

# ANALYZING THE IMPACT OF PROMOTION STRATEGIES AND PRICING ON PURCHASE DECISIONS AT MUTIARA FAMILY STORE IN TASIU, MAMUJU DISTRICT

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## ARTICLE INFO

### Keywords:

Promotion Strategies, Pricing,  
Purchase Decisions

## ABSTRACT

In this study conducted at Mutiara Family Store in Tasiu, Mamuju District, the impact of promotion strategies and pricing on purchase decisions was examined. The research utilized both quantitative and qualitative data sources, with data collected through observations, interviews, questionnaires, and document analysis. The findings revealed that promotion strategies, including advertising, personal selling, public relations-publicity, and sales promotions, had a positive and significant influence on purchase decisions. Similarly, product pricing, encompassing factors like pricing alignment and perceived value, also exhibited a positive and significant effect on purchase decisions. These results underscore the importance of effective promotional strategies and prudent pricing policies for enhancing customer satisfaction and maximizing sales, offering valuable insights for businesses like Mutiara Family Store in a competitive market.

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## 1. INTRODUCTION

Technological advances make every human activity experience dynamic and continuous development. This has an impact on the methods used by humans in carrying out their daily activities. One aspect that has changed is the marketing system in the business carried out by the company. The role of technological advances is very important because the existence of technology makes every business actor able to interact easily with potential customers. In the business world, system changes such as systems in trade, marketing, ways of transacting, and delivering information will change. The increasingly varied needs of the community are used as an opportunity by every business actor to make business breakthroughs aimed at maintaining and developing their business amid increasingly competitive competition. One of the basic needs of every human being is the need for food and drink, this need must be met to survive. By seeing this opportunity, business people make their trading business with shop models, supermarkets, mini markets, department stores, modern shops, services and others, this is done to attract as many consumers or customers as possible.

The retail business is experiencing quite rapid development, especially in Indonesia. This is marked by the increasing number of traditional retail businesses that are starting to improve themselves into modern retail businesses and modern businesses themselves that are just being born. There are several retail companies that have been operating for a long time in Indonesia, such as Mutiara Family Store which operates Indomaret which is in the retail business with a format with the introduction of food and other household needs. The development of depertemen store or minimarket in Indonesia makes business competition increasingly fierce. The requirement that must be met by a minimarket in order to be successful in competition is to try to achieve the goal of creating and retaining customers. In an effort to achieve these goals, every retail business must produce and deliver the products and services that consumers want at a reasonable price and create a comfortable shopping feel. Thus every business must be able to understand consumer behavior in its target market.

According to Wetawaraks and Wang in Muchtar and Halim (2022: 5) explain that online purchasing decisions are "product purchasing activities (both goods and services) through internet media". Consumer purchasing decisions for a product are basically closely related to consumer behavior.

*Analyzing the Impact of Promotion Strategies and Pricing on Purchase Decisions at Mutiara Family Store in Tasiu, Mamuju District. Rini Wahyuni, et.al*

Purchasing decisions are a process where consumers recognize their problems, seek information about certain products or brands and evaluate how well each of these alternatives can solve their problems, which then leads to a purchase decision. One of the factors that becomes the benchmark for every consumer in obtaining decision making is what has been given to each consumer to feel trust and will partner with a company. Mutiara Family Store is a means or place of business to sell daily necessities in retail directly to consumers by way of self-service. In today's competitive world, Mutiara Family Store provides daily necessities with a space that is not too large, and Mutiara Family Store is no stranger to the community, especially for those who live in Tarailu. Mutiara Family Store itself as an intermediary marketer between producers and consumers where its activity is to carry out retail sales, and prices that are different from other stores and also promotes on social media facebook, Mutiara Family Store also involves services (delivery service) to homes to attract consumers. One of the efforts made by Mutiara Family Store to attract consumers to make purchases is through promotional strategies.

According to Tjiptono in Asti and Madiawati (2023: 357), in essence promotion is "a marketing communication that aims to disseminate information, influence customers, 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". Promotion strategy is one of the factors that has an important role in supporting marketing activities carried out by a business or company, where promotional strategies can be carried out by a company using information distribution tools directly or indirectly to consumers. Currently, promotional strategies are a must-have for a business where channeling information is made easier by technological developments that support business activists in developing their business, the many alternative choices in channeling information are an opportunity for more and more competitors. According to Nurhalim (2023: 53), says that promotion is "a form of marketing communication which means marketing communication is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned".

Price is one of the benchmarks for a person in determining the choice to make a purchase, where currently consumers are very selective in choosing goods and services according to their needs, most consumers assess prices by comparing the quality and value of goods set by producers, but another factor that must be considered is how much a person's ability (purchasing power) to determine a purchase. In general, consumers only consider price, considering that the products offered are not seen directly, so there is no guarantee that the price will match the product they expect, Sukawati (2018).

One of the modern retail trading businesses in the form of minimarkets that provide mixed goods is Mutiara Family Store Tasiu which is located at Jalan Poros Mamuju-Pasangkayu, Tasiu Village, Kalukku District, Mamuju Regency, West Sulawesi Province, this trading business is a local minimarket that still exists and develops among very complex minimarket competition. Formerly the business was a business that marketed goods and services in retail or in the form of stalls, using the marketing strategy method directly offering to each consumer, over time the business was quite crowded and well-known among the community, especially in Kalukku District.

Based on the observations obtained at Mutiara Family Store Tasiu, there are factors that are closely related to consumer decisions in making purchase transactions, namely promotional and price strategy factors, in carrying out sales information distribution strategy activities there are several methods, namely periodic promotions, promotions in the form of discounts, saving package promotions, and promotions by distributing product brochures using social media such as (Facebook, Whatsapp and Instagram). The problem found by researchers is that the promotions provided sometimes do not match consumer expectations because there are several products that are labeled as promos, but when consumers pay it turns out that the period given has passed and has not been removed from the shelf, there are even several products that are labeled but have not entered the period, it was also found that the prices listed on social media in the form of posts about the number of items and the price of goods did

not match the items available at Mutiara Family Store Tasiu, so that this could reduce consumer interest in making purchases.

### **Literature Review**

Marketing is one of the main activities that must be carried out by business actors in order to be able to maintain the profitability of their business and develop their business and to reap the maximum profit. The success or failure of a business depends on the experience or expertise of business actors in marketing, production, finance and other fields. Noting the brief conception, then to better understand marketing, it is necessary to explain according to the theory that has developed so far. According to Kotler, P and Armstrong, G (2019: 1), "Marketing is a human activity directed at trying to satisfy wants and needs through the exchange process". According to Tjiptono (2014: 13), "Marketing is the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment". According to Kertajaya in Alma, B (2021: 3), "Marketing is a strategic business discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders". From several definitions referenced earlier, the author concludes that marketing is the effort of a person or group to build, maintain, and satisfy customers through distribution, offering goods and services, promotion, pricing, and building relationships through the exchange process. The estuary of this marketing is of course to get profits and retain customers for the survival of the business that is occupied by business people, therefore it is mandatory when marketing is packaged through a marketing concept.

Everything if carried out with careful planning will certainly produce satisfactory results. Likewise with marketing, if it is carefully conceptualized accompanied by strong efforts, it is not a difficult thing to achieve the goals that have been planned previously by business people. Apart from being designed to get profit, the marketing concept is also very important to be designed in such a way as to be able to create a win-win situation by both parties between business actors and customers. When this concept runs well and consistently, the marketing concept can be at the forefront in terms of maintaining the survival of the business being run for the long term. According to Kotler, P and Armstrong, G (2019: 12), "the core concepts of marketing consist of needs, wants and demands, target markets, positioning and segmentation, offers and brands, value and satisfaction, marketing channels, competition and the marketing environment". The basic concepts of marketing according to Kotler, P and Armstrong, G (2019: 220), consist of human needs which are conditions such as feelings of loss in a person. Human needs are broad and complex which include basic needs, security, social, appreciation and self-actualization, and human wants are forms that come from human wholeness which are shaped by a person's culture and personality. Furthermore, Assauri (2017: 81) states "The marketing concept is a management philosophy in the field of marketing that is oriented towards the needs and desires of consumers supported by integrated marketing activities that are directed at providing customer satisfaction as the key to organizational success in its efforts to achieve previously set goals".

For a company, marketing strategy plays a very important role in the company's efforts to achieve its desired goals. Marketing strategy is a picture or realization of a company's efforts to achieve the goals it has aspired to. According to consumers Gugup Kismono in Naugi, Y (2017: 5), marketing strategy is "a procedure for the work process to meet the needs of market share which consists of everything that can influence purchasing decisions". Another opinion was expressed by Tjiptono (2014: 196), marketing strategy is "the ability possessed by business actors or companies such as, the ability to see opportunities for profit and understand consumer needs so that the goals to be achieved in the work process can be met according to the planned goals". Meanwhile, according to Pearce and Robinson (2014: 298), marketing strategy is "a procedure for managing employee abilities in accordance with the wishes of a company, to achieve goals that have been prepared according to what is expected".

Promotion is the most important activity that plays an active role in introducing, informing and recalling the benefits of a product in order to encourage consumers to buy the promoted product. To hold

promotions, each company must be able to determine exactly which promotional tools to use in order to achieve success in sales. According to Swastha & Irawan (2008: 349), promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Based on the above understanding, the authors conclude that promotion is the most important part of the marketing system. Promotion, as described by Swastha (2008: 245-246), serves several key purposes. Firstly, it functions as an informative tool, adding value to a product by delivering essential information to consumers. This information encompasses details about the product itself, its pricing, and other relevant particulars. Without such informative promotion, consumers might lack awareness about a product's features. Additionally, promotion acts persuasively, particularly towards potential buyers, aiming to establish a perception that a certain product is superior to its counterparts. Furthermore, promotion plays a crucial role in shaping a distinct product image in the minds of prospective consumers. This is achieved through well-crafted advertising techniques, such as the use of captivating colors, illustrations, shapes, or layouts. Lastly, promotion is instrumental in achieving objectives. It serves as a means to facilitate favorable exchanges through effective communication, ensuring that consumers' wants and needs are met. In this context, communication strategies demonstrate methods to establish mutually beneficial transactions. Asri (2003: 360) identifies several key objectives of promotion: Firstly, promotion aims to inform potential buyers extensively about the product on offer.

This entails providing information about the product's attributes, its manufacturer, availability, pricing, and more. The information can be presented through various means such as text, images, and words, tailored to the context. Secondly, promotion seeks to persuade potential consumers to make a purchase. It's important to note that persuasion in this context doesn't involve coercing decisions. Instead, it focuses on encouraging a positive buying choice. Lastly, promotion serves the purpose of reminding consumers about specific products associated with a certain company, available at a specific location, and often at a specific price. This reminder is valuable as it alleviates the need for consumers to constantly search for desired items and their sources. Kotler and Keller (2016: 272) identify several promotional indicators: Firstly, there's the Promotion Message, which measures the effectiveness of crafting and delivering the promotional message to the market. Secondly, there's Promotion Media, encompassing the mediums chosen by the company to execute its promotional strategies. Lastly, Promotion Timing refers to the duration throughout which the company engages in its promotional efforts.

According to Alma, B (2021: 171), price is "The amount of a currency value that consumers exchange for using or consuming certain products or services which have the benefits that consumers need or want". Meanwhile, according to Kotler, P and Armstrong, G (2019: 23), price is "one of the elements in the marketing mix that generates revenue, while the other elements cost money". According to Kotler (2012: 132), "Price is the amount of money that customers have to pay for the product. From this definition, price is a value that is made to be a benchmark for the value of a good or service". In the context of the marketing mix, price plays an important role and requires careful consideration. First, price is not just a number, but also a statement of the value of a product, reflecting what the product provides to consumers. Second, the concept of value is a key factor, where value is a comparison between the benefits felt by consumers and the costs incurred to obtain the product. Third, price has a real impact on consumer perceptions of product quality, and is often considered an indicator of product quality or status. Fourth, price is closely related to the law of demand. In accordance with the principle of demand, price has an influence on the amount of demand. A high price may result in a decrease in demand, while a lower price may encourage an increase in demand. Fifth, price has a direct impact on the company's revenue and profit. As one of the elements of the marketing mix, price contributes to the company's income, which in turn affects the amount of profit and market share that can be achieved. Sixth, price has high flexibility and can be adjusted quickly according to changing market dynamics. This allows manufacturers to respond to changes in demand and competition by adapting their prices. Seventh, price also affects the product's image and position in the market. In the context of service marketing, which

emphasizes image and exclusivity, price is an important factor. A high price is often interpreted as an indication of superior quality, while a lower price can affect that perception. Eighth, pricing is a major challenge for managers.

Setting the right price requires a deep understanding of the market and consumers, as price has a direct impact on purchasing decisions. Finally, pricing policy is temporal and must be continuously monitored. Producers must monitor price developments in the market and understand the company's position in the overall market context. As such, pricing strategies must always be adapted to the changing market situation to remain relevant and competitive. Price has an important role in purchasing decisions, but there are other factors that also influence. According to Tjiptono (2014: 54), internal and external factors of the company play a role in pricing. Internally, factors such as profit maximization goals, maintaining company continuity, and gaining a large market share influence pricing. Pricing strategies must also be in line with other marketing strategies such as product, distribution, and promotion. Costs also form the basis of the minimum price to keep the company profitable. Organizations need to decide who is responsible for pricing. From the external side, market and demand play an important role.

The company must understand the market and the demand it faces. Competition in the market is influenced by five main forces: products, substitutes, suppliers, customers and threats from new entrants. These factors affect both consumers and producers, so proper pricing needs to consider these factors. In determining prices, the relationship between internal and external factors of the company is important, such as considering the demand and prices of products on the market. In the view of Kotler and Armstrong (2012), the price variable consists of key elements such as list prices, discounts, rebates, and payment periods. They also identify four important indicators related to price. First, price affordability which refers to the extent to which the price matches the consumer's ability to purchase the product. Second, price compatibility with product quality, which is the extent to which the price reflects the value of the product in terms of its quality. Third, price competitiveness which measures the extent to which prices compete with the prices of similar products on the market. Finally, price-benefit fit, which indicates whether the price is proportional to the benefits received by consumers from the product.

Tjiptono (2015: 18) states that consumer purchasing decisions are choices of actions from various alternatives. The level of purchasing involvement divides the buying process by end consumers into three types, as explained by Tjiptono (2015: 19). First, nominal (habitual) purchasing decisions are when consumers simply choose their favorite brand without evaluating other alternatives. Second, limited decision making occurs when consumers identify a problem or need, evaluate several alternative products or brands based on their knowledge without seeking new information. Third, extended decision making is a more comprehensive type of decision making, starting from problem identification, searching for specific product or brand information, to evaluating alternatives and purchasing decisions. Tjiptono (2017: 89) explains that the factors that influence customer purchasing decisions include the emotional bond between customers and producers after using a product or service, which provides added value. This value dimension consists of four aspects. First, emotional value is the utility that arises from the positive feelings or emotions that arise when consuming the product. Second, social value is the utility associated with the product's ability to improve the consumer's social-self concept. Third, quality value is the utility derived from the short- and long-term cost efficiency offered by the product. Finally, functional value is the value derived from product attributes that provide functional benefits or utility to consumers. These values directly influence the way consumers perceive and choose products.

According to Kotler & Armstrong (2016: 188), purchasing decision indicators include several dimensions. First, product choice, where consumers decide whether to buy a product or use their money for something else. Second, brand choice, where consumers choose the specific brand they want to buy. Third, the choice of distributor, where consumers decide which seller to buy the product from. Fourth, the time of purchase, namely the decision when the product will be purchased. Fifth, the number of purchases, where consumers decide how many products to buy at one time. Sixth, the payment method,

where consumers choose how they will pay for the purchased product or service. All of these decisions are influenced by environmental, family, and technological factors used in purchasing transactions.

## 2. METHOD

This research was conducted at Mutiara Family Store in Mamuju Regency, which is located at Jalan Poros Mamuju-Pasangkayu, Tasiu Village, Kalukku District, Mamuju Regency, West Sulawesi Province. The type of data used consists of quantitative data, such as population, sample, questionnaire calculations, and research results, as well as qualitative data, such as descriptions of research locations and respondent characteristics. The data sources of this research are divided into primary and secondary data. Primary data was obtained through direct observation, interviews, and distributing questionnaires to respondents. Secondary data, a source that does not provide direct data, involves relevant written report documents, such as the number of consumers of Mutiara Family Store Tasiu, as well as data from literature and print or electronic media that support research. The research population includes all consumers who make purchase transactions at Mutiara Family Store Tasiu, Mamuju Regency, without a definite population limit. The research sample was calculated using the Cochran formula, resulting in 96 respondents as a sample. The data collection method involves several techniques, such as observation, interviews, documentation, literature study, and the use of questionnaires. Data from the questionnaire, which was initially qualitative, was converted into quantitative using a Likert scale. Data analysis was conducted through validity and reliability tests to measure the quality of the research instruments. Furthermore, multiple linear regression analysis was used to understand the effect of promotional strategies and price on purchasing decisions. The t test is used to test the effect of variables partially, while the F test is used to test the simultaneous effect. The results of data analysis will help in making decisions regarding the significance of the influence of these variables. In the context of this study, promotional strategies include advertising, personal selling, public relations-publicity, and sales promotion, while price includes indicators such as price suitability, price list, special discounts, and perceived price. Purchasing decisions are defined as consumer behavior in deciding to buy or not buy a product or service based on factors such as perceived needs, pre-purchase actions, behavior during consumption, and post-purchase behavior.

## 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	2,259	0,672	0,503
Promotion Strategies	0,448	3,903	0,000
Price	0,530	4,735	0,000
F Square		49.649	.000 <sup>b</sup>

Partial test results which show that the tcount value (3.903) is greater than the t table (1.986), it can be interpreted that the promotional strategy variable has a significant partial effect on purchasing decisions at Mutiara Family Store Tasiu, Mamuju Regency. Furthermore, the regression coefficients value for the promotional strategy of 0.448 with a positive direction indicates that the stronger the promotional strategy carried out by Mutiara Family Store, the more positive the influence on customer purchasing decisions. The interpretation of the results of this analysis confirms the first hypothesis of this study. In other words, there is evidence that promotional strategies play a significant role in influencing customer purchasing decisions. This shows that the efforts made by Mutiara Family Store in the promotion of their products and services have a measurable positive impact on consumer behavior in buying their products. These results provide valuable insights for the management of Mutiara Family Store Tasiu Mamuju

Regency to better understand the importance of investing in effective promotional strategies in an effort to improve customer purchasing decisions. By understanding that a good promotional strategy can contribute to increased sales, Mutiara Family Store can plan a more efficient and effective promotional strategy, which in turn can help improve their business performance in the market.

Partial test results which show that the tcount value (4.735) is greater than the t table (1.986) indicate that the price variable has a significant partial effect on purchasing decisions at Mutiara Family Store Tasiu, Mamuju Regency. In addition, the regression coefficients value for price is 0.530 with a positive direction indicating that the higher the price of the product offered by Mutiara Family Store, the more positive the effect on customer purchasing decisions. The interpretation of the results of this analysis confirms the second hypothesis of this study. In other words, there is evidence that price has a significant role in influencing customer purchasing decisions. This suggests that a good pricing strategy can influence customer purchasing decisions, and in this case, the effect is positive. These results provide important insights for the management of Mutiara Family Store Tasiu Mamuju Regency to manage their pricing strategy more carefully. They can carefully consider how they price their products to optimize their positive influence on customer purchasing decisions. In addition, an understanding of the importance of price in the consumer buying process can help them design better price promotions and more effective pricing strategies to improve their business performance.

The results of the simultaneous testing of the promotional strategy and price variables, as listed in table 1, are very important in revealing the overall impact of these two factors on customer purchasing decisions at Mutiara Family Store Tasiu, Mamuju Regency. The results show that the Fcount value (49.649) is greater than the Ftable value (3.094), which indicates that both variables, namely promotion strategy and price, have a significant influence simultaneously on purchasing decisions. In addition, the significance value of less than 0.05 (0.000) indicates that this simultaneous effect is also statistically significant. Thus, this result answers the researcher's initial perception and supports the third hypothesis proposed in this study. That is, there is strong evidence that the promotion strategy and product pricing at Mutiara Family Store Tasiu Mamuju Regency jointly influence customer purchasing decisions. In a business context, this finding is very valuable for Mutiara Family Store management. This is because they can understand that the efforts made in promotional strategies and product prices not only have a partial impact, but also have an overall impact on consumer purchasing decisions. Therefore, management can focus more on planning effective promotional strategies and wise pricing to increase the attractiveness of their products and maximize profits.

#### 4. CONCLUSION

In order to conclude this research, it can be concluded that promotional strategies and prices have a significant role in influencing customer purchasing decisions at Mutiara Family Store Tasiu Mamuju Regency. The findings of this study indicate that: Promotional strategies, which include advertising, personal selling, public relations-publicity, and sales promotion, have a partially positive and significant influence on customer purchasing decisions. The stronger the promotional strategy carried out by Mutiara Family Store, the greater the influence on purchasing decisions. Product prices, with indicators such as price suitability, price lists, special discounts, and perceived prices, also have a partially positive and significant effect on purchasing decisions. The higher the price of the product offered, the greater the influence on customer purchasing decisions. The simultaneous test results show that the two variables, namely promotion strategy and price, together have a significant influence on customer purchasing decisions. This emphasizes the importance of Mutiara Family Store management in planning and managing effective promotional strategies and setting wise prices to increase customer satisfaction and maximize sales. Thus, this research provides valuable insights for Mutiara Family Store Tasiu Mamuju Regency and similar businesses. In a competitive world, a good understanding of how promotion and pricing strategies can influence consumer buying behavior can be the key to success in improving business performance and winning the competition in the market.

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