



DOI: <https://doi.org/10.38035/dijefa.v5i5>
<https://creativecommons.org/licenses/by/4.0/>

The Effect of Price, Product Quality, and Advertising on Shoe Purchase Decisions at Al-Shoes Air Tiris Kampar Store

Vivien Ramadiah^{1*}, Syahdanur²

¹Faculty Economy Business, Islamic University of Riau, Indonesia, vivienramadiah@student.uir.ac.id

²Faculty of Economics and Business, Islamic University of Riau, Indonesia, syahdanur@eco.uir.ac.id

*Corresponding Author: vivienramadiah@student.uir.ac.id¹

Abstract: This study investigates how price, product quality, and promotion impact consumer decisions to purchase shoes at Al-Shoes Air Tiris Kampar Store. This study uses a quantitative approach, and data are collected through questionnaires distributed to participants. In this study, the sample and population consisted of 80 Air Tiris shoe buyers at Al-Shoes store. Sampling was carried out using the non-probability sampling method and the Slovin formula. Primary data were collected directly from respondents through questionnaires distributed to Air Tiris shoe buyers at Al-Shoes store. The results of the t-test show that, with a significance level of $\alpha = 0.05$, consumer decisions to purchase AL-Shoes brand Air Tiris footwear at the store are significantly influenced by each variable. The results show that t-count for the price variable is 1.211, the product quality variable is 3.611, and the promotion variable is 0.2199.

Keywords: Price, Product Quality, Promotion, Purchasing Decision.

INTRODUCTION

The industry is growing and becoming more sophisticated, and the business environment is developing rapidly. This is increasingly seen in various innovations in the goods and services industry. Business actors need to understand all the needs and desires of consumers who buy their products. Many businesses are taking new steps to encourage their customers to buy the goods they sell. By choosing the most preferred brand from the various goods available, customers make decisions about what they buy. But your purchasing decision is influenced by two things. The buyer's final decision depends on it (Mongisidi et al., 2019).

The role of the marketing mix involves a series of activities aimed at creating, developing, and distributing products according to the needs of potential buyers, based on the company's capacity. This concept is one of the modern approaches in marketing, which significantly affects the success of a company in achieving maximum profitability. (Wibowo, *Inspiration and Asdiany*, 2021).

Consumer behavior is important when consumers make purchasing decisions. On the other hand, a customer's purchasing decision can be influenced by various factors, including: the consumer behavior they display, including the desires and emotions that arise from the situation that occurs. In addition to factors such as price, product quality, consumer behavior itself, and advertising methods are very important when consumers make purchasing decisions

(Al Umar et al, 2020).

Products and prices are inseparable for consumers, price is a purchasing criterion. Price is a crucial factor in marketing because it influences consumer decisions in choosing products. Consumers often consider price as the main factor when choosing a product. The following applies: The higher the price of a product, the less consumers are willing to buy it (Romdhoni & Cahyani, 2019).

According to Dharmesta and Handoko (2010), the marketing mix, also known as the marketing mix, consists of four important components: product, price, distribution, or location, and promotion (Dharmesta and Handoko, 2010). These four components influence and relate to each other. Therefore, it is very important to create a marketing strategy that allows for better service and makes customers happy. Companies use this marketing mix, which consists of a combination of mutually supportive variables, to get the desired target market response.

Product quality includes the ability of a product to perform its functions, such as durability, reliability, accuracy, and other characteristics. Product quality creates additional selling value, creates advantages over competing products, and creates additional selling value (Ruhmahdi, 2017).

According to Soegoto et al (2014), Advertising is a promotional strategy that aims to make consumers and retailers buy certain products or services quickly and in large quantities, product development must focus on improving product quality. Product quality is a major factor in choosing consumer products. Companies can continue to improve and refine the quality of their products to meet consumer expectations. Products that have high quality allow companies to remain competitive in the market effectively with competitors and dominate the market.

Advertising is a key element in a marketing strategy to introduce a product to consumers. Even though a product is made with high quality and affordable prices, without adequate advertising support, organizations or individuals may not be able to build a transaction relationship between buyers and sellers. (Daryanto, 2011). The promotional activities we do include advertising, sales promotion, personal selling, and advertising. Advertising also determines the success of a Company. However, it is clear that the advertising you use must be effective and relevant to achieve the Company's goals. According to Kotler and Keller (2016) argue that it is important for companies to pay attention to their purchasing decisions for business success. Purchasing decisions are the basis for developing great products for the Company. According to Putri (2013)

From the initial study listed, it can be seen that it is dominated by foreign brands such as Adidas and Nike, which have market shares of 6.99% and 4.77% respectively. Local brands such as Fladeo and Piero occupy the fourth and fifth positions with market shares of 4.19% and 1.80% respectively. The data in Table 1 shows that consumers tend to prefer to buy foreign footwear compared to domestic footwear products. However, local footwear products have not been able to dominate the Indonesian footwear market. Due to increasingly tight business competition, one of the AL-Shoes Air Tiris Kampar shoe stores experienced obstacles in its sales area. Competition in the business world in the era of globalization is getting tighter. As a result of market competition, all companies are required to respond quickly to changes in the business environment which is full of uncertainty

Problems when purchasing footwear products from Al-Shoes Air Tiris. Based on the author's observations at the AL-Shoes store, there are possibly two variables that influence the decision to purchase shoes at the Al-Shoes Air Tiris store. One is the lack of online promotion that this store has on the internet. The company's website does not seem to provide detailed information about the benefits of the product. In addition, the high price of the products offered by Al-Shoes Air Tiris makes consumers think twice about buying. In addition, some of the products sold look boring or old and are not comparable to the price asked.

METHOD

This quantitative research collected data through questionnaires. The purpose of this study was to determine how factors such as price, product quality, and promotion influence customers' decisions to buy shoes at Al-Shoes Air Tiris Kampar. The target group of the study was customers who bought shoes from Al-Shoes. The researcher used survey data from eighty shoe buyers at the Al Shoes Air Tiri store in Kampar, which is representative of the larger population. For sampling, the Slovin equation was used as a non-probability technique.

Data Analysis Technique

After getting enough information, evaluate all the information and draw conclusions. Software known as SPSS 27, which is a scalable package for sociology, can be used to implement the information testing technique. In this study, the minimum, maximum, mean, and standard deviation values are calculated from the available data through descriptive statistical analysis. Instrument testing is conducted to assess the description of the probe elements and determine the suitability for further exploration.

Instrument testing includes proper assessment of reliability and validity. In addition, classical assumption testing is used to ensure that the regression estimates are free from interference that can affect the validity of the regression results. These regression results are used to test hypotheses and make appropriate conclusions. Multicollinearity, heteroscedasticity, and normality are tested in addition to simple linear regression analysis. After that, the hypothesis is tested, including the t-test (partial test), F-test (simultaneous test), and analysis of the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Respondent Characteristics

1. Respondent Characteristics Based on Age

Tabel 3. Klasifikasi Responden Berdasarkan Usia

Keterangan	Jumlah	Presentase
Umur 10-20 Tahun	25	31.3%
Umur 21-30 Tahun	38	47.5%
Umur 31-40 Tahun	7	8.8%
Umur 41-50 Tahun	7	8.8%
Umur Lebih Dari 50 Tahun	3	3.8%
Jumlah Keseluruhan	80	100%

Sumber : Data Yang di Olah, 2024

Most of the 80 respondents were in the age range of 21 to 30 years, with 38 respondents or around 47.5%. The 10–20 age group was the most significant, with 25 respondents or around 31.3%. The 31–40, 41–50, and over 50 age groups each had a significant number of respondents. Information about the respondents' age groups can be seen in Table 3.

2. Respondent Characteristics Based on Gender

Tabel 4. Klasifikasi Berdasarkan Jenis Kelamin

Keterangan	Jumlah	Persen
Laki-Laki	32	40 %
Perempuan	48	60 %
Total	80	100 %

Sumber : Olah Data, 2024

Of the 80 people who responded, 32 were male, or about 40%, and 48 were female, or about 60%. Therefore, it can be concluded that the majority of people who responded in this study were female.

Descriptive Statistical Analysis

Tabel 5. Hasil dari analisis statistik deskriptif

	N	Minimum	Maximum	Mean	Std. Deviation
Harga	80	4	20	9.04	2.543
Kualitas Produk	80	8	22	13.59	2.967
Promosi	80	16	33	22.41	3.411
Keputusan Pembelian	80	5	18	11.70	2.563
Valid N (listwise)	80				

Sumber : Data Olahan, 2024

Table 5 shows 80 valid data for each variable. For the price variable (X1), the minimum value is 4, the maximum value is 20, the mean value is 9.04, and the standard deviation is 2.543. The variation of values tends to be average with a slight deviation, as indicated by the average price being greater than the standard deviation. In 80 samples, the product quality variable (X2) shows a minimum value of 8, a maximum of 22, a mean of 13.59, and a standard deviation of 2.967. The mean product quality that is higher than the standard deviation indicates that the distribution of values is comparable to the mean and slightly different from the mean. For the promotion variable (X3), in 80 samples, the minimum value is 16, the maximum value is 33, the mean value is 22.41, and the standard deviation is 3.411. A value higher than the standard deviation indicates a distribution of values that is average and a smaller variation from the average. The purchasing decision variable (Y) has a minimum value of 5, a maximum of 18, an average of 11.70, and a standard deviation of 2.56. A value that is higher than the standard deviation indicates that there is little variation in values and the distribution of values is almost the same as the average.

Instrument Test Analysis

Tabel 6. Uji Validitas Harga (X1)

Pertanyaan	r-hitung	r-tabel	Kesimpulan
X1.1	0.548	0.219	Valid
X1.2	0.528	0.219	Valid
X1.3	0.576	0.219	Valid
X1.4	0.707	0.219	Valid

Sumber : Data Primer Diolah

The test results for variable X1, presented in Table 6 which consists of four question items, show that all items have been validated, as indicated by the calculated r value which exceeds the table r value of 0.219.

Tabel 7. Uji Validitas Kualitas Produk (X2)

Pertanyaan	r-hitung	r-tabel	Kesimpulan
X2.1	0.609	0.219	Valid
X2.2	0.656	0.219	Valid
X2.3	0.590	0.219	Valid
X2.4	0.460	0.219	Valid
X2.5	0.688	0.219	Valid

Sumber : Data Primer Diolah

The test results of the X2 variable, consisting of five question items, are shown in the table above. The calculated r value exceeds the table r value by 0.219.

Tabel 8. Uji Validitas Promosi (X3)

Pertanyaan	r-hitung	r-tabel	Kesimpulan
X3.1	0.461	0.219	Valid
X3.2	0.371	0.219	Valid
X3.3	0.385	0.219	Valid
X3.4	0.348	0.219	Valid
X3.5	0.433	0.219	Valid
X3.6	0.437	0.219	Valid
X3.7	0.515	0.219	Valid
X3.8	0.368	0.219	Valid

Sumber : Data Primer diolah

The table above with eight question items shows the results of testing the X3 variable which shows that all items have been proven valid as a whole. This is based on the fact that the calculated r value is greater than the table r value of 0.219.

Tabel 9. Uji Validitas Keputusan Pembelian (Y)

Pertanyaan	r-hitung	r-tabel	Kesimpulan
Y1	0.690	0.219	Valid
Y2	0.649	0.219	Valid
Y3	0.433	0.219	Valid
Y4	0.717	0.219	Valid

Sumber : Data primer diolah

The test results of the Y variable, which consists of four question items, are shown in the table above; overall, all items are valid. The table r value of 0.219 is less than the calculated r

Tabel 10. Hasil Uji Reliabilitas

Variabel	Cronbach's alpha	Rule Of Thumb	Keterangan
Harga (X1)	0.731	0.6	Reliabel
Kualitas Produk (X2)	0.732	0.6	Reliabel
Promosi (X3)	0.632	0.6	Reliabel
Keputusan Pembelian (Y)	0.737	0.6	Reliabel

Sumber : Data primer diolah

value.

Based on the Cronbach's alpha values obtained, namely 0.731 for the price variable, 0.732 for the product quality variable, and 0.732 for the promotion variable, it can be concluded that the measurement instrument used in this study has good reliability.

The results of the study analyzed using SPSS 27 showed that the probability value (sig) greater than 0.05 indicated that the data in this study were normally distributed. In addition, the

significance value of 0.050 also supports the conclusion that the data are normally distributed. Thus, it can be concluded that the data in this study have a normal distribution.

Tabel 12. Hasil Uji Multikolinearitas

Variabel	Tolerance	VIF	Keterangan
Harga (X1)	.799	1.252	Tidak terjadi multikolinearitas
Kualitas Produk (X2)	.674	1.483	Tidak terjadi multikolinearitas
Promosi (X3)	.736	1.359	Tidak terjadi multikolinearitas

Sumber : dari data primer yang diolah dengan SPSS 26

Table 12 shows the results of the multicollinearity test. No independent variables show signs of multicollinearity. There are tolerance values for the price variable (X1), product quality variable (X2), and promotion variable (X3). Since the tolerance values of each of the three regression variables are greater than 0.10 and the VI value, it can be concluded that the research data do not show signs of multicollinearity.

Tabel 13. Uji Heterokedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.651	1.133		2.340	.022
	Harga	.085	.072	.146	1.175	.244
	Kualitas Produk	-.148	.067	-.297	-2.201	.331
	Promosi	.008	.056	.019	.144	.886

Sumber : dari data primer yang diolah dengan SPSS 26

The results of the regression analysis show that there is no empirical evidence supporting the existence of heteroscedasticity for all independent variables, indicating that the variance of

Tabel 14. Hasil Uji Multikolieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardize d Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.496	1.721		1.450	.151		
	Harga	.068	.110	.067	.618	.539	.799	1.252
	Kualitas Produk	.124	.102	.144	1.211	.230	.674	1.483
	Promosi	.308	.085	.410	3.611	.001	.736	1.359

Sumber : dari data Primer Yang Diolah dengan SPSS

the residuals is constant.

The results of the multicollinearity test show that there is no significant or perfect correlation between the independent variables (price, product quality, and promotion) in Table 14. The tolerance value of more than 0.10 and the VIF value of less than 10 support this conclusion.

Tabel 15. Hasil Uji Regresi Linear Berganda

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	2.496	1.721		1.450
	Harga	.068	.110	.067	.618
	Kualitas Produk	.124	.102	.144	1.211
	Promosi	.308	.085	.410	3.611

a. Dependent Variable: Keputusan Pembelian

Sumber : dari data primer yang diolah dengan SPSS 26

Based on the results of the table, the multiple linear regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$Y = 2.496 + 0.068 X_1 + 0.124 X_2 + 0.308 X_3$$

- 1) When promotion, product quality, or price variables have no effect, the purchasing decision is 2.496, according to the constant value of 2.496 from the multiple regression model.
- 2) The purchasing decision will increase by 0.068 if the price variable (X1) is added by one unit, assuming there are other variables in the model that remain. This is in accordance with the regression coefficient of the price variable.
- 3) Assuming other variables remain constant, each one unit increase in the product quality variable will increase purchasing decisions by 0.124 based on the regression coefficient of the product quality variable (X2) of 0.124.
- 4) When other variables remain constant, a one-unit increase in the promotion variable (X3) will increase the purchase decision by 0.308, according to the regression coefficient of the

Tabel 16. Hasil Uji T

Variabel	T hitung	T tabel	Sig	Ket
Harga	0.618	0.2199	.001	Diterima
Kualitas Produk	1.211	0.2199	.007	Diterima
Promosi	3.611	0.2199	.001	Diterima

Sumber : dari data primer yang diolah dengan SPSS 26

promotion variable.

Determining Hypothesis

- 1) At the alpha significance level of 0.001 which is smaller than 0.05, the t-test results indicate that Hypothesis 1 is accepted. The t-value of 0.618 is greater than the t-table of 0.2199, which indicates that the decision to buy shoes at the AL-Shoes Air Tiris store is greatly influenced by the price factor.
- 2) The calculated t value of 1.211 was obtained from the t test, with an alpha significance level of 0.007 which is smaller than the t table value of 0.2199. This proves that Hypothesis 2 is accepted, indicating that product quality influences shoe purchasing decisions at the AL-Shoes Air Tiris store.

- 3) The t-table value of 0.2199 exceeds the t-test result of 3.611, with an alpha significance level of 0.001 less than 0.05. This indicates that Hypothesis 3 is accepted, which indicates that sales promotion has a positive impact on consumer decisions to buy shoes at the Al-Shoes Air Tiris store.

Tabel 17 .Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.458	3	48.153	9.776	.000 ^b
	Residual	374.342	76	4.926		
	Total	518.800	79			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Promosi, Harga, Kualitas Produk						

Sumber : Data Primer yang diolah, 2024

The results of statistical tests show that the three variables of product quality, price, and promotion have a significant influence on purchasing decisions, with a very small significance probability value (0.000), which indicates the possibility that one or all of these variables can influence purchasing decisions.

Tabel 18 Hasil Uji Koefisien Determinasi (Adjusted R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528 ^a	.278	.250	2.219
a. Predictors: (Constant), Promosi, Harga, Kualitas Produk				

Each independent variable is reliable and reflects the actual relationship between the variable and the purchase decision. Thus, we can use these regression coefficients to predict the effect of changes in each variable on the purchase decision.

Discussion

The Influence of Price on Purchasing Decisions of Shoe Products at Al-Shoes Air Tiris Figures.

The results of the first hypothesis test show that the price factor has a significant influence on the decision to purchase footwear products at the AL-Shoes Air Tiris store. With an alpha significance level of 0.001 and a t-value of 0.618, which is higher than the t-table value of 0.2199, this hypothesis confirms that price plays an important role in influencing consumer decisions. This finding is consistent with Utami's (2018) research which found that location and price influence purchasing decisions at Pak Nasi stalls, as well as Rahmat Hidayat's (2018) research which stated that price influences purchasing interest. In addition, Bayu Yulianto's (2013) research also supports that products, prices, promotions, and services influence consumer decisions in purchasing Kawasaki motorcycles. However, Mandey and Jilly Bernadette's (2013) study found different results, where price did not have a significant influence on purchasing decisions.

The Influence of Product Quality on the Decision to Purchase Shoe Products at AL-Shoes Air Tiris Figures

This study reveals that the quality of the Air Tiris product has a significant impact on

consumer decisions in purchasing the product. It can be concluded that the relationship between product quality and purchasing decisions is not a coincidence, because the calculated t value far exceeds the t table value. This finding indicates that consumers are getting smarter in choosing products and they are more likely to choose products with guaranteed quality. For the AL-Shoes company, these results emphasize the importance of continuing to maintain and improve product quality to maintain competitiveness in the market. Product quality, price, and advertising are three factors that influence consumer decisions to purchase seafood products, according to another study conducted by Riyono and Gigih Erlik Budiharja (2016). This shows how important product quality is to increasing the company's competitiveness. However, the results of this study differ from the results of the study by Marlius & Noveliza (2022) which looked at Converse shoes.

The Influence of Product Promotion on the Decision to Purchase Shoe Products at AL-Shoes Air Tiris Figures

Dewantoro and Farida's (2017) research also supports this finding, showing that customer satisfaction, product quality, and promotional strategies have an impact on customer loyalty to Maju Jaya I Am bags and wallets, where promotions have been shown to increase purchasing decisions. In addition, Komariah's (2017) research, which examined the relationship between consumer decisions to buy Oppo smartphones and the influence of advertising, also found that advertising influences consumer purchasing decisions. Fitantina (2021) found that promotions influence the purchasing decisions of students at the Muhammadiyah University of Palembang. The results support this conclusion. As a result, this study shows how important advertising is in influencing consumer decisions to buy Air Tiris shoes from AL-Shoes.

CONCLUSION

The findings of this study underscore the critical role of product quality, price, and promotion in shaping consumer purchasing decisions. These three factors collectively explain more than half (52.8%) of the variations in consumer decisions, highlighting their substantial influence. Businesses aiming to enhance sales and customer acquisition should therefore prioritize these aspects by ensuring that products meet quality expectations, offering competitive pricing, and designing impactful promotional strategies. By addressing these key factors effectively, companies can align their offerings with consumer preferences and strengthen their market position.

However, it is important to note that 47.2% of the factors influencing purchasing decisions remain unaccounted for in this study. This opens avenues for further research to explore other determinants, such as brand reputation, customer service, technological innovation, or psychological and cultural influences. Understanding these additional elements would provide a more holistic view of consumer behavior, enabling businesses to develop comprehensive strategies that address the diverse needs and preferences of their target audience.

REFERENCES

- Adi, Cahya P.A. (2018). Pengaruh Kualitas Produk, Citra Merek, Harga, Promosi dan Distribusi terhadap Keputusan Pembelian Laptop Merek Asus. Fakultas Ekonomi dan Bisnis. Universitas Muhammadiyah Yogyakarta
- Al Umar, A. U. A., Mustofa, M. T. L., Fitria, D., Jannah, A. M., & Arinta, Y. N. (2021).

- Pengaruh Label Halal dan Tanggal Kadaluaarsa Terhadap Keputusan Pembelian Produk Sidomuncul. *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, 4(1), 641-647
- Amilia, S., & Nst, M. O. A. (2017). Pengaruh Citra Merek, Harga dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(1), 660–669. Retrieved from www.wikipedia.org
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and, Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, ESJ, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Arianty, Nel (2016). *Manajemen Pemasaran*, Medan : Perdana Publishing
- Bilgies, a. F. (2017). Peran Kualitas Produk, Harga Dan Kualitas Layanan Terhadap Kepuasan Pelanggan Billagio Skincare Clinic Sidoarjo. *Ekonika : Jurnal Ekonomi Universitas Kadiri*, 1(1), 78–90. <https://doi.org/10.30737/ekonika.v1i1.7>
- Daryanto, 2011. *Manajemen Pemasaran*. Cetakan 1. Bandung : Satu Nusa
- Dharmesta, B. S., dan Handoko, H. T. 2010. *Manajemen Pemasaran (Analisa Perilaku Konsumen)*, Penerbit BPFE, Yogyakarta
- Firmansyah, Anang. (2018), *Perilaku Konsumen (Sikap dan Pemasaran)*, Yogyakarta: Penerbit Deepublish (Grup Penerbit CV Budi Utama).
- Insani, Nabilah Alya dan Putu Nina Madiawati, 2020, “Pengaruh Kualitas Pelayanan, Harga dan Promosi Terhadap Loyalitas Pelanggan GoFood di Kota Bandung,” *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)* 4, no. 3
- Kolter, P., & Gary Armstrong,. (2015). *Marketing an Introducing* Prencite Hall (12th ed.). Pearson Education, Inc.
- Kotler, P. & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). United Kingdom: Pearson
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson
- Kotler, Philip and Gary Armstrong. (2016). *Prinsip-prinsip Pemasaran*. Edisi13. Jilid 1. Jakarta : Erlangga
- Mongisidi, S. J., Sepang, J., & Soeperno, D. (2019). Pengaruh Lifestyle dan Harga Terhadap Keputusan Pembelian Sepatu Nike (Studi Kasus Manado Town Square). *Jurnal EMBA*, 7(3), 2949–2958
- Nasution, Limbong, & Ramadhan, 2020 PENGARUH KUALITAS PRODUK, CITRA MEREK, KEPERCAYAAN, KEMUDAHAN, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE (Survei pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Jurnal Ecobisma Vol 07. No. 01*
- Rachman, A., Paramita, P. D., Wulan, S. H., & Darsin. (2017). Strategi Kepuasan Konsumen yang Berdampak Minat Beli Ulang Melalui Bauran Pemasaran, Kualitas Produk dan Ekuitas Merek pada PT. Intertobacco Utama Industry Kudus.
- Romdhoni, A. H., & Cahyani, D. I. (2019). Pengaruh Harga, Lokasi, dan Promosi Terhadap Keputusan Konsumen Dalam Pembelian Perumahan di PT. Gemilang Jaya Abadi. *Jurnal Education and Economics (JEE)*, 02(04), 403–408.
- Ruhmahdi, A. R. (2017). Pengaruh Citra Merek, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Shuttlecock Java. *Jurnal Ilmu Dan Riset Manajemen*, 6(3), 1–16
- Soegoto, A. S., Mandey, S., & Sari, R. L. (2014). Citra Merek, Harga Dan Promosi Pengaruhnya Terhadap Keputusan Pembelian Perhiasan Emas Pada PT. Pegadaian

- (Persero) Cabang Manado Utara. Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 2(2), 1222–1232.
- Sudrartono, T., & Saepudin, D. (2020). Pengaruh Strategi Bauran Pemasaran Terhadap Perkembangan Ukm Di Dinas Koperasi Usaha Kecil Dan Menengah Kabupaten Bandung. Jurnal Ilmiah Ekonomi Dan Keuangan Syariah, 2
- Tjiptono. 2018. Strategi Pemasaran Prinsip & Penerapan. Edisi 1. Yogyakarta. Andy
- Wibowo, Ilham, D. And Asdiany, D. (2021) „Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Rm Ayam Bakar Wong Solo Di Cipete“, Jurnal Tadbir Peradaban, 1(1), Pp. 54–49