

## **STUDY ON CONSUMER BEHAVIOR AND PURCHASE OF HERBAL MEDICINE BASED ON THE MARKETING MIX**

**Rafadi Khan Khayru<sup>1</sup>, Fayola Issalillah<sup>2</sup>**

<sup>1</sup>Airlangga University, Surabaya, <sup>2</sup>Maulana Malik Ibrahim State Islamic University, Malang

Email: [fayola.issalillah@gmail.com](mailto:fayola.issalillah@gmail.com)

### **ABSTRACT**

The demand for herbal medicines in Indonesia is motivated by changes in the environment, human lifestyles, and the development of disease patterns. Herbal medicine is considered not to have a negative impact on health because it does not contain chemicals. The increasing demand for herbal medicines, especially in Indonesia, has become a promising business opportunity in developing the processing industry, so that many herbal medicine manufacturers have sprung up. Consumers basically buy herbal medicines to satisfy various wants and needs. For companies engaged in the herbal medicine industry, they are required to implement a marketing mix as one of the tools of marketing management to be able to realize the fulfilment of consumer needs. Variables in the marketing mix, namely product, price, promotion and distribution have an important role as a strategy for companies to meet consumer needs and desires. This study involved consumers of herbal medicines as respondents. The population in this study were all consumers in the city of Malang who made purchases of herbal medicines for the last one-year period. In this study, the sampling technique used was purposive sampling. The sample is set at 100 respondents. Data analysis using multiple linear regression analysis, validity test, reliability test, classical assumption test, F test, t test, and analysis of the coefficient of determination. The results of the study stated that all elements of the marketing mix had a significant effect partially and simultaneously on purchasing decisions for herbal medicines. Product is a variable that has a dominant influence on purchasing decisions of herbal medicines.

**Keywords:** product, price, promotion, distribution, purchasing decisions, consumer behavior

## INTRODUCTION

In today's modern era, there is a tendency for people to re-consider the consumption pattern of drugs made from natural ingredients, in caring for their health. They use traditional medicine derived from plant extracts (herbs). The increasing need for herbal products is motivated by changes in the environment, human lifestyles, and the development of disease patterns. The herbal medicine industry is one of the industries that still has a big opportunity with increasing competition. Many believe that herbal products do not have a negative impact on health because they do not contain chemicals. The increasing demand for herbal medicines, especially in Indonesia, has become a promising business opportunity in developing the processing industry so that many herbal medicine manufacturers have sprung up.

Herbal medicine marketing efforts are developed through the development of product quality, price, distribution, and promotion to influence consumers in choosing to meet their needs. In addition, several factors that can influence consumer behavior include cultural, social, personal and psychological factors. Some of these factors often go unnoticed by marketers, but these factors actually have to be taken into account to find out how far these consumer behavior factors can influence consumer purchases (Khasanah *et al.*, 2010).

Purchase decisions made by potential consumers are very different, and consumers have the freedom to determine which products they choose (Cravens, 2000). Producers who sell consumer needs must be able to see carefully what are the needs of consumers, how consumers search for their needs and evaluate several existing alternatives (Iskandar, 2003). By knowing the behavior of potential consumers in the company's market, especially in the marketing division, it is easier to design effective marketing programs to increase product sales (Ferrinadewi, 2004).

Along with the development of people's lifestyles, a person's behavior in meeting the needs of his life will also change (Yang *et al.*, 2014). Consumption behavior in meeting drug needs today is starting to change from chemical drug products to herbal medicinal products. Changes in consumption patterns of these drugs have an impact on increasing competition for herbal medicinal products in the market.

For companies engaged in the herbal medicine industry, they are required to implement a marketing mix as one of the tools of marketing management to be able to realize the fulfilment of consumer needs. The marketing mix is one of the tools that will determine the level of marketing success for the company (El Sayed *et al.*, 2003). The element of marketing management that has an important and very popular role is the marketing mix (Sudari *et al.*, 2019). Variables in the marketing mix, namely product, price, promotion and distribution have an important role as a strategy for companies to meet consumer needs and desires. Based on the background of the problem, the authors are interested in conducting a study on consumer behavior and buying herbal medicines by observing the marketing mix variables related to herbal medicines.

## LITERATURE REVIEW

The marketing mix is an integrated marketing strategy or marketing strategy that is carried out using the strategic elements of the marketing mix itself. The marketing mix consists of a set of controllable marketing variables that the company uses to influence the consumer's attention that the company wants to achieve in the target market from the goals that have been set, through the collaborative use of variables such as product, price, promotion, and distribution channels. can improve sales performance so that it can compete with its competitors (Darmawan, 2006). Here are the four basic elements of the marketing mix.

### 1. Product

Kotler and Armstrong (2014) state that a product is anything that can be offered to the market for attention, possession, use, or consumption that can satisfy the wants or needs of the wearer. Product classification based on consumer use is divided into two categories, namely (1) consumer products and (2) industrial products. Meanwhile, the product attributes used include: 1) product quality, 2) product features, 3) design, 4) brand, and 5) packaging.

### 2. Price

According to Sinambela (2017), price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services. According to Darmawan (2017), there are four kinds of pricing objectives, namely: 1). Profit-oriented goals. 2). Volume oriented goals. 3). Image-oriented goals. 4). Price stabilization goal.

### 3. Promotion

Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in product marketing (Gilbert and Jackaria, 2002). According to Alvarez and Casielles (2005), promotion is all types of marketing activities aimed at driving demand. The promotional mix according to Kotler and Armstrong (2014) are as follows: (1) Advertising, (2) Sales Promotion, (3) Public Relations and Publicity, (4) Personal Selling, (5) Direct Marketing.

### 4. Distribution

The distribution channel in question is a path or series of intermediaries in delivering products from producers to consumers. Distribution channels are also known as marketing channels or trade channels. According to Kotler and Armstrong (2014), there are levels in the distribution channel based on the number of intermediaries: a. Zero level channel, b. Channel one level, c. Two-level channel. When a company plans a particular market, the main thing to consider is the intermediary who plays a role in distributing the product. Products are quickly and evenly distributed to consumers, then affect consumer purchasing decisions (Cravens, 2000). Distribution channels affect purchasing decisions. Distribution services that are very easy to reach consumers quickly will improve purchasing decisions.

The marketing mix is intended to influence consumer behavior, especially with regard to purchasing decisions. Consumer behavior can be studied with two approaches, namely the cognitive view and the behavioral approach. In the cognitive view, in examining consumers, it is more focused on what consumers think and feel. Cognitive and affective processes to understand internal psychology (mental aspects). According to Peter and Olson (2010), the traditional view of the buying process is a sequence of cognitive events, which describes a sequence of cognitive variables in the form of awareness, understanding, attention, evaluation, belief, knowledge, desire, and so on. While the behavioral view sees behavior as directly observable and measurable. The difference between the two can be understood from the point of view of position and assumptions, research and practice, and marketers.

According to Kotler and Armstrong (2014), purchasing decision making in the process follows four steps, namely 1) Recognition of needs, which is a situation where there is a difference between the desired state and the actual situation. Requirements must be activated before they can be recognized; 2) Information search, starting when consumers perceive that these needs can be met by buying and consuming a product; 3) Alternative evaluation is the process of evaluating product and brand choices and choosing them according to what consumers want; 4) The act of purchase, after determining the choice of product, the consumer will continue the next process, namely taking the action of purchasing the product.

## RESEARCH METHODOLOGY

According to the data analysis, this research includes qualitative research, namely research that is descriptive in nature and tends to use regression analysis. The data in this study are primary data obtained directly from the respondents, namely consumers of herbal medicines. The population in this study were all consumers in Malang City who made purchases of herbal medicines for the last one-year period (2020-2021). In this study, purposive sampling technique was used, namely the sampling was done intentionally in accordance with the specified sample requirements. The requirements are as follows: a) all consumers who make transactions to purchase herbal medicines in Malang City; b) currently still consuming herbal medicines; c) Consumers domiciled in Malang City; and d) Please fill out the questionnaire. The number of populations that is difficult to know causes the author to take 100 samples.

Variable X.1 is a product that is in the form of real herbal medicines that can be purchased directly or indirectly from producers to consumers. The indicators are product type, quality, quantity, product information and product benefits. Variable X.2 is price, which is a number of values exchanged by consumers for the benefits of having or using herbal medicines. The indicators are price affordability, price competitiveness and price conformity with product quality and price consistency. Variable X.3 is promotion, namely introducing and informing about the products offered. The indicators are advertising, sales promotion, personal selling, publicity, and direct marketing. Variable X.4 is

distribution, namely the activity of delivering products from producers to consumers at the right time. Therefore, distribution is one of the marketing policies that includes the determination of marketing channels and physical distribution. The indicators are an adequate place of sale, the goods arrive at their destination according to the specified time limit, the quality of the goods is maintained and the quantity of goods is maintained. Variable Y is the decision to purchase herbal medicines. The indicator is the stability of a product; habits in buying products; and speed in buying a product.

The measurement used to measure the instrument for respondents' responses is to use a Likert scale with an interval of 1 to 5 adjusting the questions asked. Examples of answer intervals and scores given for each question item: strongly disagree, score = 1, disagree, score = 2, uncertain, score = 3, agree, score = 4, and strongly agree, score = 5.

To obtain primary data, survey research methods were used, by distributing questionnaires to consumers. Data analysis using multiple linear regression analysis, validity test, reliability test, classical assumption test, F test, t test, and analysis of the coefficient of determination.

## RESULTS AND DISCUSSION

### Respondent Profile

Qualitative data analysis is a general description of the respondents in the form of the nature or character attached to the respondent or called the demographic condition of the respondent. Characteristics of respondents obtained from the identity of the respondent when filling out the questionnaire. In this study, the characteristics of the respondents were classified by gender, level of education, and income of the respondents. The number of respondents in this study were 100 people.

Table 1. Respondent Profile

Description	Group	Quantity
Gender	Woman	51
	Man	49
Income	< 1 million	13
	1 – 3 million	47
	3 - 5 million	29
	> 5 million	11
Level of Education	Primary School	3
	Junior High School	9
	Senior High School	41
	Bachelor	47

Sources are obtained from the results of data tabulation

### Validity and Reliability Test

This test of the questionnaire instrument was carried out to ensure that the research instrument used was accurate and reliable, and reliable when used as a tool in data collection. Validity test is used to test the extent of the accuracy of the measuring instrument and also to measure whether or not a questionnaire is valid. For a questionnaire, it can be said to be valid if a statement or item on the questionnaire is able to reveal something that will be measured against the questionnaire. In the validity test, it is calculated by comparing the value of rcount with the value of rtable. If  $r_{count} > r_{table}$  with a significance level of 0.05 then the indicators of the research variables can be said to be valid. The r-table value for the two-sided test at a significance level of 5% (0.05) can be searched based on the number of respondents or n. Because  $n = 100$  respondents, the degrees of freedom (df) are  $n - 2 = 100 - 2 = 98$ . The method of determining the r table is  $df = N - 2$ , where N is the number of samples. So, the sample used is 100 samples, so  $df = 100 - 2, \Rightarrow df = 98$ . The value of r table from  $df = 98$  is 0.196. From the results of the validity test, it can be seen that all r values  $>$  from 0.196 so that it can be concluded that all questionnaire items for all research variables are valid. The results are shown in the following table.

Table 2. Test the Validity of the Variable Questionnaire Instrument

Variables	Question Item	Validity Score (rcount)
Product (X.1)	Item X.1.1	0.343
	Item X.1.2	0.574
	Item X.1.3	0.484
	Item X.1.4	0.437
Price (X.2)	Item X.2.1	0.476
	Item X.2.2	0.353
	Item X.2.3	0.381
	Item X.2.4	0.598
Promotion (X.3)	Item X.3.1	0.332
	Item X.3.2	0.423
	Item X.3.3	0.416
	Item X.3.4	0.554
	Item X.3.5	0.348
Distribution (X.4)	Item X.4.1	0.363
	Item X.4.2	0.298
	Item X.4.3	0.329
	Item X.4.4	0.314
Purchase Decision (Y)	Item Y.1	0.436
	Item Y.2	0.486
	Item Y.3	0.433

Source: SPSS output

Reliability Test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time. Reliability testing in this study is to use the calculated value of Cronbach's alpha ( $\alpha$ ), if the value of the Cronbach's alpha count  $> 0.600$  then the reliability can be accepted or in other words the test can be said to be reliable. Tests of reliability for each variable obtained data as shown in Table 3 below.

Table 3. Reliability Test

Variables	Cronbach's Alpha	Results
Product (X.1)	0.649	Reliable
Price (X.2)	0.661	Reliable
Promotion (X.3)	0.703	Reliable
Distribution (X.4)	0.638	Reliable
Purchase Decision (Y)	0.654	Reliable

Source: SPSS output

The results of the reliability test in the table above show that all variables in this study have a Cronbach's Alpha coefficient ( $\alpha$ ) which is greater than 0.600 so it can be said that all the measurement concepts of each variable from the questionnaire are reliable.

### Classic Assumption Test

Normality test is used to determine whether the data population is normally distributed or not. A good regression model is a normal or close to normal data distribution. To detect the normality of the data, you can see through the output of the normal curve p-plot graph. The normality test in this study was carried out by means of graph analysis. Normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph and its residuals.

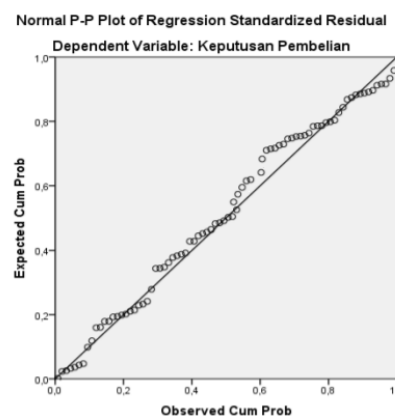


Figure 1. Normality Test

Source: SPSS output



In Figure 1, the p-plot graph shows the distribution of points around the regression line (diagonal) and the distribution of data points in the direction following the diagonal line, it can be concluded that the regression model is feasible to use because it meets the assumption of normality.

The heteroscedasticity test aims to test the regression model whether there is an inequality of variance from the residual of one observation to another observation. The prerequisite that must be met in the regression model is the absence of heteroscedasticity symptoms. If the variance of the residual from one observation to another is different, it is called heteroscedasticity.

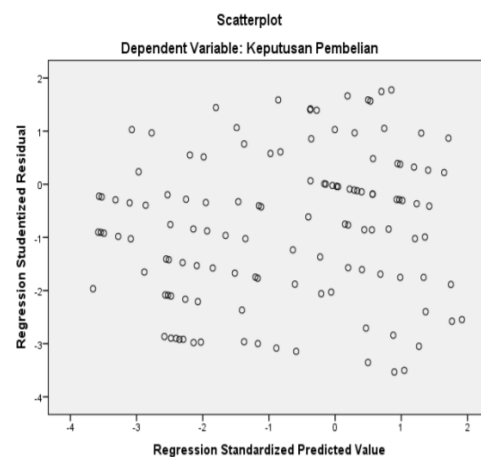


Figure 2. Heteroscedasticity Test  
Source: SPSS output

From Figure 2 it can be seen that there is no heteroscedasticity because there is no wavy pattern, widening then narrowing and the points spread above and below the number 0 on the Y axis so that it can be said that the heteroscedasticity test is fulfilled.

Multicollinearity can be seen from (1) the tolerance value and its opposite (2) Variance Inflation Factor (VIF). These two measures indicate which of each independent variable is explained by the other independent variables. Tolerance measures the variability of the selected independent variables that are not explained by other independent variables. So, a low tolerance value equals a high VIF value (because  $VIF = 1/\text{Tolerance}$ ). The cut off value commonly used to indicate the presence of multicollinearity is the tolerance value of 10. Table 4 describes the results of the multicollinearity test as follows.

Table 4 shows that the VIF value of all independent variables in this study is less than 10 while the tolerance value of all independent variables is more than 10%, which means that there is no correlation between independent variables whose value is more than 90%, thus it can be concluded that there are no symptoms. multicollinearity between independent variables in the regression model.



Table 4. Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Product (X.1)	0.877	1.211
Price (X.2)	0.896	1.048
Promotion (X.3)	0.913	1.096
Distribution (X.4)	0.978	1.004

Source: SPSS output

**t-test**

The t-test was used to determine the extent of the partial effect of the independent variables on the dependent variable. Through the t-test can also be known about the information about how much influence the independent variables on purchasing decisions. The results of the t-test were carried out by comparing the sig probability values for each independent variable with a specified limit of 0.05.

Table 5. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.553	2.293			.495
	X.1	1.861	.126	.688	8.421	.000
	X.2	.454	.185	.257	4.689	.002
	X.3	.378	.282	.156	2.401	.032
	X.4	.425	.194	.245	3.211	.006

Source: SPSS output

From the comparison results obtained P value Sig. in Table 5 obtained a value of 0.000 for the independent variable product; 0.002 for the price variable; the value of 0.032 for the promotion variable; and obtained a value of 0.006 for the independent variable distribution. The four independent variables have a significant influence on the purchasing decision variables because their values are below the 0.05 limit.

**F-test**

The F test was carried out to determine the effect of the independent variables simultaneously on the dependent variable, a significant effect was found because the P value was significant below the 0.05 value as shown in Table 6.

Table 6. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	932.869	1	67.139	93.066	.000 <sup>b</sup>
	Residual	982.170	98	1.913		
	Total	1915.039	99			

Source: SPSS output

### Determinant coefficient

The determinant coefficient of 0.769 indicates that this multiple regression model whose independent variables consist of product (X.1), price (X.2), promotion (X.3) and distribution (X.4) has contributed 76.9% to the formation of the dependent variable is the purchase decision while the remaining 23.1% is determined by other factors.

Table 7. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 <sup>a</sup>	.791	.769	1.38306

Source: SPSS output

### Multiple Linear Regression Analysis

**Regression Equation** Multiple linear regression is a statistical method used to establish the relationship between the dependent variable and the independent variable. The multiple linear regression equation is as follows:  $Y = a + b_1X.1 + b_2X.2 + b_3X.3 + b_4X.4 + e$ . Based on data analysis using multiple regression calculations with the SPSS program, the results obtained are as in Table 5, the multiple linear regression equations are:  $Y = 1.553 + 1.861X.1 + 0.454X.2 + 0.378X.3 + 0.425X.4$ . The equation shows that the product variable is a variable that has a dominant effect.

### Discussion

The first finding in this study is that the product has a significant effect on purchasing decisions for herbal medicines. These results support previous research, namely Budiyanto (2005); Alfred (2013); and Beneke et al. (2013) which states that products with various elements have a real influence on purchasing decisions. Most viewpoints from one of these marketing mix elements point to product quality. Products must be quality attached to demonstrate conformance to requirements, i.e., conforming to what is required or standardized. A product is said to be qualified if it complies with predetermined quality standards including raw materials, production processes, and

finished products. Various qualities which are dynamic conditions associated with products, services, people, processes, and environments that meet or exceed expectations. Herbal medicines are considered to have advantages from their raw materials and minimize impact according to consumer perceptions. Consumers who choose herbal medicines tend to have knowledge about the benefits and composition of drugs. They choose herbal medicines by considering the natural ingredients in them. According to them, taking herbal medicines does not have a negative effect on their health. Consumers buy herbal medicines based on their choice as well as advice from outsiders.

The next finding is that price has a significant effect on purchasing decisions for herbal medicines. These results support the previous study of Kukar-Kinney et al. (2012); Beneke et al. (2013); Alfred (2013); Darmawan (2004; 2017) and Sinambela (2017) who state that the right price setting as a manifestation of the marketing mix strategy has a significant influence on purchasing decisions. Price is one of the important factors on the part of product providers to win the competition in marketing their products, therefore prices must be set. In addition to competing with other herbal products, herbal medicines also have competition with products in the drug industry as a whole. Thus, considering all the determining factors, the price should be set carefully so as not to hinder market penetration.

The next finding is that promotion has a significant effect on purchasing decisions of herbal medicines. These results support previous research such as the research conducted by Tong et al. (2012); and Muthukrishnaveni and Muruganandam (2013) who stated that the promotional activities carried out had a positive and significant effect on purchasing decisions. Promotion is one of the important factors in attracting consumers to buy a product (Fam, 2003). The more intensive promotions are carried out, the consumers will be more familiar with the product and will increase the decision to buy the product (Alvarez and Casielles, 2005). The public must be made aware to consume herbal medicines through various promotional activities such as publications and public relations.

Distribution is proven to have a significant influence on purchasing decisions of herbal medicines. This is in accordance with the findings of Pungnirund (2013). The availability of the product is determined by the smoothness of the distribution channel. Thus, the existence of distribution channels is a form of marketing activity that seeks to facilitate and facilitate the delivery of products from producers to consumers to meet needs. In addition, affordability also determines consumers choose herbal medicines. Products that are easy to find will open up opportunities to continue to be purchased by consumers.

The next finding is that simultaneously the elements of the marketing mix have a significant effect on purchasing decisions for herbal medicines. This supports the findings of Budiyanto (2005) which shows that simultaneously the elements of the marketing mix have a significant effect on purchasing decisions. The results of this study are also in line with those carried out by regarding the influence of product, price, promotion, and distribution simultaneously have a significant effect on purchasing decisions.

## CONCLUSION

Based on the results of data analysis concluded several things as follows. (1) Products have a significant effect on purchasing decisions of herbal medicines; (2) Price has a significant effect on purchasing decisions of herbal medicines; (3) Promotion has a significant effect on purchasing decisions of herbal medicines; (4). Distribution has a significant effect on purchasing decisions of herbal medicines; (5). Product, price, promotion and distribution simultaneously have a significant effect on purchasing decisions of herbal medicines; and (6) Product is a variable that has a dominant influence on purchasing decisions for herbal medicines.

Manufacturers should continue to pay attention to the needs of their consumers by providing attractive and varied offers so that consumers are loyal to use the product. Manufacturers also need to continue to expand their network so that their market share is wider and continue to make breakthroughs so that their products are better known to consumers, both young and old. Manufacturers continue to explore the potential of promotional strategies because with the promotion of both advertising, personal selling, publicity, sales promotion can increase the expected sales turnover of the company. The influence of the marketing mix on consumer decisions to buy herbal medicines is expected to provide information, input and contribution of thoughts as consideration for marketing strategies to be better in the future. Producers are expected to maintain what is already there by not neglecting other policies to be able to attract more consumer purchasing decisions. For further research, considering that there are still many factors that influence consumer decisions in purchasing herbal medicines that are not yet known, then it can be taken into consideration for further research so that more is known about the important factors that influence consumer behavior in making purchases.

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