

PRICE STRATEGY ANALYSIS ON INCREASING THE SALES VOLUME OF CCTV PRODUCTS IN CV. ANUGERAH JASA ABADI BANDUNG CITY

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ARTICLE INFO

Keywords:

Price strategy
Sales volume

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ABSTRACT

This study aims to find out how much the price strategy is related to the sales volume of CCTV by using 7 dimensions of the price strategy, namely the statement of the value of a product, Aspects that are clear to buyers, the main determinants of demand, Directly related to income and prices, Flexibility, Influence image and positioning and Trigger internal conflicts, distribution channels, competitors, government agencies and public policies. The research population is all users who have bought CCTV at CV. Anugerah Jasa Abadi Bandung City in 2021, the total population is 365 buyers and the sample has been determined based on the solvin formula, namely 78 respondents to be given a questionnaire. Based on the research results, by following market prices and providing discounts so that they can attract consumers to buy at CV. Anugerah Jasa Abadi Bandung City.

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1. INTRODUCTION

Security System or security system is a system or mechanism that is made in such a way that is used to secure something valuable, be it tools, goods, buildings, houses or programs in one place. After knowing the meaning of a security system or security system, now we will discuss the meaning of an electronic security system. Electronic security system is a security system that is integrated electronically by utilizing electronic and IT systems to support and ensure security in the building/office and home environment.

With this electronic security system or ESS, we can monitor, supervise, regulate, and also access data related to the security system. ESS Support Tool or Electronic Security System.

Because the electronic security system (ESS) is a system, there are usually several tools/systems that make up the ESS. Namely: CCTV System The first tool included in the electronic security system is the CCTV system. Needless to say, CCTV currently has many uses. One of the functions of CCTV is to monitor events or activities. If you look at the types of CCTV, there are many types of CCTV available on the market that you can have to complete the electronic security system at home or in your office. You can also adjust whether to use indoor CCTV or outdoor CCTV, or even both. Back again, adjust to your security needs.

And make sure when you buy CCTV, there is a CCTV installation service, if you are hesitant to install it yourself. Or if you prefer to install the CCTV yourself, then you can read the guidehow to install this CCTV. Access Control System Access Control System (ACS) is a type of security that manages and controls who or what is allowed into the system.

ACS is typically useful for managing, monitoring, and controlling access to protected equipment or systems. Anugerah Jasa Abadi is a leading distributor of integrated security solutions with more than 10 years of experience in security systems, CV. Anugerah Jasa Abadi Bandung City distributes both hardware and software systems in security system products.

Anugerah Jasa Abadi Solutions is to offer customers flexibility, innovation, high level of integrity in security system solutions.

Anugerah Jasa Abadi success is associated with many factors, but the most important is long-term cooperation with customers/resellers for many years. This in turn is supported by adding value to customers through ongoing support and hardware development to include cutting-edge technology at the

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forefront. Anugerah Jasa Abadi solutions can be accessed by various industries and different sized sites, and have been successfully installed in all banks, telecommunications, corporate institutions, housing, minimarkets, department stores, hospitals, offices and many more. From small buildings to large multi-site facilities, from simple solutions to enterprise solutions with tens of thousands of users, CV. Anugerah Jasa Abadi Bandung City has security solutions to meet your needs.

Table 1 sales of CCTV PACKAGE 2021 at CV. Anugerah Jasa Abadi Bandung City

MONTH	TOTAL VOLUME	PERCENTAGE
JANUARY	43	-
FEBRUARY	46	7%
MARCH	30	-37%
APRIL	30	0%
MAY	23	-16%
JUNE	59	84%
JULY	35	-56%
AUGUST	28	-16%
SEPTEMBER	30	5%
OCTOBER	16	-33%
NOVEMBER	11	-12%
DECEMBER	14	7%

Based on 1 it is known that the number of sales in the 1st semester of January sold 43 CCTV sets in February, an increase of 7% from previous sales, but in March there was a significant decrease in CCTV sales by -37%, in April there was no increase or decrease in volume sales, in May there was another decline of -16% but in June sales increased drastically by 84% from the previous month's sales. Entering Semester 2 in July there was a 1.7% increase in prices resulting in a decrease in sales volume of -56%, in August there was another decline of -16%, in September there was a not too large increase of 5% of sales in the month August. The decrease in CCTV sales volume is thought to be because the price is not in accordance with consumer interest. Based on these data, research observations were carried out with the title "The Effect of Price Strategy on Increasing Sales Volume of CCTV Products in CV. Anugerah Jasa Abadi Bandung City".

2. LITERATURE REVIEW

Pricing Strategy

In the Journal (M. Mulyana, 2019), The increase in sales volume affects the price strategy that will be determined by the seller. Price is the main choice for consumers in buying goods and services. Comparison of prices chosen by consumers, of course, will choose the cheaper one if the price is set too high, it can make the number of sales decrease. The price set must be adjusted to the costs that have been incurred by the company. To get maximum sales of goods and services, every company must be able to set the price of its products appropriately so as not to get out of the interest of the existing market.

Price is an exchange rate that can be equated with money or other goods for the benefits obtained from an item or service for a person or group at a certain time and a certain place. According to Kotler & Armstrong (2008:345), price is the amount of money billed for a product or service, or the amount of value exchanged by customers to benefit from the owner or use of a product or service.

According to Kasmir (2006: 175), price is the amount of value (in currency) that must be paid by consumers to buy or enjoy the goods or services offered. (Jurnal Rahmat & Sume, 2013) Pricing is a very decisive marketing decision because it affects sales results (income).

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This influence takes place in 2 ways, namely Price as a component of the income equation, has an impact on income. The price level affects the quantity of sales, namely through the mechanism of the demand function (elasticity). (2012:63).

According to Chandra in Tjiptono (2019:210-213) in the journal(Rock, 2020)dimensions of the price strategy, namely: (2020:21-25) Price is a statement of the value of a product (A statement of value). Value is the ratio or comparison between perceived benefits and the costs incurred to obtain the product. Price is an aspect that is visible to buyers. For consumers who are not very familiar with the technicalities of purchasing market retail services, lawyers, notaries, or tax consultants, price is often the only factor they can understand. Not infrequently the price is used as a kind of indicator of service quality. Price is the main determinant of demand. Based on the law of demand, the size of the price affects the quality of the product purchased by consumers. The higher the price, the less the number of requests for the product in question and vice versa. However, it does not always apply in all situations. Prices are directly related to revenue and profit. Price is the only element of the marketing mix that generates revenue for the company, which in turn affects the size of profits and market share gained. Other elements of the marketing mix, such as product, distribution and promotion, actually spend a large amount of money.

Prices are flexible, meaning they can be adjusted quickly. Of the four traditional marketing mixes, price is the most easily modified and adapted to market dynamics. This can be seen clearly from the price competition that often occurs in the retail industry. In contrast to product policy, distribution and promotion of integration, which demands a long-term commitment. Price affects image and positioning strategy. In the marketing of prestigious services that prioritize the image of quality and exclusivity, price is an important element. Consumers tend to associate price with the level of service quality. The high price is perceived to reflect high quality and vice versa. Price is a major problem faced by managers.

Pricing Method

The methods that companies can use in setting prices are: by approaching costs, supply-demand, and consumer.

- 1) **Cost Approach(Cost-Oriented Approach)** That is, pricing is done by calculating the total cost and add the desired level of profit. The pricing method through this cost approach consists of Cost-Plus or Markup Pricing and BreakEven Analysis.
- 2) **Supply-Demand Approach** Basically the price of the product is determined by the balance between supply and demand for the product. Demand is the quantity of a certain product that consumers are willing to pay at a certain price. If prices rise, according to the law of demand, consumers will reduce their demand.
- 3) **Customer Oriented Method**, Price sensitivity is also affected by market segment because everyone not the same in terms of price.

Sales Volume

Sales by William G. Nickels (2018: 10) in(Sumartini's grandson and Dini Fajriany Ardining Tias Bogor Academy of Technology et al., 2019), is the process by which the seller satisfying all the needs and desires of the buyer in order to achieve good benefits for the seller as well as the buyer who is sustainable and mutually beneficial.

Sale According to(Handoko, et al 2012:3) in the book Marketing Consumer Behavior Analysis(Luh, 2021)is a system the totality of business activities aimed at planning, pricing, promoting and distribute goods and services and distribute goods and services to consumers and can satisfy consumer.

Quoted by(Faisal Suddin AIAT South Sulawesi, 2013)in his journal that Sales volume analysis is an in-depth study of the problem net sales from the company's income statement (operating statement). Management need analyze the total sales volume as well as the volume itself. The analysis can be based on product line and market segment (territorial, buyer group and so on).Sales volume is something that indicates the ups and downs of sales and can be expressed in units, kilos, tons or liters. (2009:57).

3. METHOD

in the journal(AA Mulyana & Sudrartono, 2021) According to Sugiono (2017:60) frame of mind is a model of a concept related to theories related to factors, namely the service quality variable that have an influence on the variable of interest repeat purchase.

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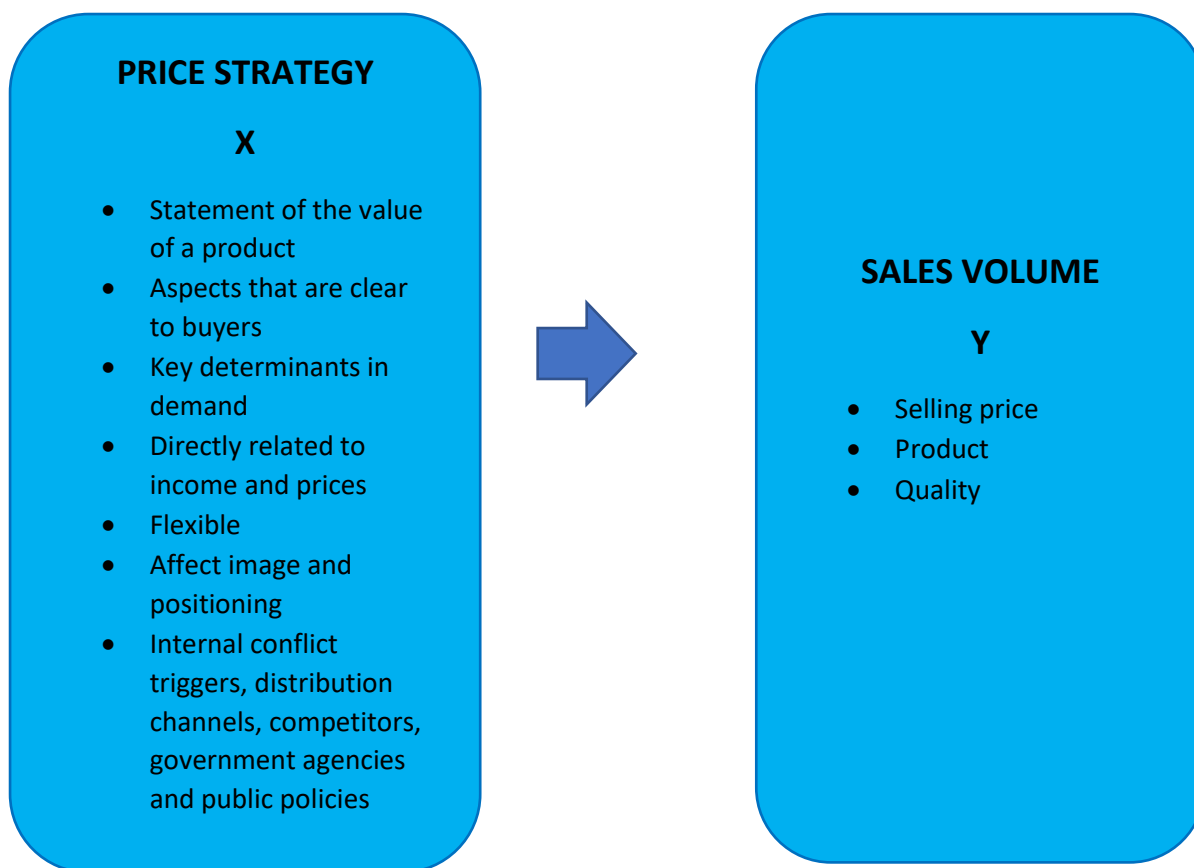


Figure 1. Thinking Framework

table 2. Definition of Operational Variable

Variable	Theory	Dimension	Indicator
Variable X Pricing Strategy	According to Chandra in Tjiptono (2019:210-213) in the journal(Rock, 2020)price strategy dimension	1.1. Statement of the value of a product 1.2. Aspects that are clear to buyers 1.3. Key determinants in demand 1.4. Directly related to income and prices 1.5. Flexible 1.6. Affect image and positioning 1.7. Internal conflict triggers, distribution channels,	1.1 CCTV is safe to use for security today 2.1 The price of the goods is commensurate with the warranty provided. 3.1 CCTV with high prices has better quality. 3.2 Affordable prices can get good quality CCTV too 4.1Pricing 5.1 Discounts 6.1 Ease of getting spare parts Unit goods

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		competitors, government agencies and public policies	6.2 Quality goods with resistance in various weather 6.3 Good brand image 7.1 Prices of goods are able to compete with other distributors.
Y. variable Sales Volume	According to Rangkuti (2009:207) sales volume is an achievement expressed quantitatively in terms of physical or volume or units of a product.	1.1 Selling price 1.2 Product 1.3 Quality	1.1 Prices of goods according to use and needs 1.2 Price affects quality 2.1 Products are always available 2.2 Products easy to find 2.3 Leading brand in Indonesia 3.1 Has a long engine life 3.2 Useful stuffSecurity guarantee

Population and Sample

1. Population

According to Sugiyono (2012:80) in (Chess & Listianti, 2022) "Population is a generalization area consisting of objects/subjects that have quality and certain characteristics defined by researchers to study and then withdraw the conclusion".

2. Sample

Quoted in (Ultimate & Rosalina, 2019) The sample is part of the object investigated the number and characteristics and represent the entire population. So that the sample characteristics do not deviate from the population, then before sampling inclusion criteria need to be determined. According to Sugiono (2010:62) in (Chess & Listianti, 2022) "The sample is part of the number and characteristics that owned by the population.

Based on table 2, the total population in this study is known as 365 people from the community who are potential consumers. The sample in this study is the distribution of questionnaires to the public or potential consumers around the Bandung area with a population level of 365, with an error rate of 10%. To determine how many minimum samples are needed if the population size is known, the formula used is the solvin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Sample

N = Population

E = Estimated error rate, this study uses an error of 10%

Calculations:

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$$\begin{aligned}
 n &= \frac{N}{1 + Ne^2} = \frac{365}{1 + 365(0.1)^2} \\
 &= \frac{365}{1 + 365(0.01)} \\
 &= \frac{365}{1 + 3.65} \\
 &= \frac{365}{4.65} \\
 &= 78.49 = \text{Pembulatan } 78 \text{ responden}
 \end{aligned}$$

So, the sample used for research is 78 respondents who are buyers or prospective buyers in CV. Anuegrah Jasa Abadi.

A. Types and Sources of Data

The following data collection techniques are quoted in the journal (Susanti & Halin, 2017) as follows:

a. Questionnaire (Questionnaire)

According to Sugiyono (2016: 199) the questionnaire is a data collection technique that is carried out by giving a set of written statements or questions to respondents to answer.

b. Interview

According to Sugiyono (2016: 194) interviews are used as a data collection technique if researchers want to conduct a preliminary study to find problems that must be investigated, and also if researchers want to know things from respondents who are more in-depth and the number of respondents is small.

c. Documentation

According to Sugiyono (2016: 194) documents are records of events that have passed. Documents can be in the form of writing, pictures, or the works of someone. This documentation is like previous research that discusses the marketing mix and purchasing decisions that can help support this research.

B. Research Instruments and Presentation of Research Data

a. Research Instruments

in the journal (Putra et al., 2022) The research instrument is a technique carried out with the aim of collecting data so that the research results are easier to process data.

The questionnaire was chosen as the instrument because it saves more time in data collection. Because it is only done by spreading a Google Form link containing various questions which are then answered by respondents so that the time required is shorter. The Likert scale was chosen as the measurement scale in this study. According to Siregar in (Akbar et al., 2016) the Likert scale is a scale that can be used to measure a person's attitudes, opinions, and perceptions about a particular object or phenomenon. In this study, each question consists of five available answer options. Respondents answered by filling in one of the answer choices. After all answers from the researcher have been answered by the respondent, then the researcher gives a weight or score. So that researchers can process quantitative data.

1. "Strongly Agree" scored 5
2. "Agree" is scored 4
3. "Enough" is scored 3
4. "Disagree" scored 2
5. "Strongly Disagree" was scored 1

b. Presentation of Research Data

According to the number of population yThe sample is 78 respondents, namely

Table 3. Assessment Criteria for Variables X and Y

Percentage (%)	Hope Score	Assessment criteria	
		Price Strategy (X)	Sales Volume (Y)

20 - 35.99	78 - 139.4	Very Not Good	Very low
36 - 51.99	140.4 - 201.8	Not good	Low
52 - 67.99	202.8 - 264.2	Pretty good	Currently
68 - 83.99	265.2 - 326.6	Well	Tall
84 - 100	327.6 - 390	Very good	Very high

To find out the assessment of each indicator in the variables in table 3 operational variables, a classification will be carried out on the total score of all the indicators studied, the following are the steps in determining the expected score.

Table 4. Assessment Criteria for Price Strategy Indicators (X)

Percentage (%)	Hope Score	Price Strategy (X)
20 - 35.99	780 - 1403	Very Not Good
36 - 51.99	1404 - 2027	Not good
52 - 67.99	2028 - 2651	Pretty good
68 - 83.99	2652 - 3275	Well
84 - 100	3276 - 3900	Very good

Table 5. Assessment Criteria for Sales Volume Indicator (Y)

Percentage (%)	Hope Score	Sales Volume (Y)
20 - 35.99	624 - 1122.2	Very low
36 - 51.99	1123.2 - 1621.4	Low
52 - 67.99	1622.4 - 2120.6	Currently
68 - 83.99	2121.6 - 2619.8	Tall
84 - 100	2620.8 - 3120	Very high

4. RESULTS AND DISCUSSION

Based on a questionnaire distributed to 78 buyers and prospective buyers of CCTV at CV. Anugerah Jasa Abadi Bandung City can be seen in the responses from the statements submitted as listed in tables 6 and 7 below:

Table 6. recapitulation of respondents' answers about price strategy

No	Statement	Score					TOTAL SCORE	%	Value Criteria
		STS	TS	RR	S	SS			
1. Statement of the value of a product									
1.	CCTV is safe to use for security today	0	0	3	49	26	335	86	Very good
2. Aspects that are clear to buyers									
2.	The price of the goods is commensurate with the warranty provided.	1	0	1	33	43	351	90	Very good
3. Key determinants in demand									
3.	CCTV with high price has better quality	0	10	18	42	8	282	72	Well
4.	Affordable prices can get good quality CCTV too	1	10	17	45	5	277	71	Well
4. Directly related to income and prices									

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5.	Pricing	1	16	32	27	2	247	63	Pretty good
5. Flexible									
6.	Discounts	1	26	19	28	4	242	62	Pretty good
6. Affect image and positioning									
7.	Ease of getting parts unit goods	1	7	6	55	9	298	76	Well
8.	Quality goods with resistance in various weather	1	1	4	48	24	279	71	Well
9.	Good brand image	0	5	18	46	9	293	75	Well
7. Internal conflict triggers, distribution channels, competitors, government agencies and public policies									
10.	Prices of goods are able to compete with other distributors	0	3	12	60	3	297	76	Well
TOTAL SCORE							2901		
PRESENTATION (%) BY EXPECTATION SCORE								74	
VALUE CRITERIA									Well

In table 6 the recapitulation of respondents' answers about the Price Strategy carried out by researchers, it is known that the results of respondents' answers regarding the Analysis of Price Strategy on CCTV are considered "Good" with a total score of 2,901 with a percentage of 74% stating that the segmentation of prospective users and users that CCTV is good for use present time. However, there are still some answers from respondents who consider the use of CCTV to be "Good Enough", so it would be better if the pricing strategy factor and price discounts use strategies that can attract respondents so that it adds to the "Very Good" score criteria.

Table 7. Recapitulation of respondents' answers about sales volume

No	Statement	Score					TOTAL SCORE	%	Value Criteria
		STS	TS	RR	S	SS			
1. Selling price									
1.	Prices of goods according to use and needs	0	0	1	47	30	341	87	Very high
2.	Price affects quality	0	5	12	48	13	303	78	Tall
2. Product									
3.	Products are always available	1	11	18	43	5	274	63	Currently
4.	Products easy to find	0	3	11	61	3	298	76	Tall
5.	Leading brand in Indonesia	0	2	7	57	12	313	80	Tall
3. Quality									
6.	Has a long engine life	0	0	4	49	25	333	85	Very high
7.	Useful stuff	0	0	1	52	25	336	86	Very high
8.	Security guarantee	0	3	10	47	18	314	80	Tall
TOTAL SCORE							2512		
PRESENTATION (%) BY EXPECTATION SCORE								79	
VALUE CRITERIA									Tall

In table 7 Recapitulation of respondents' answers about Sales Volume conducted by researchers, it is known that the results of respondents' answers regarding Sales Volume Analysis on CCTV are considered "High" with a total score obtained from prospective users and CCTV users, namely 2,512 with a percentage of 79% of the total score. the highest is 3,120 and the highest percentage is 100%. With this data, the product availability factor with the results of the "Medium" value criterion should be increased in order to get a "Very High" sales volume result.

5. CONCLUSION

Based on the results of statements from respondents who have been submitted to users and potential users of the product in the value pricing strategy of CCTV products in CV. Anugerah Jasa Abadi Bandung City is a product that can be used for security at this time. With the lack of security and the number of security cases in various community environments today, the use of CCTV is very useful and very appropriate to use. The response from the statement regarding the value of this product is even compared to people who doubt this statement, more people agree with the benefits of using CCTV. Consumers or potential users who do not understand the price aspect of this product, the price will be the main factor they understand, and by providing a long-term warranty on product items or even with a service guarantee for users, it will be one of the factors to buy these products because electronic devices have their own period. In the price strategy, there are also the main determinants of demand and many users and potential users agree that price is a benchmark of quality for the product or it is a high nominal price or affordable price, although some of the respondents' answers choose to disagree with this statement, it can be concluded people still agree with the assumption that high prices will show high quality too, indeed quality with high prices will be different from affordable prices even though quality at affordable prices is good to use. Pricing can be the right thing to do in a pricing strategy because the price will be directly related to the company's revenues and profits. The number of companies that choose not to take profit on one product but can sell many products and profits will be greater if the sales volume can be higher. By providing flexible prices to customers, it will be a consideration for those who will use CCTV, then CV. Anugerah Jasa Abadi Bandung City provides discounted prices for customers in an effort to attract customers. Image and positioning in the price strategy, namely the ease of getting spare parts and product quality by having a good brand image, is equal to the number of respondents who agree because this statement can benefit users, especially for sustainable users such as the need for this product as the main security for users. find products with the same brand and quality easily. Competitors in this industry are also quite good, so the efforts made by CV. Anugerah Jasa Abadi Bandung City is choosing a price according to the market and very many respondents agree with this because consumers will compare prices with competitors, so by being able to provide prices according to the market with quality, guarantee, and the discount given will be the choice of consumers to buy at CV. Anugerah Jasa Abadi Bandung City. The quality of the products provided by this CV. Anugerah Jasa Abadi is good because it has a long machine life, so users also get a long product useful life with products that are useful in quality and beneficial for user safety and security guarantees are correct, because only the user can access the software. Consumer needs in choosing products will consider the price and product quality, this affects sales volume because the quality of the products sold are in accordance with the needs of most people in all walks of life, it also increases sales volume at CV. Anugerah Jasa Abadi Bandung City

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