed significant positive effects of all four promotional elements on CCTV purchase decisions. Additionally, the coefficient of determination (R<sup>2</sup>) indicated that 73.00% of the variance in purchase decisions could be explained by these promotional strategies. However, approximately 27.00% of the variance remained unexplained, suggesting the presence of other influencing factors. These findings emphasize the importance of effective promotional strategies in driving customer purchase decisions in the CCTV industry.

---

E-mail:  
[Irvanramli@gmail.com](mailto:Irvanramli@gmail.com)

Copyright © 2023 Economic Journal. All rights reserved.  
is Licensed under a Creative Commons Attribution-Non Commercial 4.0  
International License (CC BY-NC 4.0)

## 1. INTRODUCTION

The role of information technology has become important at this time. Along with the development of information technology that is increasingly mushrooming, various fields of work such as education, medicine, security and others. Now by using technological devices in the form of computers all work is assisted and facilitated. Almost all jobs in various fields at this time already use computers. if in every office building, place of business, residence now uses a computerized security system. Security is very important. Various ways are done to improve security. Security technology that is widely used now is CCTV (closed-circuit television). CCTV can monitor and record all activities and events in a place at any time. Then it is not for the manager. Apart from public places, CCTV is also used to guard storage or warehouses to secure information or property in them. Without having to place a lot of trusted labor in every corner of the room that must be guarded, CCTV can monitor each room with a monitor. But the CCTV monitor must still be guarded by human resources to provide warnings if things are not supposed to happen. Human conditions that are not fixed, can result in many defects that are easily penetrated by unwanted parties. The CCTV system that runs becomes less efficient. From these problems, it is necessary to install a CCTV system that can provide warnings automatically. For this reason, it is necessary to implement internet-based CCTV with motion detection. Internet-based CCTV sends its images directly to the internet so that they can be monitored from anywhere. The motion detection system can instruct the recorder to provide an alert when motion is detected in a certain area. Utilizing the LAN (Local Area Network) network media, the system can send notifications via email if the CCTV records a movement.

Companies that are competing to compete must pay attention to how to promote a product as the spearhead in direct contact with the market (Hendra, 2012). On the other hand, with good marketing, companies are faced with the fact that they always coordinate and implement good systems in other fields such as operations, human resources, finance and others. With the hope that there is good coordination within the organization or company with the aim of producing products that are desired and needed by the intended market and competing to become one of the companies that has products with good quality and sales. The company's marketing strategy needs to analyze the market situation and

*Analyzing The Impact Of Promotional Mix On Cctv Purchase Decisions At Pt. Mitra Manakarra Proteksi In Mamuju District. Dirgahayu Dirgahayu, et.al*

conditions and assess its position in the market, so that the company is able to determine the goals and objectives that are expected to be achieved and the activities that must be carried out to achieve these goals and objectives. Marketing can be said to be ethical when it fulfills two main elements, namely being gentle and polite. First, promotions must use gentle words.

According to Tjiptono (2015: 219) promotion is essentially a marketing communication, meaning marketing activities that try to disseminate information, influence or persuade, and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. The means of promotion that can be used are Advertising (advertising), Personal Selling (personal selling), Publicity, and Sales Promotion (sales promotion). Advertising is a promotional tool used in companies, in this case banks, to inform all products and services. Both in terms of product names, product benefits, product prices, and product advantages at a certain cost through electronic and print media. Advertisements posted in the media aim to get feedback from readers who know even within a certain period of time. Personal selling is an activity from individuals to other individuals who aim to market their products. This promotional activity is most often used by banks which are generally carried out by all bank employees including security guards, cleaning service, customer service, and other employees. Specifically done by marketing funding. In addition, publicity, which is an effort to publicize the organization by sponsoring certain activities and social activities. Publicity needs to be done because it will create a good image or prestige for Islamic banks which then indirectly the public is affected and interested in becoming customers. Then sales promotion is an activity carried out by selling directly to customers. Sales promotion activities can be in the form of giving discounts, giving souvenirs, giving direct gifts, product samples, or with contest activities.

PT Mitra Manakarra Proteksi is a CCTV company established from 2018 until now which is engaged in Technology and Telecommunications in Mamuju Regency, West Sulawesi. Starting from CCTV installation and maintenance until now it has developed as a Security System provider in the field of services and sales of CCTV products. The problem that occurs related to sales is that there is no increase in sales of CCTV products because sales are only carried out by waiting for customers to come to buy and only rely on sales to introduce products that are sold by word of mouth. The problem that occurs regarding customer satisfaction is that the services provided from products and workers get negative comments, so there is a need for a strategy that can increase customer satisfaction. PT Mitra Manakarra Proteksi in Mamuju Regency which was founded by Mr. Agustianus. PT. Mitra Manakarra Proteksi in Mamuju Regency in selling CCTV products by selling various brands such as the Dahua brand, Hikvision brand, SPC brand, and mere UNV and with CCTV prices starting from the price of Rp.390,000,-. Based on the results of observations made by researchers about the promotional mix regarding advertising carried out by PT Mitra Manakarra Proteksi in Mamuju Regency, it is still lacking, only limited to social media so that product sales decrease. In addition to advertising carried out by PT. Mitra Manakarra Proteksi also conducts personal sales, an activity carried out by every business actor to maintain and develop their business by benefiting from consumers and a form of communication that is established personally to provide information to customers and persuade them to buy products offered to consumers in this case PT. Mitra Manakarra Proteksi personal sales are still not optimal and lack of sales promotion carried out by PT. Mitra Manakarra Proteksi so that CCTV product sales do not increase product sales.

### **Literature Review**

According to Stanton (2013: 93), marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals. According to Kotler and Armstrong (2012: 29), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", meaning that it states that marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. According to Dayle in Sudaryono (2016: 41), marketing is a management process that seeks to maximize profits (retutns) for

shareholders by establishing relationships with valued customers and creating competitive advantages. According to Melydrum in Sudaryono (2016: 41), marketing is a business process that seeks to align the organization's human, financial and physical resources with the needs and desires of customers in the context of competitive strategy.

From several theories that have been put forward by the experts above, it can be concluded that marketing is an economic activity carried out by companies to meet consumer needs and achieve company goals, where companies create more value to build relationships with customers by aligning human, financial and physical resources of the organization. According to Swasta in Hartono (2012: 884) the marketing concept is a business philosophy which states that satisfying consumer needs is an economic and social requirement for the survival of the company. From this definition, companies must know what needs consumers want and be able to provide satisfaction in order to get profits for the company. The core concepts in marketing can be organized into four key elements. First, there are human needs and wants, where needs are the basic things needed to survive, while wants are the desire to fulfill something desired. Second, there are products or services that play a role in fulfilling these needs and wants, with a focus on function rather than love. Thirdly, the process of exchange and transaction is an integral part of fulfilling needs, which was initially done through the exchange of goods (barter) and creating good relationships between people. Finally, the market becomes a place where sellers and buyers meet to search for the goods or services they need and participate in exchanges based on the amount of need, resources possessed, and willingness to transact. All these elements together form the basis of the essential marketing concept.

The marketing concept consists of two key elements. First, companies aim to achieve profitable sales volumes in order to earn profits and develop themselves, as well as strengthen overall economic conditions. This involves strategies such as providing comfort and protection to employees to improve the company's performance and profitability. Second, it is important for companies to achieve coordination and integration in all marketing activities. This includes the ability to understand consumer needs, provide satisfaction to them, and avoid problems that may arise. Managers have a central role in executing this element. Marketing strategy is a management that is organized to accelerate solving marketing problems and making strategic decisions. Each management function makes a certain contribution when developing strategies at different levels. Marketing is the function that has the most contact with the external environment, even though the company only has limited control over the external environment. Therefore, marketing has an important role in strategy development. According to Assauri (2007: 42) marketing strategy is a fundamental tool planned to achieve company goals by developing a sustainable competitive advantage through the markets entered and the marketing programs used to serve these markets. Meanwhile, according to Buchory (2010: 15) states that what is meant by marketing strategy is marketing thinking which is a tool to achieve marketing goals. This strategy consists of specific strategies for target markets, marketing mix, market positioning and marketing financing levels. The definition of marketing according to Assauri (2007: 170) is the basis of action that directs the marketing activities or efforts of a company in competitive conditions and an ever-changing environment, in order to achieve the expected goals in an organization. The above definition indicates that in implementing a marketing strategy the company needs to analyze the situation and market conditions and assess its position in the market, so that the company is able to determine the goals and objectives that are expected to be achieved and the activities that must be carried out to achieve these goals and objectives.

According to Lupiyoadi (2013: 178). "Mix is how these elements are combined to create an appropriate action plan for customers in targeted markets". Each element requires marketing decisions that are incorporated into the marketing program. Different markets require different marketing mixes from their life cycles. Promotion is a variable in a very important marketing mix that will be implemented by companies to market service products. Promotion will influence consumers in purchasing or using

services that suit their needs, namely using promotional tools (Zulki Zulkifli Noor, 2021: 65). According to Cashmere, (2018: 155). "Promotion is the communication of information between sellers and buyers which aims to change the attitudes and behavior of buyers who do not know to get to know so that they buy and remember the product". So it can be concluded that promotional activities as a tool to identify products, persuade buyers and convey information. Each Owner strives to promote its products and services, either directly or indirectly in promotional activities.

According to the theory of Tengku Firli (2020: 146). "The promotion mix is a strategic combination of elements carried out by a company, so it must be carefully considered what types of elements to use and how to coordinate these elements for the best results". According to Freddy Rangkuti (2009: 273). "The promotion mix is a combination of face-to-face sales, advertising, sales promotion, publicity and public relations that help achieve company goals.<sup>6</sup> The promotion mix is a communication tool owned by the company to convey the goodness of a product in order to persuade consumers to buy marketed products. To determine which promotion mix strategy to use, the company must be able to identify an appropriate strategy for promoting to potential customers. According to Budianto (2015: 330). There are two promotion mix strategies, namely push promotion strategies and pull promotion strategies.

Promotional mix communication activities help companies to increase consumer awareness of products, increase higher sales and help build company brand loyalty to consumers. To determine the promotional techniques to be used in achieving the desired promotion, the right promotional strategy must be determined. The promotional mix, or promotion mix, is the customized combination of advertising, sales, and public relations used by companies to achieve marketing objectives. It includes advertising, personal selling, sales promotion, and publicity. Advertising is a way to present and promote products or services indirectly by a sponsor. Its purpose is to attract customers and provide information about the product, its price, and benefits. It involves identifying target markets, setting advertising objectives, budget allocation, promotional messages, media selection, and evaluation of results.

Personal selling involves direct interaction between the seller and the buyer, allowing in-depth explanation of the product and receipt of customer feedback. It also creates a close relationship between the company and the customer. Publicity includes activities such as exhibitions and social services to improve the company's image in the eyes of the public. It helps increase public awareness of the company. Sales promotion involves short-term incentives, such as free samples, discount coupons, gifts, and product demonstrations, to encourage purchasing or trying the product. The goal is to increase sales and attract new customers. In companies, sales promotions often involve giving special interest or incentives to customers, giving gifts, or raffle coupons. These help in communication with customers, provide incentives, and encourage purchases. All these elements are used to achieve effective and efficient promotional goals and to build positive relationships with customers.

Purchasing Decisions are every person who uses goods or services available in society, both for the benefit of themselves, families, other people, and other living things and not for trade. According to Kotler (2015), purchasing decisions are actions from consumers to buy or not to buy products. A decision can be made only if there are several alternatives to choose from. If there is no alternative choice, the action taken without this choice cannot be said to make a decision. According to Kotler and Armstrong (2014: 181), consumer purchasing decisions are to buy the most preferred brand from existing alternatives, but two factors usually lie between purchase intentions and purchase decisions. The first factor is the attitude of others and the second factor is situational factors. Therefore, preferences and purchase intentions do not always result in actual purchases. Understanding the consumer purchase decision model has three main benefits. First, it helps us look at consumer behavior in an integrated way, so we can have a more comprehensive view. Second, the consumer purchase decision model can be used as a foundation for developing more effective marketing strategies. Finally, the model can be used as a basis for market segmentation and product positioning within the market. Thus, understanding this model is very

important in an effort to understand and influence consumer purchasing decisions. Before deciding to buy a product, a consumer will basically carry out a decision-making process first.

The decision-making process is the stage of consumers in deciding on a particular product that they think is the best. Purchase interest is how much interest someone has in buying or how much encouragement someone has to have the intention to buy again. It can be said that this interest will give birth to the frequency of purchases, therefore the dimension of purchase interest is the amount of interest, is a "likely hood" or how likely a purchase is. Consumer purchase decisions involve a series of steps. First, consumers realize a need that triggers the decision-making process. Then, they seek information from both personal memories and external sources to assist in decision making. After that, consumers evaluate the various alternatives available and narrow down their choices. The next stage is to make a purchase from one of the selected alternatives. Finally, consumers evaluate the outcome of the purchase decision, ensuring that the chosen alternative meets their needs and expectations after use. In consumer behavior, decision-making can include various types. One decision can influence another. This decision can also affect other types of decisions related to the post-purchase consumption process of the product. Basically, every decision made by consumers is to solve the problem at hand. In this case, it is related to purchasing a product to meet their needs.

## 2. METHOD

This research was conducted at PT Mitra Manakarra Proteksi located at Jalan Ir. Juanda, Mamuju Regency, West Sulawesi. The type of data used in this research consists of quantitative data (numbers) and qualitative data (words, sentences, schemes, and pictures). Data sources consist of primary data obtained through interviews, observations, and filling out questionnaires, and secondary data which includes information obtained from indirect sources such as documents, books, and related literature. The population of this study were all customers who purchased CCTV at PT Mitra Manakarra Proteksi in Mamuju Regency, totaling 50 customers. The sample of this study also consisted of 50 customers who were selected representatively. Data collection techniques include observation, literature study, questionnaire, and documentation methods. The data were then analyzed using validity and reliability tests to ensure data quality. Furthermore, multiple linear regression analysis was used to determine the relationship between the promotion mix (Advertising, Personal Selling, Publicity, and Sales Promotion) and purchasing decisions. Statistical tests such as the t test and F test are used to test the significance of the effect of the independent variable on the dependent variable. Thus, this study describes the steps taken to collect, analyze, and interpret data in the context of the relationship between the promotion mix and customer purchasing decisions of PT. Mitra Manakarra Proteksi.

## 3. RESULT AND DISCUSSION

The data analysis process in this study was carried out using IBM SPSS (Statistical Package for Social Science) software version 24. The following is an explanation of the results of data processing through multiple linear regression equations in this study:

**Table 1 - Hypothesis Testing Result**

| Variable         | Beta  | T Value | Significant       |
|------------------|-------|---------|-------------------|
| Constant         | 5,470 | 1,439   | ,160              |
| Advertising      | ,316  | 2,446   | ,019              |
| Personal selling | ,401  | 2,679   | ,008              |
| Publicity        | ,648  | 3,852   | ,003              |
| Sales Promotion  | ,693  | 3,974   | ,001              |
| F Square         |       | 11,749  | ,000 <sup>a</sup> |
| R Square         |       | 0,730   |                   |

In the presented hypothesis testing result, the focus is on the variable "Advertising." This variable is examined in the context of its impact on a dependent variable, and the findings are noteworthy. The

beta coefficient associated with "Advertising" is 0.316, indicating a positive relationship between advertising efforts and the dependent variable under investigation. This suggests that as advertising expenditure or activities increase, the dependent variable tends to increase as well. In simpler terms, there is a positive association between the two. The T-value of 2.446 is of particular significance. It serves as a measure of the strength and reliability of this relationship. The T-value of 2.446 exceeds the critical threshold needed for statistical significance at the conventional 0.05 significance level. In practical terms, this means that there is a high degree of confidence that the relationship observed between advertising and the dependent variable is not due to random chance but is indeed statistically significant. The significance level, represented as 0.019 (or 1.9%), further reinforces this conclusion. With a significance level below the common threshold of 0.05, it provides strong evidence to reject the null hypothesis and support the existence of a significant positive relationship between advertising and the dependent variable. In essence, these findings imply that investing in advertising efforts, whether in terms of spending or activities, is associated with a statistically significant and positive impact on the dependent variable under study. This information can be invaluable for businesses and decision-makers seeking to optimize their advertising strategies for better outcomes.

The provided table displays the results of hypothesis testing for various variables, and one of the variables under scrutiny is "Personal Selling." This specific analysis aims to unravel the influence of personal selling efforts on a particular dependent variable. The beta coefficient associated with "Personal Selling" is calculated at 0.401. This beta coefficient signifies the strength and direction of the connection between personal selling activities and the dependent variable. In this context, a positive beta coefficient suggests that as personal selling efforts increase, the dependent variable is also inclined to increase. In simpler terms, a favorable relationship exists between these two factors, indicating that heightened personal selling activities tend to lead to more positive outcomes for the dependent variable. The T-value, which stands at 2.679, holds significance in this analysis. This value signifies the reliability and statistical significance of the relationship being examined. A T-value of 2.679 surpasses the critical threshold necessary for statistical significance, typically set at a significance level of 0.05. This result indicates that there is a high level of confidence that the observed relationship between personal selling and the dependent variable is not merely a product of chance but is indeed statistically significant. The significance level, represented as 0.008 (or 0.8%), further strengthens the argument. With a significance level below the conventional threshold of 0.05, it provides substantial evidence to reject the null hypothesis and assert the existence of a significant and positive relationship between personal selling efforts and the dependent variable. In essence, these findings underscore the importance of personal selling efforts in influencing the dependent variable under scrutiny. Organizations and decision-makers can utilize this information to optimize their personal selling strategies for achieving more favorable outcomes in their business activities.

The information presented in the table pertains to the variable "Publicity" and its impact on the dependent variable, as established through hypothesis testing. Let's break down and discuss the details provided in this context. The beta coefficient, denoted as 0.648, plays a crucial role in this analysis. It quantifies the strength and direction of the relationship between publicity efforts and the dependent variable under examination. In simpler terms, this beta coefficient indicates the extent to which changes in publicity efforts are associated with changes in the dependent variable. The T-value, recorded as 3.852, is a significant element in hypothesis testing. It measures the reliability and statistical significance of the observed relationship between publicity efforts and the dependent variable. A T-value of 3.852 exceeds the critical threshold required for statistical significance, typically set at a significance level of 0.05. This result signifies a high degree of confidence in the statistical significance of the relationship. The significance level, represented as 0.003 (or 0.3%), adds further weight to the analysis. With a significance level well below the conventional threshold of 0.05, it provides strong evidence to reject the null hypothesis, indicating that the relationship between publicity efforts and the dependent variable is

statistically significant. In summary, these findings indicate that there is a statistically significant positive relationship between publicity efforts and the dependent variable. This suggests that as organizations invest more in publicity activities or enhance the effectiveness of their publicity campaigns, they are likely to experience positive outcomes for the dependent variable under scrutiny. These outcomes could include improved brand recognition, increased consumer engagement, or other desirable effects related to the dependent variable. Consequently, decision-makers and organizations can utilize this knowledge to tailor their publicity strategies effectively for achieving more favorable results in their marketing and promotional efforts.

The information presented in the table pertains to the variable "Sales Promotion" within the context of hypothesis testing. This analysis is essential for understanding the impact of sales promotion efforts on the dependent variable, and it provides valuable insights into the statistical significance of this relationship. The beta coefficient, represented as 0.693, is a critical component of this analysis. It signifies the strength and direction of the relationship between sales promotion activities and the dependent variable. In simpler terms, a higher beta coefficient suggests a more substantial positive influence of sales promotion efforts on the dependent variable. In this case, the beta coefficient of 0.693 indicates a positive relationship, implying that as organizations invest more in sales promotion strategies or enhance the effectiveness of these promotions, there is a corresponding increase in the dependent variable. The T-value, denoted as 3.974, holds significance in hypothesis testing as it measures the reliability and statistical significance of the observed relationship between sales promotion efforts and the dependent variable. In this instance, the T-value surpasses the critical threshold necessary for statistical significance, typically set at a significance level of 0.05. This outcome underscores a high level of confidence in the statistical significance of the relationship, indicating that it is not a result of random chance. The significance level, recorded as 0.001 (or 0.1%), is notably lower than the standard significance threshold of 0.05. This low p-value provides strong evidence to reject the null hypothesis, signifying that the relationship between sales promotion efforts and the dependent variable is indeed statistically significant. In summary, these findings reveal a statistically significant positive relationship between sales promotion efforts and the dependent variable. This implies that as organizations intensify their sales promotion activities or improve their effectiveness, they are likely to witness positive outcomes related to the dependent variable. Such outcomes may encompass increased sales, heightened brand visibility, or enhanced customer engagement. Consequently, businesses can utilize this knowledge to fine-tune their sales promotion strategies and achieve more favorable results in their marketing endeavors.

In the ANOVA statistical analysis conducted in this study, the focus is to evaluate the joint effect of several independent variables on the dependent variable, namely the CCTV Purchasing Decision at PT Mitra Manakarra Proteksi in Mamuju Regency. The analysis results show an Fcount value of 11,749 with a significance level (Sig.) of 0.000. In the interpretation of these results, the significant Fcount value is greater than the relevant Ftable value, indicating that the combination of independent variables including Advertising, Personal Selling, Publicity, and Sales Promotion has a strong impact together on CCTV purchasing decisions. This indicates that these factors play an important role in influencing customer purchasing decisions. This result has important implications for PT Mitra Manakarra Proteksi and similar organizations, as it highlights the importance of a comprehensive marketing strategy. By understanding that these variables have a significant influence together, companies can take more targeted steps in designing promotional campaigns, advertising, personal selling, and sales promotion. This will help improve understanding of customer preferences and assist in optimizing marketing efforts to increase purchase decisions for CCTV products.

The results of the calculation of the coefficient of determination ( $R^2$ ) of 0.730 indicate that the independent variables consisting of Advertising (X1), Personal Selling (X2), Publicity (X3), and Sales Promotion (X4) are able to explain about 73.00% of the variation or variability that occurs in the CCTV Purchasing Decision at PT Mitra Manakarra Proteksi in Mamuju Regency. This is a fairly high value, which

indicates that the model used in this study has a good level of fit in explaining the factors that influence CCTV purchasing decisions. However, it is important to note that approximately 27.00% of the variation in CCTV purchasing decisions remains unexplained by the variables used in this study. Other factors not included in this study, such as economic factors, individual preferences, or environmental factors, may also contribute to customers' purchasing decisions. Therefore, companies need to consider these additional factors and incorporate them in their marketing strategy planning to better understand customer purchasing behavior comprehensively.

#### 4. CONCLUSION

In this study, the results of statistical analysis show that the promotion mix consisting of Advertising, Personal Selling, Publicity, and Sales Promotion has a significant influence on CCTV Purchasing Decisions at PT Mitra Manakarra Proteksi in Mamuju Regency. This means that an effective promotional strategy, including advertising, personal selling, publicity activities, and sales promotion, can contribute positively to customer purchasing decisions. The importance of the promotional mix as a factor influencing purchasing decisions should not be ignored by companies. By understanding how each promotional element influences consumer behavior, companies can design more effective and relevant promotional campaigns. For example, if publicity is found to have a great influence, companies can focus on more intensive publicity activities. Likewise, if sales promotions prove to be effective, companies can develop sales promotion strategies that appeal to customers. In addition, the coefficient of determination (R<sup>2</sup>) value of 73.00% indicates that the model used in this study is quite strong in explaining variations in CCTV Purchasing Decisions. However, there are still about 27.00% of other variations that cannot be explained by this model. Other factors outside the promotion mix may also influence purchasing decisions, such as economic factors, individual preferences, and environmental aspects that need to be further considered. Thus, the results of this study provide a more comprehensive view of how promotions influence customer purchasing decisions, which can be used by companies in designing more effective and competitive marketing strategies in an increasingly competitive market.

#### REFERENCES

- [1] Assauri, Sofjan, (2007). *Manajemen Pemasaran*. Rajawali Pers, Jakarta
- [2] Apriliana, Hendra. (2012). "Penggunaan Media Berita Dokumenter Dalam Pembelajaran Berbicara Argumentasi". [Online] Tersedia: [publikasi.stkipsiliwangi.ac.id/penggunaan-berita-dokumenter-dalam-pembelajaran-berbicara-argumentasi](http://publikasi.stkipsiliwangi.ac.id/penggunaan-berita-dokumenter-dalam-pembelajaran-berbicara-argumentasi)
- [3] Dewa Bagus Nugraha Windusara (2015). "*Pengaruh Bauran romosi Terhadap Keputusan Pembelian Oppo Smartphone*". Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali, Indonesia
- [4] Danang Sunyoto (2015:158). "*Strategi Pemasaran*". Yogyakarta: CAPS (Center for Academic Publishing Service
- [5] Freddy Rangkuti (2009). "*Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*". Jakarta: PT Gramedia Pustaka Utama.
- [6] Husein, Umar. 2011. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis*. Jakarta. PT Rajagrafindo Persada
- [7] Kasmir, (2018). "*Pemasaran Bank*", Jakarta: Prenadamedia Group
- [8] Kotler, Philip dan Armstrong, Gary, (2014), *Principles of Marketing*, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga.
- [9] Kotler, Philip. (2012), *Manajemen Pemasaran*, Edisi Milenium, Jilid 1, PT Prenhallindo, Jakarta.
- [10] Menurut Kotler (2015). *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Salemba Empat. Jakarta

- [11] Mira Veranita, Rini Susilowati dan Yunyun Ratna (2021). "Pengaruh Bauran Promosi Terhadap Keputusan Pembelian (Studi Kasus pada Pemasaran Busana Muslim pada UKM Tamykalika)". *Co-Management* Vol. 4, No 1
- [12] Roscoe dan Sugiono, 2012. *Metode Penelitian dan Pengembangan (Research And Development)* , Alfabeta, Bandung
- [13] Tengku Firli Musfar, (202). "*Buku Ajar Manajemen Pemasaran Bauran Pemasaran Sebagai Materi Pokok Dalam Manajemen Pemasaran*". Bandung:CV. Media Sains Indonesia
- [14] Tjiptono, Fandy, (2015). *Manajemen Jasa*, Edisi Kedua, Andy Offset. Jakarta
- [15] Tjiptono, Fandy, (2012). *Manajemen Jasa*, Edisi Kedua, Andy Offset. Jakarta
- [16] Tim Penyusun, (2022) *Panduan Penulisan proposal dan skripsi*. 'LP3M Universitas Muhammadiyah Mamuju.
- [17] Stanton, William J. (2013). *Prinsip Pemasaran*. Alih Bahasa oleh Buchari Alma. Jilid Satu. Edisi Kesepuluh. Jakarta : Erlangga.
- [18] Sudaryono, (2016). "*Pengantar Bisnis, Teori dan Contoh Kasus.*" Penerbit Andi Yogyakarta.
- [19] Vina Lutfillah, Feti Fatimah, Achmad Hasan Hafidz (2019). "Pengaruh Bauran Promosi Terhadap Keputusan Pembelian Minuman Merek A3 Fresh O2". *Jurnal Penelitian IPTEKS*.
- [20] Zulki Zulkifli Noor, (2021). "*Buku Referensi Strategi Pemasaran*". Yogyakarta : Penerbit Deepublish