



THE INFLUENCE OF PRODUCT QUALITY, PROMOTION AND PRICE ON HELMET PURCHASE DECISION

Mochamad Irfan, Mila Hariani

University of Mayjen Sungkono Mojokerto, Indonesia

Email: irfan.moc@gmail.com

ABSTRACT

Purchasing decisions from consumers to buy an item is an inseparable part of the production results of a company. Each consumer perceives a product in a variety of ways. The impact is that marketers are required to have an effective and efficient marketing strategy so that the target potential market can be reached. Therefore, the success of the marketing strategy is determined by the company's ability to improve several elements of the marketing mix, such as product, promotion and price. The purpose of this research was conducted in order to prove that purchasing decisions for INK helmet products in the city of Surabaya can be influenced by product quality, promotion and price. There are 100 respondents involved in this research and domiciled in Surabaya. Multiple linear regression is the analytical tool. Researchers succeeded in obtaining results that the variables of product quality, promotion and price could significantly shape the purchasing decision of INK helmet products which showed partial and simultaneous results.

Keywords: product quality, promotion, price, purchasing decisions, helmet.

INTRODUCTION

Helmet is the main attribute for motorcycle users. The main function of the helmet is to protect the head of a motorcyclist in the event of an accident or fall. Besides that, the driver's head injury when having an accident can be minimized if he uses a helmet. Currently the function of the helmet has grown attached to the lifestyle (Mardikaningsih et al., 2022). Helmets are used as fashion for motorbike users, but even so the helmet is must still meet the standards.

A good standard helmet is a helmet that is safe and comfortable. Usually, this kind of helmet must pass the requirements of the DOT (Department Of Transportation) or United States transportation standards. There are also other standards such as those for Europe, Japan, even in Indonesia itself, they are known as SNI (Indonesian National Standard).

The competition in the helmet industry is very competitive because of the products that consist of BMC, VOG, NHK, INK, ARAI, KYT and so on. Each of these helmet brands strives to make their products superior to other brands. INK brand helmets are quite widely used by the public. Apart from being a well-known brand, the INK brand helmet is considered to have good quality. Product quality has a meaning as a physical condition, has special characteristics, has a function based on durability, reliability, convenience, suitability, repair and other aspects with the intention of what is needed by consumers to be able to satisfy it (Sinambela & Mardikaningsih, 2022). Product quality is what consumers pay attention to when making purchasing decisions (Djaelani & Darmawan, 2021). Product quality is related to product development efforts that are right for markets and consumers (Iskandar, 2003). In running a business, the products sold must be of good quality and in accordance with the prices given (Sinambela & Darmawan, 2021). This means that the product can be accepted, in accordance with consumers can even achieve the maximum level of satisfaction. Therefore, product quality is an essential factor whose contribution is extremely important in terms of achieving the level of customer satisfaction after the purchased product is used (Kotler & Keller, 2016). This indicates that indirectly product quality can shape consumer satisfaction (Retnowati et al., 2021), and it is hoped that consumers will be able to repurchase products (Irfan, 2022).

Promotion is the next factor that is considered capable of influencing purchasing decisions. Promotion is a form of unidirectional information, and is made with the aim of influencing the thoughts of a person or a certain party to take an action related to the party making the promotion (Ernawati, 2017). Good promotion is promotion that is able to provide information about the product and the benefits of the product for consumers, persuade them to follow the message conveyed in the promotion, and create a positive impression on the minds of consumers (Darmawan et al., 2019). Even so, INK's helmets, whose production is widely known by users, still have marketing activities that are always pursued by manufacturers with the aim of increasing sales in the midst of helmet manufacturers competing with each other.

Decisions regarding prices will determine the success or failure of the company (Mardikaningsih, 2021). Price is the basis for forming profits so that all companies try to maximize it by developing the market (Lestari & Sinambela, 2022). Based on a statement from Trirahayu et al., 2014 prices will affect market demand. Prices will provide a competitive position in the market (Sinambela & Mardikaningsih, 2022). Price perception can be understood as the understanding of consumers regarding price information and from this it gives deep meaning to consumers (Hidayat et al., 2015). Economic influence is interrelated with purchasing power because for consumers price is a sacrificed cost. Economic influence is interrelated with purchasing power because for consumers price is a sacrificed cost. This shows that a high price allows the product to be purchased in less quantity and conversely a product will be purchased in greater quantities if the price is low (Khayru et al., 2021). This psychologically also has an impact on consumers in terms of low prices meaning the product quality is also low and high prices mean there is also high product quality (Putra et al., 2022). Most consumers will involve themselves in evaluating products to ensure that their needs are met to the fullest (Kotler, 2012).

Product or brand evaluation will lead to purchasing decisions. Furthermore, consumers will evaluate the results of their decisions. Extensive decision-making processes occur for the special interests of consumers or decision-making that requires a high level of involvement in certain products (Jahroni et al., 2021). For this reason, it is important for every company to have the ability to understand consumer behaviour in its potential market so that the company's survival continues because this is largely determined by consumer behaviour (Kemarauwana et al., 2022). Kotler and Armstrong (2012) state that purchasing decisions are a series of consumer actions to buy or not buy from the various products offered. Based on the many factors that play a role in consumers regarding the purchase of a product, consumers tend to have various considerations ranging from product quality, price and promotion. By reviewing the previous description, this research is aimed at conducting an analysis based on the influence that product quality, promotion and price have on purchasing decisions for INK brand helmet products.

LITERATURE REVIEW

Darmawan (2022) revealed that today's consumers have a lot of desires related to how they can obtain reliable quality products at inexpensive prices. Indirectly, this requires the sale of products that have good quality but are still in accordance with the price given. The explanation from Jahroni & Putra (2022) based on this is that a business or company will survive when faced with quality competition if it continuously improves the quality of its products. Kotler & Armstrong (2012) in their explanation regarding products are all things that are offered to the market so that consumers pay attention, buy, use, consume so that the level of consumer satisfaction in meeting needs and desires can be fulfilled. According to Kotler & Keller (2016) quality is the overall nature of goods or services that

have the ability to meet all the needs of consumers. Therefore Kotler & Armstrong (2012) explain that product quality is a characteristic of a product or service which has the intention that consumer needs can be satisfied. Likewise, the company's success is measured based on the quality of its products because when it can realize a quality product, the company has competitiveness against its competitors (Issalillah & Khayru, 2021; Hariani & Al Hakim, 2022; Halizah et al., 2022). Companies must also make new innovations in the products they offer because consumers are critical of the products on the market (Sutrisno, 2022; Irfan & Hariani, 2022).

Promotion is an attempt to encourage an increase in sales volume, the most aggressive of which is by conducting marketing communications. The basis of promotion development is communication (Kotler, 2012; Infante, 2022). Promotional activities function not only as marketing communications that connect companies and consumers but as media so that consumers can be influenced in terms of their involvement in buying or using services that are still tailored to what is needed and desired (Arifin et al, 2021; Irfan & Al Hakim, 2021).

In general, the perception that often arises in the minds of consumers is that a high price means that it can prove that the product at that price has quality or it can be said that there is conformity between the quality of the specified product and service (Ferrinadewi, 2004). According to the statement from Sinambela et al. (2022) explained that price is one of many factors to form a purchase decision. Price also needs to be considered by every company because many competitors find cheaper prices but from the same quality aspect or even higher quality (Wahab et al., 2017). This causes the pricing of products sold to pay attention to consumers and competitors (Padma et al., 2018). Based on the price set, the consumer will make a decision whether to buy the product or not (Djaelani, 2021).

Purchasing decision is a decision made by consumers related to the purchase of a product based on the idea that the product is worth buying, so previously there is consideration of information that is known based on the reality of the product after being seen by consumers (Mardikaningsih & Putra, 2021). According to Kotler & Armstrong (2012), this is anything that is offered to a market for attention, purchase, use, or consumption that might satisfy a want or need. Each consumer makes various decisions about searching, purchasing, using various products (Sinambela & Widyawati, 2021). Purchasing decisions are general matters that always get prior consideration from consumers so that their needs can be met.

The end result of a decision-making process for consumer behavior is a product purchase (Mardikaningsih, 2019). A purchase decision occurs through a behavioral process which consists of five stages, namely problem recognition, information search, evaluation of alternatives, purchase decision and then the result or buyer behavior (Sinambela et al., 2020). These five stages show that the buying process begins earlier when the purchase is made and has long-lasting consequences after the purchase (Kotler & Armstrong, 2012). Every marketer must really understand how consumer behaviour can be influenced by consumer characteristics and the purchasing decision process.

RESEARCH METHODOLOGY

Questionnaires were distributed to 100 respondents in this study. A total of 100 respondents who were involved were respondents who had special criteria, namely respondents from Surabaya who wore INK brand helmets. The distribution of the questionnaire does not use a piece of paper but utilizes social media, namely the Google form. Therefore, non-probability sampling is a method of determining the sample. Meaning that all members of the population may not necessarily have the opportunity to be sampled. Meanwhile, the determination of the sample used in the study used a purposive sampling technique, namely a sampling technique for data sources with certain considerations where the considerations in this study included that consumers were men who had bought and used INK brand helmets and were domiciled in the city of Surabaya. The operational definition of variables for each variable is measured using the measurement indicators described below.

Product quality (X.1) is the customer's perception of the overall quality or superiority of a product with regard to fulfilling needs and expectations. According to Darmawan (2019), indicators of product quality are higher competition, more choices, creating greater power.

Promotion (X.2) is defined as marketing communication activities to convey messages and specific purposes such as providing information, efforts to attract buyers, strengthen loyalty or improve the brand image of the product. Kotler & Keller's (2016) promotion indicators are advertising; personal selling; sales promotion; public relations; direct marketing

Price (X.3) is the amount of value charged to a product, or the amount of value exchanged by consumers for the benefits of owning or using the product. Price indicators according to Kotler & Keller (2016) are price affordability; conformity of price with product quality; price competitiveness; and suitability of price with benefits.

Purchase decision (Y) is defined as the determination to have a product through a transaction by considering various factors that influence it (Ferrinadewi, 2004). According to Peter & Olson (2004), indicators of buying decisions are decisions about product types, decisions about product forms, and decisions about brands.

Multiple linear regression will be used to analyse the research data. To measure the partial and simultaneous effects of the independent variables on the dependent variable, SPSS software will help.

RESULTS AND DISCUSSION

Respondent Profile, Validity and Reliability

All respondents are male gender. There are 83% who own one INK helmet; and the rest have more than one. There are 65% of respondents who are satisfied with purchasing INK helmets; 32% are very satisfied; and only three percent were dissatisfied. Product performance is considered to have met user expectations.

Test the validity of each instrument meets the standard, which is more than 0.3 on the total correlation item value. The reliability test is shown in table 1.

Table 1. Reliability Test

Variables	Cronbach's Alpha	Description
Product Quality (X.1)	0.874	Reliable
Promotion (X.2)	0.652	Reliable
Price (X.3)	0.763	Reliable
Purchase Decision (Y)	0.755	Reliable

Source: SPSS output

Table 1 shows that all variables have fulfilled the reliable requirements because the Cronbach's alpha value is more than 0.6. The instrument is stated to be reliable.

Classic Assumption

Several tools on classical assumption testing are carried out to ensure the regression model is feasible. The results of the normality test are shown in Figure 1 below.

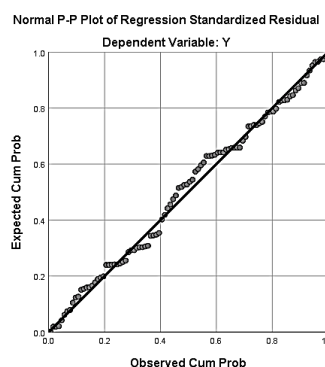


Figure 1. Normality Test

Source: SPSS output

The normality test is identified by the existence of a normal probability plot compared to the cumulative distribution of the actual data. Figure 1, the result is that the data is spread over the area of the diagonal line and its direction moves towards the diagonal line which indicates that the distribution of the data is normal so that the assumption of normality is fulfilled. The multicollinearity test is known from the Value Inflation factor (VIF) which is less than 10 for all independent variables so that multicollinearity does not occur. In the autocorrelation test, the Durbin Watson value was found to be 1.571, which means there is no indication of autocorrelation. Figure 2 does not detect heteroscedasticity because from observing the images there is no particular pattern on the scatterplot graph between SRESID and ZPRED, where the Y axis is Y which has been predicted, and the X axis is the residual ($Y_{\text{prediction}} - Y_{\text{actually}}$) which has been standardized.

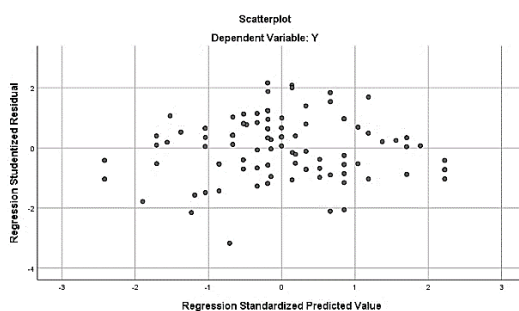


Figure 2. Heteroscedasticity Test

Source: SPSS output

Regression Analysis

The regression test was carried out in stages with the initial step being the t test as shown in table 2.

Table 2. t-test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	20.237	3.118		6.490	.000		
	X.1	2.473	.321	.464	7.707	.000	.939	1.065
	X.2	1.578	.258	.371	6.121	.000	.925	1.081
	X.3	2.463	.415	.360	5.939	.000	.925	1.081

Source: SPSS output

Based on table 2, the regression equation can be obtained as follows: $Y = 20.237 + 2.473 X.1 + 1.578 X.2 + 2.463 X.3$. Product quality variable (X.1) with a significance level of 0.000 < 0.05 as well as promotion (X.2) and price (X.3), which means that if the independent variable increases, consumer purchasing decisions will increase.

Table 3. Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2227.608	3	742.536	66.102	.000 ^b
	Residual	1078.392	96	11.233		
	Total	3306.000	99			

Source: SPSS output

The feasibility test of the model can be concluded as feasible where the test results get a Sig value. F of 0.000 or below the research test level so that product quality (X.1); promotion (X.2); and price (X.3). The F value is 66,102 as in table 3. This shows that all independent variables have a real role simultaneously in forming purchasing decisions.

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.821 ^a	.674	.664	3.352	1.571

Source: SPSS output

The results of the coefficient of determination based on the output in SPSS show that there are results of the coefficient of determination reaching 66.4%. This percentage can be interpreted that there is a contribution of 66.4% from the product quality, promotion and price variables to form purchasing decisions. The remaining percentage of 33.6% can still be provided by other variables.

Discussion

Product quality plays a significant role in shaping purchasing decisions. This is in accordance with a study from Mardikaningsih (2019); Arifin et al. (2021); Djaelani and Darmawan (2021); Issalillah and Khayru (2021); Jahroni and Putra (2022); Sinambela et al. (2022); and Irfan (2022). Users perceive a product as having quality when they feel there is suitability for use and fulfilments of demand. It is also tailored to a set of product attributes and benefits such as size, shape, colour choices, attractive packaging, variants, convenience, reliability and so on. The existence of this quality perception has driven the decision to buy an INK helmet.

Promotion plays a real role in shaping purchasing decisions. This is in accordance with a study from Ernawati and Darmawan (2017). Promotion must be done to persuade new buyers, disrupt the loyalty of competitors' brands, or to attract or reward loyal customers. Promotional activities with the target of generating new purchases have proven effective even though the brand is believed to have good equity.

Price plays a significant role in shaping purchasing decisions. This is in accordance with a study by Hidayat et al. (2015); Sinambela et al. (2020); Jahroni et al. (2021); Lestari and Sinambela (2022). Price is generally the main thing that is considered by potential consumers when they want to buy a product. High or low prices will determine someone in buying an item. With good product quality, the price of INK helmets is relatively affordable for consumers in the Surabaya area. With an elegant and trendy appearance, of course the price of the INK helmet is comparable to the price offered.

CONCLUSION

This study proves that all the independent variables involved have a real role in shaping the decision to buy an INK helmet. The INK helmet, which is a brand with a good image, has good product quality and affordable prices for the target market. However, promotions must still be aimed at the public in order to attract interest in buying new users and strengthen customer loyalty. The existence of promotional activities will help marketing in terms of unit sales quickly and effectively.

REFERENCES

- Arifin, S., A. R. Putra, T. S. Anjanarko, Jahroni, Ernawati, N. Masithoh, F. Ryadin, M. S. Anwar. 2021. Refrigerator Purchase Decisions are Reviewed from the Price Level, Product Quality and Promotion, *Journal of Marketing and Business Research*, 1(2), 107-114.
- Darmawan, D., R. Mardikaningsih, S. Arifin, & M. Hariani. 2019. Upaya Memperkuat Citra Ramayana Departemen Toko melalui Promosi Penjualan dan Periklanan, *Akuntabilitas Jurnal Ilmiah Ilmu-ilmu Ekonomi*, 12(1), 59-71.
- Darmawan, D. 2019. Kualitas Produk, Kesadaran Merek dan Harga serta Pengaruhnya terhadap Kepuasan Pelanggan, *Jurnal Administrasi Bisnis*, 8(2), 75-88.
- Darmawan, D. 2022. Studi Pada Perilaku Pembelian Rokok Tanpa Cukai Berdasarkan Harga Dan Citra Merek, *Jurnal Industri Kreatif dan Kewirausahaan*, 5(2), 130-143.
- Djaelani, M., & D. Darmawan. 2021. Dulux Wall Paint Purchase Decision: The Role of Brand Image, Price, and Product Quality on Consumer Behavior of Paint Products. *Jurnal Simki Economic*, 4(2), 150-160.
- Ernawati, E. & D. Darmawan. 2017. Korelasi Lokasi dan Promosi dengan Keputusan Pembelian Rumah Subsidi, *Jurnal Ekonomi dan Bisnis*, 7(2), 1-7.
- Ferrinadewi, E. & D. Darmawan. 2004. *Perilaku Konsumen: Analisis Model Keputusan*, Universitas Atma Jaya, Yogyakarta.
- Halizah, S. N., E. Retnowati, D. Darmawan, R. K. Khayru, & F. Issalillah. 2022. Determinants of Customer Trust: A Study on Safety, Ease-of-use, and Perceived usefulness of Herbal Products of Kuku Bima Ener-G, *Journal of Trends Economics and Accounting Research*, 2(4), 86-92.
- Hariani, M. & Y. R. Al Hakim. 2022. The Influence of Store Layout and Food Quality on the Interest of Revisiting the Restaurant, *Journal of Science, Technology and Society*, 3(1), 15-20.
- Hidayat, T., D. Darmawan, O. R. Isma, M. Hariani & A. R. Putra. 2015. Hubungan Inovasi Produk, Harga Premi dan Perilaku Konsumen. *Jurnal Ekonomi, Bisnis dan Manajemen*, 5(2), 119-130.
- Infante, A. & R. Mardikaningsih. 2022. The Potential of social media as a Means of Online Business Promotion, *Journal of Social Science Studies*, 2(2), 45-48.
- Irfan, M. & Y. R. Al Hakim. 2021. The Effect of Lifestyle and Promotion on Consumption Behavior on Uniq1 Consumers, *Journal of Marketing and Business Research*, 1(2), 127-136.
- Irfan, M. & M. Hariani. 2022. Role of Product Quality, Price and Product Technology Innovation to Increase Customer Loyalty, *International Journal of Service Science, Management, Engineering, and Technology*, 1(1), 6 – 11.
- Irfan, M. 2022. Peran Harga dan Kualitas Produk Bagi Konsumen Melakukan Pembelian Ulang di Toko Roti Primadona Surabaya. *Journal of Business and Economics Research (JBE)*, 3(1), 30-36.
- Iskandar, M. & D. Darmawan. 2003. *Strategi Pemasaran*, IntiPresindo Pustaka, Bandung.
- Issalillah, F. & R. K. Khayru. 2021. Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Produk Vitamin C, *Jurnal Manajemen, Bisnis, dan Kewirausahaan*, 1(2), 131-140.
- Jahroni, J., E. A. Sinambela, R. Mardikaningsih, & D. Darmawan. 2021. Pengaruh Citra Toko, Suasana Toko dan Harga terhadap Keputusan Pembelian. *Jurnal Pendidikan Tambusai*. 5(3), 10234-10241.
- Jahroni, J. & A. R. Putra. 2022. The Role of Product Quality, Price and Promotion Towards Telkomsel Prepaid Card Purchase Decisions, *Journal of Science, Technology and Society*, 3(1), 7-14.
- Kemarauwana, M., R. K. Khayru & F. Issalillah. 2022. Upaya Pencitraan Apotek dan Keragaman Produk untuk Meningkatkan Penjualan melalui Keputusan Pembelian. *Jurnal Ilmiah Satyagraha*, 5(2), 56-66.
- Khayru, R.K., N. S. Wisnujati, D. Darmawan, & F. Issalillah. 2021. Pengamatan Loyalitas Merek Obat Herbal Berdasarkan Kemasan dan Harga. *Jurnal Simki Economic*, 4(2), 121-132.

- Kotler, P. 2012. *Manajemen Pemasaran Perspektif Asia*. Andi, Yogyakarta.
- Kotler, P. & G. Armstrong. 2012. *Principles of Marketing 14E*. Pearson Education, Inc., New Jersey.
- Kotler, P. & K. L. Keller. 2016. *Marketing Management. 15th Edition*. Pearson Education, New Jersey.
- Lestari, U.P. & E.A. Sinambela. 2022. Keputusan Tempat Pembelian berdasarkan Kualitas Layanan, Suasana Toko, dan Persepsi Harga, *Jurnal Ilmiah Satyagraha*, 5(2), 87-97.
- Mardikaningsih, R. 2019. Pengaruh Persepsi Kualitas dan Persepsi Resiko terhadap Keputusan Pembelian Susu Formula, *Ekonomi, Keuangan, Investasi dan Syariah*, 1(1), 1-8.
- Mardikaningsih, R. & A. R. Putra. 2021. Pengambilan Keputusan Pembelian Produk berdasarkan Ekuitas Merek. *The Journal of Business and Management*, 4(2), 85-98.
- Mardikaningsih, R. 2021. Pencapaian Kepuasan Pelanggan Pada Jasa Pengiriman Barang Melalui Harga, Ekuitas Merek, dan Kualitas Pelayanan, *Jurnal Baruna Horizon*, 4(1), 64-73.
- Mardikaningsih, R., E. A. Sinambela, D. Darmawan, S. Arifin, Jahroni, A. R. Putra & M. S. Anwar. 2022. A Community Empowerment Through Motorcycle Reparation Training at Youth Organization. *Jurnal Pengabdian Kepada Masyarakat: Teknologi dan Aplikasi*, 3(2), 167-174
- Padma, A., N. Aisyah, D. Darmawan, I.A. Azmi & A. R. Putra. 2018. Contingency Approach to Strategies for Service Firms, *Business Research*, 7(2), 178-189.
- Peter, J. P. & J. C. Olson. 2004. *Perilaku Konsumen dan Strategi Pemasaran*. Erlangga, Jakarta.
- Putra, A.R., M. M. D. H. Rudiansyah, D. Darmawan, R. Mardikaningsih & E. A. Sinambela. 2022. Pengaruh Gaya Hidup, Lingkungan Fisik, dan Persepsi Harga terhadap Loyalitas Pelanggan Lottemart. *Jurnal Ekonomi dan Manajemen*, 2(1), 71-85.
- Retnowati, E., D. Darmawan, R. Mardikaningsih, & E. A. Sinambela. 2021. Pengaruh Pencapaian Kepuasan Konsumen Rumah Makan Berdasarkan Kesan Kualitas Produksi dan Harga. *Jurnal Ekonomi dan Ekonomi Syariah*, 4(2), 1382-1389.
- Sinambela, E. A., P. P. Sari., & S. Arifin. 2020. Pengaruh Variabel Harga dan Citra Perusahaan terhadap Keputusan Pembelian Produk Wingsfood. *Jurnal Ilmiah Ilmu-ilmu Ekonomi*, 13(1), 55-70.
- Sinambela, E. A. & N. Widyawati. 2021. Studi Tentang Citra Toko, Gaya Hidup, dan Keputusan Pembelian di Toko Busana Muslim, *Jurnal Manajemen, Bisnis, dan Kewirausahaan*, 1(1), 39-52.
- Sinambela, E. A. & D. Darmawan. 2021. Pengaruh Total Quality Management dan Manajemen Pengetahuan terhadap Kinerja Organisasi. *Cemerlang: Jurnal Manajemen dan Ekonomi Bisnis*, 1 (4), 01-12.
- Sinambela, E. A. & R. Mardikaningsih. 2022. Harga dan Keberagaman Produk serta Pengaruhnya terhadap Loyalitas Pelanggan Restoran. *Jurnal Ilmiah Satyagraha*, 5(1), 37-47.
- Sinambela, E. A., E. I. Azizah, & A. R. Putra. 2022. The Effect of Green Product, Green Price, and Distribution Channel on The Intention to Repurchasing Simple Face Wash. *Journal of Business and Economics Research (JBE)*, 3(2), 156-162.
- Sinambela, E. A. & R. Mardikaningsih. 2022. Loyalitas Merek Milo Ditinjau dari Kualitas Produk dan Brand Image. *Jurnal Simki Economic*, 5(2), 155-164.
- Sutrisno, R.I. & D. Darmawan. 2022. Pengaruh Promosi Penjualan, Diversifikasi Produk dan Harga terhadap Kepuasan Pelanggan, *Jurnal Manajemen, Bisnis, dan Kewirausahaan*, 2(1), 1-12.
- Trirahayu, D., L. Putriana, D. Darmawan, E. A. Sinambela & R. Mardikaningsih. 2014. Peran Bauran Pemasaran Jasa terhadap Minat Beli dan Minat Mereferensikan. *Jurnal Ekonomi, Bisnis dan Manajemen*, 4(1), 51-62.
- Wahab, E., A. Aziz, D. Darmawan, M. Hashim & Y. Fan. 2017. Marketing New Products to Mainstream Customers, *Journal of Economics and Business*, 8(2), 239-246.