


## The Influence Of Price, Promotion And Brand Image On Buying Decisions On The Contemporary Drink Product, Kopi Kenangan

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Article Info	ABSTRACT
<b>Keywords:</b> Price, Promotion, Brand Image, Purchase Decision, Memories Coffee.	Considering the increasingly fierce competition in the contemporary beverage industry such as Thai tea, iced coffee milk, and brown sugar milk, understanding the factors that influence consumer decisions is very important for an effective marketing strategy. Including several Kopi Kenangan outlets in Clmahi City. Therefore, this research aims to analyze the influence of price, promotion and brand image on purchasing decisions for Kopi Kenangan products. This research uses a quantitative approach with the method used for data collection, namely by distributing questionnaires on a Likert scale, with a total of 92 respondents. The research results show that the variables price, promotion and brand image partially have a significant effect on purchasing decisions. In this research, results were also obtained that the variables price, promotion and brand image simultaneously had a significant effect on purchasing decisions. The magnitude of the influence of the three independent variables on the dependent variable is 54.4 %
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### INTRODUCTION

Today's economic developments are increasingly leading to intense competition, especially for similar companies in marketing their products (Porter, 1980). In the midst of these conditions, companies are trying to continue to develop creativity and innovation in their products so that they are superior to competitors' products. Increasingly intensive competition forces companies to focus not only on product quality, but also on effective marketing strategies to attract and retain customers (Zineldin, 2006). Facing this intense competition, various companies are competing to introduce the latest innovations. This innovation is not only limited to the product itself, but also to marketing methods, distribution and after-sales service (Shelton, 2009).

One sector that is growing rapidly and has a significant impact on the Indonesian economy is the food and beverage sector. The growth of this sector is driven by the fact that food and beverages are basic needs that consumers are always looking for (Srimulyani & Hermanto, 2021). With increasing per capita income and changing lifestyles, demand for quality food and beverage products also continues to increase. This creates great opportunities for companies to continue to innovate and develop new products that can meet consumer needs. High demand for food and beverage products is also influenced by changes in people's consumption patterns (Setiawan et al., 2013). Now, consumers prefer

products that are practical, healthy and have added value such as unique flavors and natural ingredients. Companies must respond to these changes by providing products that are not only delicious, but also meet health and sustainability standards (Arcese et al., 2015).

The food and beverage industry is one of the mainstay sectors according to the Indonesian Ministry of Industry (2019), which is able to make a significant contribution to national economic growth. The condition of industrial development in Indonesia shows signs of revival, with an increase in Gross Domestic Product (GDP) in the food and beverage industry from 2020 to 2021 of 2.54%, after experiencing fluctuations in the 2018-2020 period. In the first quarter of 2023, the performance of the food and beverage industry will grow by 5.33 % on an annual basis, making it the sector with the fourth largest performance growth among other processing industry subsectors (MOI, 2023). This growth reflects the strong recovery and increased competitiveness of the food and beverage industry in Indonesia, supported by product innovation, quality improvements, and adaptation to evolving consumption trends. This success attracts business people, especially franchise companies, both domestic and foreign, who are interested in expanding their wings in this industry (Masriansyah, 2020).

One of the franchise companies whose contemporary drinks are quite popular at the moment is *Kopi Kenangan*. *Kopi Kenangan* is a coffee beverage company that is enlivening the modern coffee market in Indonesia. Kopi Kenangan was founded by Edward Tirtanata, James Prananto, and Cynthia Chaerunnisa in 2017 (Sutedjo, 2023). His first shop was located in Kuningan. On the first day of opening, this shop managed to sell 700 cups of coffee. Two years later, Kopi Kenangan has more than 230 shops throughout Indonesia. This company has succeeded in filling the gap between expensive coffee from international retailers and cheap instant coffee from coffee shops (Sutrisno et al., 2022). Kopi Kenangan's popularity has increased along with the development of its business, especially after receiving funding from several venture capital companies, including Sequoia India, Arrive, Serena Ventures, and Alpha JWC Ventures. Kopi Kenangan also plans to expand its market abroad by introducing the distinctive taste of Indonesian coffee (Wikipedia.com).

In facing very tight competition by offering affordable prices and various attractive offers, Kopi Kenangan must pay attention to and study the factors that influence consumer purchasing decisions. According to Wen et al. (2014), purchasing decisions are part of consumer behavior, which includes the decision-making process based on consumer beliefs. Consumers tend to buy the products or brands they like most. Factors such as price, promotions, and a good brand image greatly influence purchasing decisions (Horváth & Birgelen, 2015). By understanding these factors, Kopi Kenangan can help potential consumers in making purchasing decisions about their products.

According to Alfred (2013), price is the main factor that influences buyers' choices and plays an important role in consumer purchasing decisions. Before setting prices, companies should consider reference prices for products that are highly valued in sales. Price is a determinant of a company's success, because it determines the amount of profit obtained from selling products, both in the form of goods and services (Myers et al., 2002). By understanding the importance of price, companies can set the right pricing strategy to

attract consumers and remain competitive in the market. Setting appropriate prices not only helps in attracting more customers, but also ensures that the company can achieve its profit targets (.Nagle & Muller, 2017).

Another important factor that influences purchasing decisions is promotion. According to Kiran et al. (2012), promotion is communication between sellers and buyers that conveys the right information to change buyers' attitudes and behavior, from not knowing the product to being familiar with it, to finally buying and remembering the product. In promotions, one of the problems that can arise is the lack of variety of product samples offered, so consumers cannot choose according to their wishes (Hausman, 2000). Kopi Kenangan implements various sales promotion activities, such as price cuts, discount coupons, collaborations with other brands, and special promotions for member card holders. With these various strategies, Kopi Kenangan seeks to increase the visibility and attractiveness of its products, as well as build strong relationships with its customers.

The final factor that influences purchasing decisions is brand image. Brand image is an indicator that consumers use to evaluate products when they do not have sufficient knowledge about the product and is an association that appears in consumers' minds when remembering a particular brand (Krishnan, 1996). Kopi Kenangan seeks to build a positive brand image through various means, such as producing high quality products, fulfilling customer desires by serving various flavors and toppings, as well as implementing a Corporate Social Responsibility (CSR) program. With this strategy, Kopi Kenangan tries to create a good impression in the minds of consumers, thereby increasing loyalty and trust in their brand.

Based on the background described above, the researcher intends to conduct research on "The Influence of Product Quality, Price, Promotion and Brand Image on Purchasing Decisions of the Contemporary Drink Kopi Kenangan in Cimahi City." This research aims to identify how significant the influence of these factors is on consumer purchasing decisions in the increasingly competitive coffee drink market. By focusing on the quality of the products offered, the pricing strategies implemented, promotional activities carried out, and consumer perceptions of the Kopi Kenangan brand image, this research is expected to provide in-depth insights for companies in improving their marketing strategies and strengthening their position in the local market of Cimahi City. .

## Literature Review

### Buying decision

According to Laios & Moschuris, (2001) purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. According to Prieto & Caemmerer (2016), the purchasing decision is a buyer's decision which is also influenced by his or her personality characteristics, including age, occupation, economic situation. Consumer behavior will determine the decision-making process in making purchases. Based on these definitions, it can be concluded that purchasing decisions are how consumers decide to buy or use an item/service by recognizing and processing it

before making a purchasing decision. Every consumer or customer must identify their needs according to what they want, then look for information about the product and consider and determine which product they will decide to buy or use.

### **Price**

According to Frey (1986), price is the amount of money required to obtain a certain combination of products and services. Ghalayini (2011) defines price as a monetary unit or other measure used to obtain ownership rights or use of a good or service. Meanwhile, Friedman (2017) state that price is an element of the marketing mix that generates revenue and is the easiest component to adjust in a marketing program, in contrast to product features, distribution channels or communications which require more time to changed. Based on these various definitions, it can be concluded that price is the amount of money that consumers must pay to meet their needs in the form of products or services.

### **Promotion**

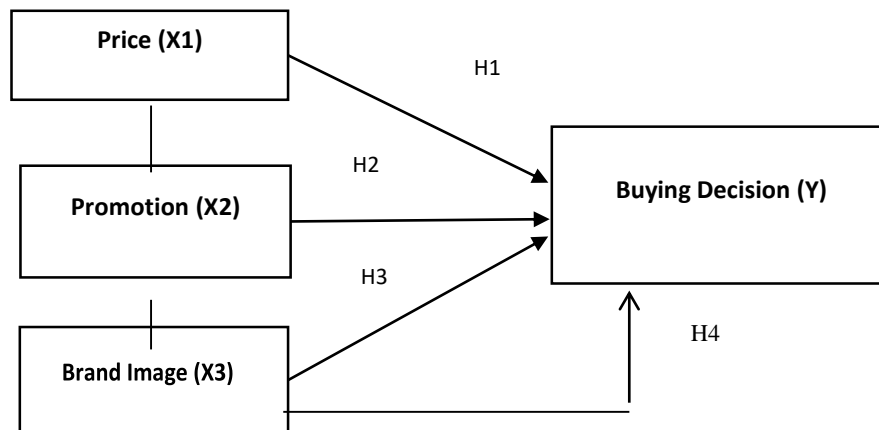
Promotion is an important variable in the marketing mix which is essential for companies in marketing their products or services. According to Bell & Emory (1971), promotion includes all types of marketing activities aimed at encouraging demand. It involves a one-way flow of information or persuasion designed to direct individuals or organizations toward actions that create exchanges in marketing. Nutbeam (1986) explains that promotion is communication between sellers and buyers who convey the right information with the aim of changing the buyer's attitudes and behavior, from not knowing the product to being familiar with it, to finally buying and remembering the product. Overall, promotion is a communication tool used to inform, persuade, and remind consumers and intermediaries about products or services, with the main aim of increasing sales and building strong brand awareness (Alexandrescu & Milandru, 2018).

### **Brand Image**

According to Lee et al. (2014), a brand is an element such as a name , term, sign, symbol, or design, or a combination of these, that shows the identity of the product or service of one seller or a group of sellers and differentiates that product from others. competitor products. Wijaya (2013) defines a brand as a name , term, sign, symbol, design, or a combination of these which is used to mark the products or services of one seller or group of sellers and to differentiate them from competitors. Based on these definitions, it can be concluded that brand image is a unique identity consisting of names , terms, symbols, signs and designs used by a company to differentiate its products from competitors. By having a strong brand image, companies can create positive perceptions in the minds of consumers, increase brand awareness and loyalty, and develop competitive advantages in the market.

### **Conceptual framework**

Based on the description above, the following is the research framework



**Figure 1** Conceptual Framework

### Hypothesis

H1: There is an influence of price on purchasing decisions

H2: There is an influence of promotion on purchasing decisions

H3: There is an influence of brand image on purchasing decisions

H4: There is an influence of price, promotion and brand image on purchasing decisions

### METHOD

This type of research uses quantitative research. This research consists of four variables, namely: price (X1), promotion (X2) and brand image (X3) and purchasing decisions (Y). The objects chosen to be used in this research were the people of Cimahi City who consumed contemporary drinks at Kopi Kenangan. The population in this research is consumers who have purchased contemporary beverage products at various Kopi Kenangan outlets in the city of Cimahi, totaling 1177 people for the period November 2023 to April 2024. The sampling technique uses non-probability sampling, namely a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The sample in this study was 92 people. To collect data for this research, a questionnaire was administered online via Google Forms. This research uses variable measurement in the form of a Likert Scale as a tool for measuring independent variables where respondents will choose the answers that are available. Data analysis techniques use Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis Test, Correlation Coefficient and Determination Coefficient Analysis, and Hypothesis Testing in the SPSS version 25 program.

### RESULTS AND DISCUSSION

#### Validity test

This validity test is carried out with the aim of determining the level of accuracy and correctness of a research instrument in carrying out its function as a measuring tool.

**Table 1** Validity Test Results

Variable	Items	Correlation Value (r count)	r table	Information
Price (X1)	1	0.594	0.361	Valid
	2	0.537	0.361	Valid
	3	0.461	0.361	Valid
	4	0.548	0.361	Valid
Promotion (X2)	1	0.543	0.361	Valid
	2	0.509	0.361	Valid
	3	0.413	0.361	Valid
	4	0.460	0.361	Valid
Brand Image (X3)	1	0.691	0.361	Valid
	2	0.411	0.361	Valid
	3	0.868	0.361	Valid
	4	0.761	0.361	Valid
	5	0.714	0.361	Valid
Buying Decision (Y)	1	0.550	0.361	Valid
	2	0.728	0.361	Valid
	3	0.728	0.361	Valid
	4	0.743	0.361	Valid

Based on Table 1, it can be seen that the rcount value is greater than rtable (0.361). This shows that all items in the overall statement in the Price, Promotion, Brand Image and Usage Decision indicators are valid. In other words, each item in the indicator has met the validity criteria, which means that the data produced from these statements can be relied upon to describe the variable being measured.

### Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon (Situmorang 2017:112). The reliability test will be able to show the consistency of the respondents' answers in the questionnaire. Reliability testing was carried out using the Cronbach Alpha formula with the help of SPSS. The results of the questionnaire can be declared reliable if they meet the basis for decision making, namely providing a Cronbach Alpha value > 0.60

**Table 2** Reliability Test

Variable	Cronbach Alpha	R Critical	Information
Price (X1)	0.883	0.60	Reliable
Promotion (X2)	0.891	0.60	Reliable
Brand Image (X3)	0.911	0.60	Reliable
Purchase Decision (Y)	0.896	0.60	Reliable

Based on Table 2, all variables have a Cronbach's alpha value of more than 0.6. This shows that all variables are considered reliable, which means the instrument used will

produce consistent data to measure the same object. A construct or variable is declared reliable if its Cronbach's alpha value is more than 0.6 . With high reliability, researchers can ensure that the instruments used are able to provide stable and consistent results every time they are used under the same conditions'

### Classic assumption test

Before carrying out multiple linear regression analysis, it is necessary to test classical assumptions in order to obtain unbiased and efficient estimates. There are several conditions that must be met, namely Normality Test, Heteroscedasticity Test and Multicollinearity Test

#### a. Normality test

The Normality Test is used to test whether in a regression model the dependent and independent (confounding) variables or both have a normal distribution. One way to see normality is to look at histogram graphs and normal plot graphs which compare two observations with a distribution that is close to a normal distribution.

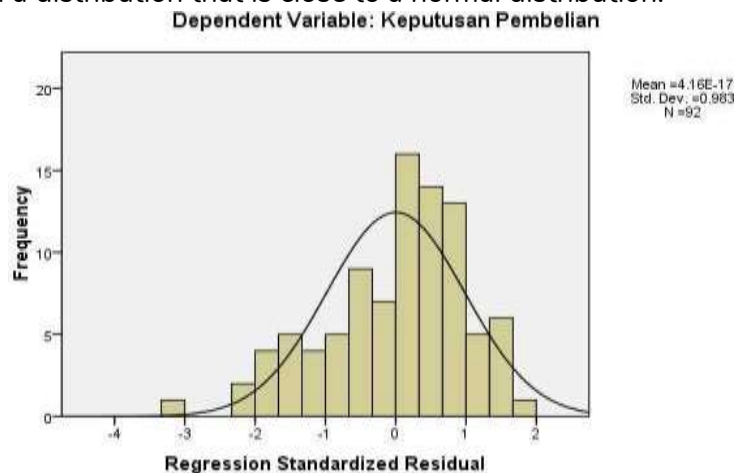
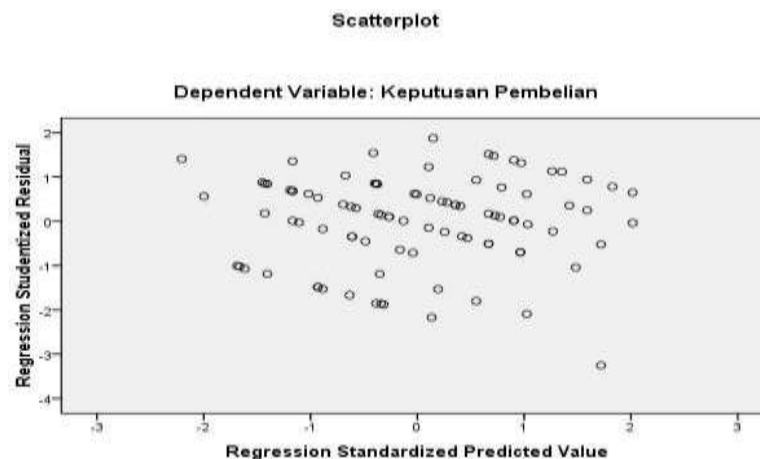


Figure 1 Histogram graph

Figure 1 above shows that the variables have a normal distribution, this is shown by the data distribution being bell-shaped and the data distribution does not deviate to the left or deviate to the right .

#### b. Heteroscedasticity Test

The heteroscedasticity test is used to test whether the values in the regression model are unequal in the residual variance from one observation to another observation. Good data is one that does not occur heteroscedasticity.



**Figure 2** Scatter Plot of Heteroscedasticity Test

Based on Figure 2, it can be seen that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so based on the graphic method there is no heteroscedasticity in the regression model.

c. Multicollinearity Test

The multicollinearity test is used to test whether in the regression model a strong correlation is found between the independent variables. A good regression model is that there is no correlation between independent variables. The multicollinearity test can be done in two ways, namely by looking at the Tolerance Value and VIF (Varlance Inflation Factors). If the tolerance  $< 0.1$  or the same as the VIF value  $> 10$  then it indicates multicollinearity, and vice versa.

**Table 3** Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0.998	1.002
Promotion	0.705	1.418
Brand Image	0.704	1.417

The VIF value of value, price, promotion and product quality is smaller or below 10 ( $VIF \leq 10$ ), this means that there is no multicollinearity between the independent variables in the regression model.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis was carried out to determine the influence of the variables Price (X1), Promotion (X2) and Brand Image (X3) on Purchasing Decisions (Y).

**Table 4** Results of Multiple Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.066	2.356		.452	.651
	Price	.249		.086	.256	2.871 .005

	Unstandardized Coefficients	Standardized Coefficients		
Promotion	.227	.104	.231	2.174 .031
Brand Image	.285	.097	.311	2.931 .004

a. Dependent Variable: Purchase Decision

Based on Table 4 above, the regression equation formed in this regression test is:

$$Y = 1.066 + 0.249X_1 + 0.227X_2 + 0.285X_3$$

### Coefficient of Determination (R<sup>2</sup>)

The determinant coefficient test is used to measure how much the independent variable contributes to the dependent variable. The coefficient of determination ranges from zero to one ( $0 < R^2 < 1$ ). The results of testing the coefficient of determination using the SPSS program can be seen in table 5 as follows:

**Table 5** Coefficient of Determination Test Results

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.544 <sup>a</sup>	.296	.273	1.50798

An R value of 0.544 means that the relationship between price, promotion and product quality on purchasing decisions is 54.4%. This means that the relationship between variables is quite close.

### t Test (Partial)

The t statistical test is also called the individual significance test. This test shows how far the independent variable is partially related to the dependent variable.

**Table 5** t Test Results (Partial)

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.066			2.356
	Price	.249		.086	2.562
	Promotion	.227		.104	2.312
	Brand Image	.285		.097	3.112

a. Dependent Variable: Purchase Decision

Based on Table 5 it can be seen that:

1. The tcount value of the Price variable is 2.871 and the ttable value is 1.662, so tcount  $\geq$  ttable ( $2.871 > 1.662$ ). Hypothesis H1 is accepted so it can be concluded that the price variable has a significant influence ( $0.005 < 0.05$ ) partially on purchasing decisions for the contemporary drink Kopi Kenangan in Cimahi.

2. The tcount value of the Promotion variable is 2.174 and the ttable value is 1.662, so  $t_{count} \geq t_{table}$  ( $2.174 > 1.662$ ). Hypothesis H2 is accepted so it can be concluded that the Promotion variable has a significant influence ( $0.031 < 0.05$ ) partially on the decision to purchase the contemporary drink Kopi Kenangan in Cimahi
3. The tcount value of the Product Quality variable is 2.931 and the ttable value is 1.662, so  $t_{count} \geq t_{table}$  ( $2.931 > 1.662$ ). The  $H_a$  hypothesis is accepted so it can be concluded that the Promotion variable has a significant influence ( $0.003 < 0.05$ ) partially on purchasing decisions for the contemporary drink Kopi Kenangan in Cimahi

### F Test (Simultaneous)

The F test is used to determine whether there is a simultaneous significant influence between the independent variable and the dependent variable. With a degree of confidence of 0.05.

**Table 6** F Test Results (Simultaneous)  
ANOVA <sup>b</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.582	3	28.195	12.385	.000 <sup>a</sup>
	Residual	200.311	88	2.246		
	Total	284.813	91			

In Table 6, it can be seen that the Fcount value is 12.385 with a significance level of 0.000, which is greater than the Ftable value of 2.71, with an  $\alpha$  error rate of 5%. In other words, Fcount (12.385) is greater than or equal to Ftable (2.71). Based on the hypothesis testing criteria, if Fcount is greater than or equal to Ftable and the significance level (0.000) is less than 0.05, then  $H_0$  is rejected and  $H_4$  is accepted. This means that the variables Price, Promotion and Product Quality together have a significant influence on purchasing decisions.

### Discussion

#### The Influence of Price on Purchasing Decisions

Based on the t-test carried out, the research results show that the price variable has a significant influence on the decision to purchase the contemporary drink Kopi Kenangan. This result is proven by the tcount value of 2.871, which is greater than the ttable value of 1.662, with a significance level of 0.005 which is smaller than 0.05. These findings indicate that price plays an important role in influencing consumers' decisions to purchase Kopi Kenangan products. Consumers tend to consider price as a major factor in their evaluation before deciding to make a purchase, indicating that appropriate pricing strategies can increase a product's attractiveness in the eyes of consumers.

Price, as the amount of money required to exchange various combinations of products and services, must be adjusted to the value perceived by consumers. This means that prices not only reflect the production costs and profits desired by the company, but must also reflect consumer perceptions of the quality and benefits of the products or services offered.

In the context of Kopi Kenangan, the price set must reflect the quality of the drink, service and experience provided to customers. By adjusting prices commensurate with consumers' perceived value, companies can increase customer satisfaction and loyalty, which in turn will encourage more consistent and repeat purchasing decisions. An effective pricing strategy is the key to striking a balance between attracting new customers and retaining existing ones, ensuring sustainable growth for the company. The results of this research are in accordance with research conducted by Pratiwi et al (2020) which states that there is an influence of price on purchasing decisions.

### **The Effect of Promotion on Purchasing Decisions**

The research results show that the promotional variable has a significant influence on the decision to purchase the contemporary drink product Kopi Kenangan in Cimahi. This is evident from the t-test results with a tcount value of 2.174, which is greater than the ttable value of 1.662, with a significance level of 0.031 which is smaller than 0.05. These findings indicate that increasing promotional activities is directly related to increasing consumer purchasing decisions. This means that an effective promotional strategy can increase consumer awareness and interest in Kopi Kenangan products, which ultimately encourages them to make purchases.

Promotion is a form of communication between sellers and buyers which aims to convey the right information to change buyers' attitudes and behavior. Through effective promotions, buyers who were previously unfamiliar with the product can become familiar, then interested, and finally decide to buy and keep remembering the product. For Kopi Kenangan, promotions can include various activities such as discounts, special offers, social media campaigns, and collaborations with influencers or other brands. With the right promotional strategy, companies not only increase sales but also build brand loyalty among consumers. Apart from that, continuous and innovative promotions can maintain consumer interest and ensure that Kopi Kenangan remains the main choice in the contemporary beverage market. This research is in accordance with research conducted by Hastuti & Anasrulloh (2020) which states that there is an influence of promotions on purchasing decisions.

### **The Influence of Brand Image on Purchasing Decisions**

Based on the t-test carried out, the research results show that the brand image variable has a significant influence on the decision to purchase the contemporary drink Kopi Kenangan in Cimahi. This is proven by the tcount value of 2.931, which is greater than the ttable value of 1.662, with a significance level of 0.004 which is smaller than 0.05. These findings confirm that a strong and positive brand image plays an important role in influencing consumers' decisions to purchase Kopi Kenangan products. A good brand image not only attracts consumer attention, but also builds trust and loyalty that encourages repeat purchasing decisions.

Brand image is an overall representation of consumers' perception of a product, which includes various aspects such as quality, reputation and user experience. In the context of

Kopi Kenangan, a positive brand image can be built through consistent product quality, satisfactory customer service, and effective marketing strategies. Consumers tend to prefer products from brands they know and trust, because brand image provides a guarantee of quality and value. Thus, building and maintaining a positive brand image is essential for Kopi Kenangan to maintain its competitive advantage in the increasingly crowded contemporary beverage market. Investments in sustainable branding and marketing will help Kopi Kenangan maintain relevance and attract more customers, which will ultimately improve purchasing decisions and business growth. This research is in accordance with research conducted by NUryanti et al (2024) which states that brand image influences purchasing decisions.

### **The Influence of Price, Promotion, and Brand Image on Purchasing Decisions**

The F-test results show that the Fcount value is 12.385 with a significance level of 0.000, while the Ftable value is 2.71. Because Fcount is greater than Ftable ( $12.385 > 2.71$ ),  $H_0$  is rejected and  $H_4$  is accepted. This means that simultaneously there is a positive and significant influence from the independent variables, namely price, promotion and brand image, on the dependent variable, namely the decision to purchase the contemporary drink Kopi Kenangan in Cimahi. In other words, these three variables together influence consumer decisions in purchasing Kopi Kenangan products. Competitive pricing, effective promotions, and a strong brand image each contribute to improved purchasing decisions. Therefore, to increase sales, Kopi Kenangan must continue to optimize pricing strategies, strengthen promotional activities, and build and maintain a positive brand image in the eyes of consumers. The results of this research support the results of previous research conducted by Gamas & Suhermin (2021) which stated that there is an influence of price, promotion and brand image on product purchasing decisions.

### **CONCLUSION**

Based on the results of the partial significance test (t-test), it was found that the price variable had a positive and significant influence on the decision to purchase the contemporary drink Kopi Kenangan in Cimahi. Apart from that, promotions also show a positive and significant influence on the decision to purchase these drinks. Likewise, product quality is proven to have a positive and significant influence on the decision to purchase the contemporary drink Kopi Kenangan in Cimahi. Furthermore, the results of the simultaneous significance test (F-test) show that together, the independent variables consisting of price, promotion and product quality significantly influence purchasing decisions. These findings confirm that these three factors synergistically play an important role in influencing consumer purchasing behavior. Therefore, to increase sales and strengthen Kopi Kenangan's position in the contemporary beverage market, the company must continue to optimize competitive pricing strategies, carry out effective promotional activities, and ensure high and consistent product quality. By integrating these three aspects, Kopi Kenangan can more effectively meet consumer expectations and needs, which will ultimately increase loyalty and purchasing decisions.

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