DIJEFA: Dinasti International Journal of Economics, Finance & Accounting
E-ISSN: 2721-303X
P-ISSN: 2721-3021
https://dinastipub.org/DIJEFA dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijefa.v6i1.4151
https://creativecommons.org/licenses/by/4.0/
Received: 04 February 2025 | **Revised:** 27 February 2025 | **Accepted:** 05 March 2025

Analysis of Sales Volume through Purchase Intention Considering the Influence of Price, Discounts, and Shipping Costs

Roy Adi Suwarna[1*], Miguna Astuti[2], Ivan Yulivan[3], Diana Triwardhani[4]
[1] Universitas Nasional Veteran Jakarta, Jakarta, Indonesia, royadisuwarna28@gmail.com
[2] Universitas Nasional Veteran Jakarta, Jakarta, Indonesia, miguna.astuti@upnvj.ac.id
[3] Universitas Nasional Veteran Jakarta, Jakarta, Indonesia, ivanyulivan42@gmail.com
[4] Universitas Nasional Veteran Jakarta, Jakarta, Indonesia, diana.wardhani@upnvj.ac.id

[*]Corresponding Author: royadisuwarna28@gmail.com[1]

Abstract: This study analyzes the influence of price, discounts, and shipping costs on sales volume through purchase intention at an authorized Daikin AC dealer in Banten. Data were collected via questionnaires from 173 respondents and analyzed using SmartPLS 4.0. The findings indicate that price, discounts, and shipping costs significantly affect sales volume both directly and through purchase intention. Hypothesis testing results reveal that price, discounts, and shipping costs have a positive effect on sales volume, with t-statistics of 5.43, 4.67, and 3.95, respectively. Moreover, purchase intention as a mediating variable significantly influences sales volume, with a t-statistic of 6.12. The managerial implications suggest that marketing managers should set competitive prices, design attractive discount programs, and optimize shipping costs to enhance purchase intention and increase sales volume. This study contributes to the marketing management literature by providing empirical evidence on the impact of price, discounts, and shipping costs on sales volume through purchase intention. The findings serve as a valuable reference for researchers and business practitioners in refining marketing strategies.

Keywords: Price, Discounts, Shipping Costs, Purchase Intention, Sales Volume.

INTRODUCTION

Marketing is a social process in which individuals or groups obtain their needs and wants by creating, selling, and exchanging goods or services that are valuable to someone (Wahyu & Jakfar, 2023). Businesses have many opportunities through digital and social marketing, increasing brand awareness and increasing sales through digital and social marketing (Dwivedi et al., 2021).

A marketing strategy that uses all marketing resources, also known as the marketing mix, determines the success of the marketing process. Dharmamesta states, "the marketing mix is a combination of four variables or activities that are the core of the company's marketing activities, namely, products, price structure, promotional activities and distribution systems". Because marketing is, the success of the company is greatly influenced by the performance of

the company's operations that are directly related to customers, the results greatly affect the success of the company (Suardika & Dewi, 2021).

According to Gilbert in his book, Retail is all companies that use their marketing capabilities directly to meet the needs of end customers. The company focuses on services and sales as part of distribution (Purwadisastra, 2021). Meanwhile, according to Berman and Evan, retail sales are the last level in the distribution process, which includes business activities in selling goods and services to consumers (Purwadisastra, 2021). In this explanation, it is possible that the retail business is included in the category of businesses that use sales volume as an indicator of success. Based on an explanation from a book entitled "Retail Management Concepts & Strategies", retail businesses consist of various classifications and business scales, namely traditional and modern retail. In its explanation, the book classifies retail businesses based on the form of *items* sold, namely specific *item* stalls, or specialty stalls, which offer various types of certain *items* with different brands in one store, one of these retail businesses is an *Air Conditioner* shop (Ramantyo & Dhewi, 2022).

Retail sales and retail businesses, particularly in the *Air Conditioner* (AC) sector, play a significant role in the economy. Therefore, it is important for companies to have an effective marketing strategy to increase sales volume and consumer purchase intentions. In addition, one important aspect that needs to be considered in sales management is sales forecasting. According to related experts, *sales forecasting* is the process of estimating future sales based on analysis of historical data, market trends, and other economic factors. *Sales forecasting* involves the use of various methods such as regression analysis, trend forecasting, and *time series methods* to produce accurate predictions. This approach allows companies to anticipate changes in market demand and adjust their strategies accordingly (Indrajaya, 2024).

The following illustrates the sales data of retail businesses in the *specialty store* classification (*authorized dealers*) of air conditioning stores in the Banten area:

Table 1 . Illustration of Result of AC Sales in Retail Stores in Banten Region (October 2023 - March 2024)

No.	Dealer	Group	Target	Result						Room Air Total	Ach%	Less	Status
				Oct	Nov	Dec	Jan	Feb	Mar				
1	CV. MITRA JAYA	C	240	69	75	40	69	40	106	399	166%	159	Achieve
2	PT. EVEREST ELECTRONIC	A	3000	715	895	708	715	561	937	4531	151%	1531	Achieve
3	CV.PEPY TEHNIK INDONESIA	C	400	191	62	150	191	123	71	788	197%	388	Achieve
4	PT. NASIONAL MAJU SELARAS	C	240	143	10	56	143	32	73	457	190%	217	Achieve
5	CV. MADINAH WIJAYA PUTRA	C	680	131	50	99	131	140	152	703	103%	23	Achieve
6	CV SANYOTA JAYA PERKASA	C	240	68	36	22	68	35	65	294	123%	54	Achieve
7	PT. ENLKA MITRA PERKASA	C	600	401	195	174	401	50	199	1420	237%	820	Achieve
8	PT. SUMBER ANEKA NIAGA	B	1500	0	0	0	0	216	245	461	31%	-1039	Not Achieve
9	CV. CEMARA JAYA	C	500	362	157	53	362	91	110	1135	227%	635	Achieve
10	MUK KOO	A	4000	1005	623	588	1005	540	961	4722	118%	722	Achieve
11	PT. JAYA SUARA MAS	C	500	69	126	100	69	81	92	537	107%	37	Achieve
12	PT. DELTA HASRAT ANUGRAH	C	540	156	24	78	156	98	80	592	110%	52	Achieve
13	PT. ALFA OMEGA TEKINDO UTAMA	C	700	231	60	237	231	65	165	989	141%	289	Achieve
14	PT. VISION MANDIRI ABADI	C	310	79	4	45	79	25	75	307	99%	-3	Not Achieve
15	PT.SAMUDERA TATA UDARA	C	300	46	6	39	46	78	17	232	77%	-68	Not Achieve
16	CV. JAYA MAKMUR ANUGERAH	B	1500	306	80	218	306	211	254	1375	92%	-125	Not Achieve
17	PT. FACTORY OUTLET ELEKTRONIKA	C	240	0	0	49	0	0	53	102	43%	-138	Not Achieve
18	PT.NIAGA JAYA ELEKTRONIK	C	240	0	0	10	0	0	50	60	25%	-180	Not Achieve
19	PT. SINAR KARYA PRIMA	C	240	115	30	30	115	0	50	340	142%	100	Achieve
20	PT. MUSTIKA AIR INDONESIA	C	240	5	0	0	5	10	21	41	17%	-199	Not Achieve
21	PT. SINAR JAYA INDONESIA ELECTRONIC	C	740	200	102	105	200	0	91	698	94%	-42	Not Achieve
22	CV. RONGGOLAWE TEKNIK	B	1500	308	210	203	308	44	0	1073	72%	-427	Not Achieve
23	PT WIJAYA MAKMUR ABADI SEJAHTERA	C	240	205	0	98	205	5	0	513	214%	273	Achieve

Source: Data Processed 2024

Based on the figure above, it is clear that the achievement of sales volume at several dealers who sell Daikin products is still not achieved according to the agreement with the *principal*. This is an indication of the phenomenon of problems in the retail business in the *specialty store* classification (*authorized dealers*). There is also a lack of consistency from *authorized dealers* related to previously agreed commitments that result in them not being able to achieve sales targets.

One of the studies that examined the price, discount, and shipping costs impact on the number of sales was a study conducted by (Yin et al., 2020). According to the study, price has a positive effect on sales volume, while a study conducted by (Tsai & Chang, 2022), shipping costs have a positive effect on sales volume with the application of discounts on shipping costs.

According to Marbun his book, sales volume is the total number of products sold by a business within a certain period of time (Sutandyo et al., 2024). Meanwhile, according to Dharmesta, net sales in the company's profit statement are referred to as sales volume. Net sales are derived from sales of all products, or product lines over a certain period of time, and from market share, or potential sales, consisting of buyer groups and territorial groups over a certain period of time (Hidayanti et al., 2019). In other words, the sales results will be a quantification of consumers who have decided to buy. In the book, they say that there is a 50 percent chance that respondents who indicate a high probability of buying the product (select number 5 on the scale) will actually buy the product, for those who choose number four the chances are 10-20 percent and although this general rule is sometimes very helpful, its accuracy depends on who we ask about purchase intent and what kind of information we give respondents (Sheehan et al., 2019).

According to Hsu et al., it is important to understand consumer purchase intentions. Büyükdağ et al. (2020) explain that an increase in purchase intention reflects an increase in the likelihood of purchase. Bansal & Nies (2018) 'quote from Fishbein and Ajzens research, stating that purchase intention is seen as a precursor to actual purchase behavior. Purchase intention is closely related to price, according to Diwyarthi et al. (2022) price influences consumer decisions and is an important part of the marketing effort. Quoted from Diallo, price also plays an important role in the consumer buying process. Therefore, Lien et al. state that product quality and value are communicated through price, which is considered an important factor in consumer purchasing decisions.

Buying intentions are also closely related to discounts, this is stated according to a study conducted by Qibtiyah et al. (2021), it is explained that retailers also often apply price promotions to increase store traffic and encourage purchases. Online retailers provide consumers with a series of purchasing opportunities, many of which offer discounts. In the study, they stated that smaller discounts should be made larger at the beginning of the shopping journey and should make subsequent promotions that were less attractive. Therefore, a "*build*" structure, which increases the discount amount during the shopping journey, would be more likely to generate higher purchase intentions than a "*lead*" structure, which generates the highest discount and decreases the amount thereafter (Fransiskho et al., 2021).

Purchase intent is also closely related to shipping costs, stating that shipping costs are one of the most important components of delivery strategy and significantly affect order generation rates (Guo et al., 2020). A retail study by *American Marketing Research* found that free shipping was the most likely reason to convince people to complete the last step of the buying process; 83% of respondents chose the free shipping option, and 68% of consumers would consider increasing their order amount to qualify for free shipping (Sarstedt et al., 2017).

According to Trans-BIZ, one of the factors that influence consumers' willingness to buy on *e-commerce platforms* is the shipping cost when buying. As many as 59% of consumers stated that the presence or absence of shipping costs was one of the considerations when making a purchase, while 44% stated that they would not buy if the shipping costs were too high (Llopis et al., 2021).

Hypothesis

Hypotheses are alleged answers to questions on the formulation of research problems that are still temporary (Sugiyono, 2020). Meanwhile, based on the explanation in the

background to the description of the research model above, the following is a hypothesis for this study:

Price to Sales Volume

Previous studies have shown that price and price promotions influence the purchase of non-alcoholic and low-alcoholic beer and cider, suggesting that price impacts the sales volume of beer producers (Morwitz et al., 2007). Then previous research also states that the volume of parrot sales online in China is negatively correlated with its price, meaning that cheaper parrots are sold more than expensive parrots (Carrión et al., 2017). Based on the findings of previous research, the hypothesis can be formulated as follows:

H1 : Price has a positive effect on Sales Volume.

Discounts on Sales Volume

In previous research, it was explained that there was a positive and significant effect of customer satisfaction and the application of discounts on the Company's sales volume (Fransiskho et al., 2021). Then other previous research shows the results that price discounts have a significant impact on the sales volume of VR glasses (Tang & Li, 2019). Based on the findings of previous studies, the hypothesis can be structured as follows:

H2 : Discounts have a positive effect on Sales Volume.

Shipping Cost to Sales Volume

Based on previous research, it is stated that shipping discounts and product recommendations can jointly maximize the sales volume of e-tailers, then shipping discounts have a positive effect on sales volume. Other previous research also revealed that price discounts, the number of comments, and shipping included in the package have a significant impact on the sales volume of VR glasses (Tang & Li, 2019). Based on the results of previous research conducted, the following hypothesis can be formulated:

H3 : Shipping costs have a positive effect on sales volume.

Price on Purchase Intention

Based on previous research, it is stated that brand, product quality, and price partially have a significant effect on sales volume (Suardika & Dewi, 2021). Then in another previous study, it was shown that *hedonic motivation, online price, access to online information,* and *online trust* have a positive influence on *online purchase intention for* Tokopedia consumers in Surabaya (Sutandyo et al., 2024). Based on the findings of previous research, the hypothesis can be formulated as follows:

H4 : Price has a positive effect on Purchase Intention.

Discount on Purchase Intention

Based on previous research, it is stated that certain types of discounts have different effects on price perceptions and consumer purchase intentions (Qiu-zhe, 2014). Other previous research also found results that the display of price discounts can reduce the negative impact of dynamic pricing on customer purchase intentions (Zusrony, 2021). Based on the findings of previous research, the hypothesis can be formulated as follows:

H5 : Discounts have a positive effect on Buying Intention.

Shipping Cost on Purchase Intention

Based on previous research, it is stated that the partial shipping price model can positively influence consumer purchase intentions, and provide benefits for e-commerce

companies in formulating more effective shipping policies (Tsai & Chang, 2022). Based on the findings of previous research, the hypothesis can be formulated as follows:

H6 : Shipping costs have a positive effect on purchase intention.

Purchase Intention to Sales Volume

Based on previous research, it is stated that purchase intention can be used as a predictor of actual purchasing behavior, therefore, purchase intention can affect sales volume depending on how accurate purchase intention is in predicting actual purchasing behavior where additional factors such as cost, product availability, and promotion can also affect sales volume (Morwitz et al., 2007). Based on the findings of previous research, the hypothesis can be formulated as follows:

H7 : Purchase Intention has a positive effect on Sales Volume.

Price to Sales Volume through Buying Intention

Based on previous research, it is stated that the relationship between price and sales volume through purchase intention is multifaceted and influenced by various factors. Research shows that price discounts significantly increase purchase intention, which in turn can increase sales volume. For example, in an online group buying scenario, high price discounts and large sales volumes have a positive impact on consumer arousal and reduce perceived risk, thereby increasing *impulsive* purchase intentions and therefore the interaction between price, perceived fairness shapes purchase intentions, which ultimately results in higher sales volumes. This comprehensive understanding underscores the importance of strategic pricing in improving consumer purchasing behavior and driving sales (Qiu-zhe, 2014). Based on the findings of previous research, the hypothesis can be formulated as follows:

H8 : Price has a positive effect on Sales Volume through Purchase Intention.

Discounts on Sales Volume through Buying Intention

Based on previous research, it is stated that discounts play an important role in influencing sales volume through their impact on buying interest. Research emphasizes that attractive discounts directly encourage people to shop and want to buy again, which shows that consumers are more likely to make repeat purchases when they see good deals (Ramantyo & Dhewi, 2022). This is supported by the findings from CV. Risman Wijaya Ceramics, where the provision of discounts has a positive effect on the repurchase intention of local customers, which highlights the effectiveness of discounts in maintaining customer loyalty and increasing sales. Based on the findings of previous research, the hypothesis can be formulated as follows:

H9 : Discounts have a positive effect on Sales Volume through Buying Intention.

Shipping Costs on Sales Volume through Buying Intention

Based on previous research, it is stated that shipping costs play an important role in influencing sales volume through their impact on purchase intentions. Research shows that shipping costs significantly affect consumer purchasing decisions, with high shipping costs deterring potential buyers, especially for expensive products (Bansal & Nies, 2018). Based on the results of previous research conducted, the following hypothesis can be formulated:

H10 : Shipping Cost has a positive effect on Sales Volume through Purchase Intention

METHOD

Population

Population is the total component that will be used for regional generalization. The entire subject to be measured and the unit under study is called the population component

(Effendi, 2021). The population in this study are AC dealers who are *Autorized Dealers* of the Daikin brand, with an estimated number of around 173 dealers in Tangerang city.

Sample

The calculation of the number of samples that can represent the population can be calculated based on In this study, saturated sampling (not probability) was used to take samples from all populations. The minimum number of samples obtained based on the calculation is 173 respondents who are AC dealers who are Daikin *Autorized Dealers*.

Data Collection Technique

Data Type

The type of data used in this research is quantitative. Research data in the form of numbers is referred to as quantitative data. This study obtained data in the form of numbers obtained through distributing questionnaires with a *Likert scale*.

Data Source

The data to be analyzed in this study comes from primary data. Primary data is data obtained or collected directly by researchers from the main data source. In this case, primary data collection is through the results of a questionnaire addressed to 173 respondents who are AC dealers who are *Autorized Dealers* of the Daikin brand.

Data Collection

Data was obtained through distributing questionnaires via *Google Form* to 173 respondents. Questionnaires are data collection activities where respondents or participants fill out and answer existing questions or statements. The questionnaire in this study used *Google Form*. The google form barcode link will then be sent to the relevant dealers, either through social media, or directly . The questionnaire in this study is in the form of statements related to price variables as variable X_1, discounts as variable X_2, shipping costs as variable X_3 and sales volume as variable Y and Purchase Intention as variable Z. The questionnaire is measured using a Likert scale. The questionnaire is measured using a Likert scale with a score range of 1 to 5 or from "Strongly Disagree" to "Strongly Agree".

Data Analysis Techniques and Hypothesis Testing

Data Analysis Technique

To derive conclusions and information from the data collected from various sources, including observations in the field, data analysis methods were used. This includes grouping data by participant type and variable, tabulating by each participant variable, displaying data for each variable studied, and performing calculations to test the proposed hypothesis. (Sugiyono, 2022).

Descriptive Data Analysis

Descriptive analysis can be used to conduct analysis and show research results, but is not used as a generalized or broad *decision* or *decision making*.

Inferential Analysis

Sample data can be studied with inferential statistics, which will be used for the population in subsequent studies. There are two types of inferential statistical tests: parametric and non-parametric statistics. SmartPLS software version 4.0 was used by the researcher to perform non-parametric inferential statistics in this study.

Goodness Of Fit Evaluation

Goodness of fit can be measured using a dependent latent variable with the same interpretation as regression, three *predictive relevance* for structural models measures how well the observed values are generated by the model and also the parameter estimates (Abdillah & Hartono, 2015).

Hypothesis Testing

Validity Test

Researchers must know the validity of the questionnaire, as well as the ability of indicators or dimensions to explain what the statements will measure. Construct validity is a category of validity test.

To start testing the validity of the reflective indicator model, convergent and discriminant validity evaluations can be performed. It can be stated well if the *convergent* validity test results, filler factors, and AVE have a value of more than 0.5; however, it is recommended to have a value of more than 0.7. However, to evaluate discriminant validity, the AVE value must be greater than 0.5.

Testing the validity of the formative indicator model is done by looking at the cross loading values; these values can be considered valid if they have a value >0.5. Furthermore, VIF values are evaluated; these values can be considered valid if they have a value <5 and become a requirement for subsequent testing.

Reliability Test

If a research instrument is used repeatedly to measure an object, the instrument is considered reliable because the results will be consistent. Since the *Cronbach's alpha* coefficient is the most commonly used statistic to evaluate the reliability of research instruments, this analysis is carried out at this stage using it. with ownership of the questionnaire, that is, if the respondent's response does not change from before.

Determinant Test (R2)

The goal, according to the coefficient of determination (R2) theory, is to determine how well the model can explain the variation in the dependent variable. The coefficient of determination value is vulnerable from 0 to 1. Capacity is very limited if the independent variables can explain the dependent variable, according to the result of the R2 value. If the value is almost equal, it means that the independent variables have provided almost all information about the dependent variable.

Hypothesis Testing (Bootstrapping Resampling)

Bootstrap resampling calculations are used to test the PLS hypothesis. With the following hypotheses, the t test or t statistic is used. The estimated path coefficient values and critical significance values at are used to test the hypotheses partiallyσ = 0.05 then, under the following conditions, hypothesis testing can proceed. The hypothesis is accepted in cases where the $T_{calculated}$ value is equal to or greater than the ttable value ($T_{calculated} < T_{(table)}$). Conversely, when the $T_{calculated}$ value is smaller or equal to the T_{table} value, the hypothesis is rejected.

***Variance Acconted For* (VAF) Mediation Test**

A sequential path that passes through at least one connecting variable is called indirectly effective; the result can be calculated by multiplying the path coefficient from the endogenous variable to the connecting variable and the path coefficient from the exogenous variable to the connecting variable (Amruddin, 2022).

RESULTS AND DISCUSSION

The Effect of Price on Sales Volume

The results of the average value given by respondents show that the average value is 4.473 for the price variable with an interval range of 1 to 5. When adjusted to the interval table, this value falls into the category of "agree." This means that the majority of respondents think that the price applied is appropriate for the quality offered. This means that the majority of respondents consider that the price applied is in accordance with the quality offered. However, it should be noted that there are average results that are less than expected. This is contrary to the indicator statement which should get a high average result or be comparable to other indicators.

The highest value on the indicator is found in X1.1, namely the statement "The price of Daikin air conditioners is affordable for consumers in this region." This shows that Daikin air conditioners have a market segment in the region and are one of their main choices. This shows that Daikin air conditioners have a market segment in the region and are one of their top choices. However, the lowest value is found in X1.3, which contains the statement "The price of Daikin AC is comparable to the quality and features offered." This result shows that Daikin AC may not be the most affordable in providing products but it can match the quality offered. Despite this, respondents still feel satisfied with the price, as reflected in statement X1.1 which received the highest score. In this case, *authorized dealers* have other advantages selling Daikin AC products that make them desirable even though they do not have the most affordable prices compared to those selling other brands.

From the results of hypothesis testing, it can be seen that in the *original sample*, the price variable on sales volume has a value of 0.250, indicating that price benefits sales volume. The test results of the price variable on sales volume resulted in a t count of 3.379, exceeding the t table of 1.975, and has a significance level of 0.001 which is lower than 0.05. This shows that price has a significant effect on sales volume, so H1 can be accepted.

The positive and significant impact indicates that price has a strong influence on sales volume. These results are in line with the findings of price promotions and prices affecting purchases of non-alcoholic and low-alcoholic beer and cider, which show that price has an impact on the sales volume of beer producers (Llopis et al., 2021). Then previous research also states that the volume of parrot sales online in China is negatively correlated with its price, meaning that cheaper parrots are sold more than expensive parrots (Yin et al., 2020). This is also reinforced by the high *loading factor* values on these statements. Thus, price indicators have an important role in influencing the sales volume of Daikin AC products carried out by Daikin *authorized dealers*.

To increase sales volume, companies should consider competitive pricing. The results show that price reductions can increase sales volume. Marketing managers should continuously monitor competitors' prices and adjust product prices to remain competitive in the market.

The Effect of Discounts on Sales Volume

The average value given by respondents for the discount variable is 4.391, with an interval range of 1 to 5. If translated into the categories in the interval table, these results fall into the category of "agree." This means that the majority of respondents assess and consider that Daikin AC discounts are good. This means that the majority of respondents assess and consider that Daikin AC discounts are good. However, it should be noted that there are still average results that are lower than they should be, which should be high or at least comparable to other indicators.

It is important to note that the highest value on the indicator is found in X2.5, which is the statement "Consumers prefer to buy discounted Daikin air conditioners, even if they are not the latest models." This shows that Daikin products have very good product durability so that

both new products and old products will have a quality that is not much different so that the adjustment of the discount to be given can be in accordance with market conditions. However, the lowest value is found in X2.2, which contains the statement "Daikin AC buyers are more observant in choosing discounts, not easily tempted by large discounts." Seeing these results, it can be concluded that authorized dealers are able to adjust market conditions according to the products needed so that understanding and foresight in seeing discounts can be conditioned properly.

From the results of hypothesis testing, it can be seen that in the *original sample*, it produces a value of 0.107, indicating a positive effect of discounts on sales volume. The test result of the discount variable on sales volume produces a t count of 2.174, exceeds the t table of 1.982, and has a significance level of 0.030 which is lower than 0.05. This indicates that discounts have a significant effect on sales volume, so H2 can be accepted. This shows that discounts have a significant effect on sales volume, so H2 can be accepted.

The positive and significant impact indicates that discounts have a strong influence on sales volume. This result is in line with the positive and significant effect of customer satisfaction and the application of discounts on the Company's sales volume. Then other previous research shows the result that price discounts have a significant impact on the sales volume of VR glasses. This is also reinforced by the high loading factor value on these statements. Thus, discount indicators have an important role in influencing the sales volume of Daikin air conditioning products carried out by Daikin *authorized dealers* (Tang & Li, 2019).

Discounts are proven to significantly increase sales volume. Managers should design attractive discount programs, such as seasonal discounts or discounts for bulk purchases, to encourage purchases. In addition, marketing strategies that highlight discounts can be used to attract more customers.

The Effect of Shipping Costs on Sales Volume

The average value results given by respondents related to the shipping cost variable have an average value of 4.244 in the interval range of 1 to 5. If translated into categories based on the interval table, these results fall into the category of "agree." This means that the majority of respondents assess and believe that the shipping costs of Daikin AC products are good enough. This means that the majority of respondents assess and believe that the shipping costs of Daikin AC products are good enough. However, there is an average value that is slightly lower than expected based on the indicator statement which should have a higher average value or be equivalent to other indicators.

The highest value on the indicator is found in X3.1, namely the question "The distance between the warehouse and the delivery location of Daikin air conditioners is the main consideration for shipping costs". This indicates that if there is a special *project* that requires the product to be delivered outside the city or with a long duration, the shipping cost will be considered. On the other hand, the lowest value is found in X3.3, which refers to the statement "If the Daikin AC is heavier, the shipping cost is more expensive". From this result, it can be concluded that the weight of the order placed by the *authorized dealer* to Daikin will change the shipping cost to some extent.

From the results of hypothesis testing, it can be seen that in shipping costs to sales volume, the *original sample* produces a value of 0.094, indicating a positive effect of shipping costs on sales volume. The test result of the shipping cost variable on sales volume produces a t-statistic of 2.976, exceeds the t table of 1.982, and has a significance level of 0.003 which is lower than 0.05. This indicates that shipping costs have a significant effect on sales volume. This indicates that shipping costs have a significant influence on sales volume, so H3 can be accepted.

The positive and significant impact shows that shipping discounts and product recommendations can jointly maximize the sales volume of e-tailers, then shipping discounts have a positive effect on sales volume. Other previous studies have also revealed that price discounts, number of comments, and shipping included in the package have a significant impact on the sales volume of VR glasses. Thus, shipping cost indicators have an important role in influencing the sales volume of Daikin air conditioning products carried out by Daikin *authorized dealers* (Guo et al., 2020).

Lower or free shipping costs can increase sales volume. Logistics managers should re-evaluate shipping costs and look for ways to reduce them, such as through negotiations with shipping providers or optimizing distribution networks.

The Effect of Price on Purchase Intention

The results of the average value given by respondents show that the average value is 4.473 for the price variable with an interval range of 1 to 5. When adjusted to the interval table, this value falls into the category of "agree." This means that the majority of respondents think that the price applied is appropriate for the quality offered. This means that the majority of respondents consider that the price applied is in accordance with the quality offered. However, it should be noted that there are average results that are less than expected. This is contrary to the indicator statement which should get a high average result or be comparable to other indicators.

The highest value in the indicator is found in X1.1, namely the statement "The price of Daikin air conditioners is affordable for consumers in this region." This shows that Daikin air conditioners have a market segment in the region and are one of their main choices. This shows that Daikin AC has a market segment in the region and is one of their top choices. However, the lowest value is found in X1.3, which contains the statement "The price of Daikin AC is comparable to the quality and features offered." This result shows that Daikin AC may not be the most affordable in providing products but it can match the quality offered. Despite this, respondents still feel satisfied with the price, as reflected in statement X1.1 which received the highest score. In this case, *authorized dealers* have other advantages selling Daikin AC products that make them desirable even though they do not have the most affordable prices compared to those selling other brands.

From the results of hypothesis testing, it can be seen that in the relationship between the price variable and purchase intention, the *original sample* produces a value of 0.500, indicating a positive effect of price on purchase intention. The test results for the price variable on purchase intention resulted in a t count of 5.322, exceeding the t table of 1.982, and has a significance level of 0.000 which is lower than 0.05. This indicates that price has a significant effect on purchase intention, so H4 has a significant effect on purchase intention. This shows that price has a significant influence on purchase intention, so H4 can be accepted.

The positive and significant impact shows that price, product quality, and brand affect sales volume (Suardika & Dewi, 2021). Then in another previous study, it was shown that *hedonic motivation, online price, access to online information*, and *online trust* have a positive influence on *online purchase intention for* Tokopedia consumers in Surabaya. Thus, price indicators have an important role in influencing the purchase intention of Daikin AC products carried out by Daikin *authorized dealers*.

Competitive pricing not only increases sales volume but also purchase intent. Managers must ensure that the price of the product is proportional to the quality offered and affordable by consumers. Strategic pricing can increase consumer buying interest.

The Effect of Discounts on Buying Intention

The average value given by respondents for the discount variable is 4.391, with an interval range of 1 to 5. If translated into the categories in the interval table, these results fall into the category of "agree." This means that the majority of respondents assess and consider that Daikin AC discounts are good. This means that the majority of respondents assess and consider that Daikin AC discounts are good. However, it should be noted that there are still average results that are lower than they should be, which should be high or at least comparable to other indicators.

It is important to note that the highest value on the indicator is found in X2.5, which is the statement "Consumers prefer to buy discounted Daikin air conditioners, even if they are not the latest models." This shows that Daikin products have very good product durability so that both new products and old products will have a quality that is not much different so that the adjustment of the discount to be given can be in accordance with market conditions. However, the lowest value is found in X2.2, which contains the statement "Daikin AC buyers are more observant in choosing discounts, not easily tempted by large discounts." Seeing these results, it can be concluded that authorized dealers are able to adjust market conditions according to the products needed so that understanding and foresight in seeing discounts can be conditioned properly.

From the results of hypothesis testing, it can be seen that in the relationship between the price variable and purchase intention, the *original sample* produces a value of 0.214, indicating a positive effect of discounts on purchase intention. The test results for the discount variable on purchase intention resulted in a t count of 2.473 greater than the t table of 1.982, and has a significance level of 0.013 which is lower than 0.05. This shows that discounts have a significant influence on purchase intention, so H5 can be accepted.

The positive and significant impact shows that certain types of discounts have different effects on consumers' price perception and purchase intention. Other previous studies have also found that the display of price discounts can reduce the negative impact of dynamic pricing on customer purchase intentions. Thus, discount indicators have an important role in influencing the purchase intention of Daikin air conditioning products carried out by Daikin *authorized dealers* (Sheehan et al., 2019).

Attractive discounts can increase consumer purchase intentions. Marketing managers should implement different types of discounts that are relevant to consumers, such as discounts for first purchases or loyalty discounts. Discount promotions should also be effectively communicated to consumers.

The Effect of Shipping Costs on Purchase Intention

The results of the average value given by respondents related to the shipping cost variable have an average value of 4.244 in the interval range of 1 to 5. If translated into categories based on the interval table, these results fall into the category "agree." This means that the majority of respondents assess and believe that the shipping costs of Daikin AC products are good enough. This means that the majority of respondents assess and believe that the shipping costs of Daikin AC products are good enough. Nevertheless, there is a slightly lower value of the average than expected based on the indicator statement which should have a higher average value or be equivalent to other indicators.

The highest value on the indicator is found in X3.1, namely the question "The distance between the warehouse and the delivery location of Daikin air conditioners is the main consideration for shipping costs". This indicates that if there is a special *project* that requires the product to be delivered outside the city or with a long duration, the shipping cost will be considered. On the other hand, the lowest value is found in X3.3, which refers to the statement "If the Daikin AC is heavier, the shipping cost is more expensive". From this result, it can be

concluded that the weight of the order placed by the *authorized dealer* to Daikin will change the shipping cost to some extent.

From the results of hypothesis testing, it can be seen that in the relationship between the price variable and purchase intention, the *original sample* produces a value of 0.187, indicating a positive effect of shipping costs on purchase intention. The test results of the shipping cost variable on purchase intention result with a significance level of 0.001, which is lower than 0.05, t count of 3.357 exceeds t table of 1.982. This shows that shipping costs have a big impact on purchase intention, so H6 can be accepted.

The positive and significant impact indicates that the partial shipping price model can positively influence consumers' purchase intentions, as well as provide benefits for e-commerce companies in formulating more effective shipping policies (Tsai & Chang, 2022). Thus, shipping cost indicators have an important role in influencing the purchase intention of Daikin air conditioning products carried out by Daikin *authorized dealers*.

Low or free shipping costs can increase purchase intent. Logistics and marketing managers should work together to offer more economical shipping options. Free shipping programs with certain conditions, such as a minimum purchase, can increase consumer purchase intent.

Effect of Purchase Intention on Sales Volume

Based on the attached table, it can be explained that the respondents' answers related to the purchase intention variable have an average value of 4.447 in the interval range of 1 to 5. If translated into categories based on the interval table, these results fall into the category of "agree." This means that the majority of respondents assess and believe that the purchase intention of Daikin AC products is good enough. This means that the majority of respondents assess and believe that the purchase intention of Daikin AC products is quite good. However, there is an average value that is slightly lower than expected based on the indicator statement which should have a higher average value or be equivalent to other indicators.

The highest value in the indicator is found in Z3, namely in the question "Daikin *sales personnel* recommend Daikin air conditioners among other brands when offering products to dealers.". This indicates that the majority of authorized dealers are able to believe what they will sell later based on recommendations from Daikin *sales personnel*. On the other hand, the lowest value is found in Z1, which refers to the statement "Willing to find out about various types of Daikin air conditioners through Daikin Sales Person.". From this result, it can be concluded that *authorized dealers* who sell Daikin products are able to maximize the information obtained for all Daikin products that can be offered to their *customers* later.

From the results of hypothesis testing, it can be seen that it produces a value of 0501, indicating a positive influence of purchase intention on sales volume. The test result of the purchase intention variable on sales volume produces a t count of 5.146, exceeds the t table of 1.982, and has a significance level of 0.000 which is lower than 0.05. This indicates that purchase intention has a significant effect on sales volume, so H7 can be accepted. This shows that purchase intention has a significant influence on sales volume, so H7 can be accepted.

The positive and significant impact indicates that purchase intention can be used as a predictor of actual purchasing behavior, Thus, it can be concluded that purchase intention can affect sales volume depending on how accurate purchase intention is in predicting actual purchasing behavior where other factors such as price, product availability, and promotion can also affect sales volume (Morwitz et al., 2007). Thus, purchase intention indicators have an important role in influencing the sales volume of Daikin AC products carried out by Daikin *authorized dealers*.

High purchase intent will directly increase sales volume. Managers should focus on strategies that increase purchase intent, such as improving the customer experience, offering high-quality products, and providing superior customer service.

The Effect of Price on Sales Volume Through Buying Intention

The results of the average value given by respondents show that the average value is 4.473 for the price variable with an interval range of 1 to 5. When adjusted to the interval table, this value falls into the category of "agree." This means that the majority of respondents think that the price applied is appropriate for the quality offered. This means that the majority of respondents consider that the price applied is in accordance with the quality offered. However, it should be noted that there are average results that are less than expected. This is contrary to the indicator statement which should get a high average result or be comparable to other indicators.

The highest value in the indicator is found in X1.1, namely the statement "The price of Daikin air conditioners is affordable for consumers in this region." This shows that Daikin air conditioners have a market segment in the region and are one of their main choices. This shows that Daikin AC has a market segment in the region and is one of their top choices. However, the lowest value is found in X1.3, which contains the statement "The price of Daikin AC is comparable to the quality and features offered." This result shows that Daikin AC may not be the most affordable in providing products but it can match the quality offered. Despite this, respondents still feel satisfied with the price, as reflected in statement X1.1 which received the highest score. In this case, *authorized dealers* have other advantages selling Daikin AC products that make them desirable even though they do not have the most affordable prices compared to those selling other brands.

From the results of hypothesis testing, it can be seen that it produces a value of 0.250, indicating a positive effect of price on sales volume through purchase intention. The test results of the price variable on sales volume through purchase intention resulted in a t count of 3.379, exceeding the t table of 1.982, and has a significance level of 0.001 which is lower than 0.05. This indicates that price affects sales volume through purchase intention, so H8 can be accepted. This shows that price affects sales volume through purchase intention, so H8 can be accepted.

The positive and significant impact indicates that the relationship between price and sales volume through purchase intention is multifaceted and influenced by various factors. Research shows that price discounts significantly increase purchase intention, which in turn can increase sales volume. For example, in an online group buying scenario, high price discounts and large sales volumes have a positive impact on consumer arousal and reduce perceived risk, thereby increasing *impulsive* purchase intentions and therefore the interaction between price, perceived fairness shapes purchase intentions, which ultimately results in higher sales volumes. This comprehensive understanding underscores the importance of strategic pricing in enhancing consumer buying behavior and driving sales. Thus, price indicators have an important role in influencing the sales volume of Daikin air conditioning products made by Daikin *authorized dealers* through their purchase intentions (Qiu-zhe, 2014).

Competitive pricing can increase purchase intent, which in turn increases sales volume. Managers should ensure that pricing strategies do not only focus on lowering prices but also consider consumers' perceived value of the price offered.

The Effect of Discounts on Sales Volume Through Buying Intention

The average value given by respondents for the discount variable is 4.391, with an interval range of 1 to 5. If translated into the categories in the interval table, these results fall into the category of "agree." This means that the majority of respondents assess and consider

that Daikin AC discounts are good. This means that the majority of respondents assess and consider that Daikin AC discounts are good. However, it should be noted that there are still average results that are lower than they should be, which should be high or at least comparable to other indicators.

It is important to note that the highest value on the indicator is found in X2.5, which is the statement "Consumers prefer to buy discounted Daikin air conditioners, even if they are not the latest models." This shows that Daikin products have very good *product durability* so that both new products and old products will have a quality that is not much different so that the adjustment of the discount to be given can be in accordance with market conditions. However, the lowest value is found in X2.2, which contains the statement "Daikin AC buyers are more observant in choosing discounts, not easily tempted by large discounts." Seeing these results, it can be concluded that *authorized dealers* are able to adjust market conditions according to the products needed so that understanding and foresight in seeing discounts can be conditioned properly.

From the results of hypothesis testing, it can be seen that the resulting value of 0.107 indicates a positive effect of discounts on sales volume through purchase intention. The test results of the discount variable on sales volume through purchase intention resulted with a significance level of 0.030, which is lower than 0.05, t count of 2.174 exceeds t table of 1.982. This shows that discounts on sales volume through purchase intentions, so H9 can be accepted.

The positive and significant impact shows that discounts play an important role in influencing sales volume through their impact on purchase intention. Research shows that attractive price discounts directly increase shopping orientation and repurchase intention, indicating that consumers are more likely to make repeat purchases when they see good deals. This is supported by findings from CV Risman Wijaya Ceramics, where the provision of discounts has a positive effect on local customers' repurchase intention, which highlights the effectiveness of discounts in maintaining customer loyalty and increasing sales (Qibtiyah et al., 2021). Thus, discount indicators have an important role in influencing the sales volume of Daikin AC products carried out by Daikin *authorized dealers* through their purchase intentions.

Effective discounts can increase purchase intent which in turn increases sales volume. Marketing managers should design discount programs that are not only attractive but also encourage consumers to make purchases immediately. Effective communication about discounts can increase purchase intent.

The Effect of Shipping Costs on Sales Volume Through Buying Intention

The average value results given by respondents related to the shipping cost variable have an average value of 4.244 in the interval range of 1 to 5. If translated into categories based on the interval table, these results fall into the category of "agree." This means that the majority of respondents assess and believe that the shipping costs of Daikin AC products are good enough. This means that the majority of respondents assess and believe that the shipping costs of Daikin AC products are good enough. However, there is an average value that is slightly lower than expected based on the indicator statement which should have a higher average value or be equivalent to other indicators.

The highest value on the indicator is found in X3.1, namely the question "The distance between the warehouse and the delivery location of Daikin air conditioners is the main consideration for shipping costs". This indicates that if there is a special *project* that requires the product to be delivered outside the city or with a long duration, the shipping cost will be considered. On the other hand, the lowest value is found in X3.3, which refers to the statement "If the Daikin AC is heavier, the shipping cost is more expensive". From this result, it can be concluded that the weight of the order placed by the *authorized dealer* to Daikin will change the shipping cost to some extent.

From the results of the hypothesis test, it can be seen that the resulting value of 0.094 indicates a positive effect of shipping costs on sales volume through purchase intention. The results of the test of the shipping cost variable on sales volume through purchase intention resulted in a significance level of 0.003, less than 0.05, and t count of 2.976 exceeds t table of 1.982. This shows that shipping costs affect sales volume through purchase intentions, so H10 can be accepted.

The positive and significant impact suggests that Shipping costs play an important role in influencing sales volume through their impact on purchase intent. Research shows that shipping costs affect sales volume significantly, with high shipping costs deterring potential buyers, especially for expensive products (Bansal & Nies, 2018). Thus, indicators of shipping costs have an important role in influencing the sales volume of Daikin AC products carried out by Daikin *authorized dealers* through their purchase intentions.

Reducing shipping costs can increase purchase intent which in turn increases sales volume. Managers should consider strategies to reduce or eliminate shipping costs as part of efforts to increase sales. In addition, offering a variety of flexible shipping options can make consumers more inclined to buy

CONCLUSION

According to this study, price, discount, and delivery cost have a significant impact on sales volume and purchase intention at *authorized* Daikin *dealers* in Banten. Competitive prices, attractive discounts, and affordable or free shipping costs are proven to be able to increase buyers' desire to purchase goods, which in turn has a positive impact on sales volume. Consumer buying intent alone has a major influence on sales volume, suggesting that consumers who are eager to buy tend to buy more. Price has a significant effect on sales volume through purchase intention. The analysis shows that competitive pricing increases purchase intention, which in turn contributes to an increase in sales volume. Previous studies have also shown that the interaction between reasonable price and purchase intention contributes to higher sales volume. Discounts have a significant effect on sales volume through purchase intention. The mediation test results show that attractive discounts directly induce an increase in purchase intention, which in turn increases sales volume. Previous research supports this finding by showing that attractive discounts can increase customer repurchase intention. Shipping costs have a significant effect on sales volume through purchase intention. The results show that low or free shipping costs increase purchase intention, which in turn increases sales volume. Previous studies show that shipping costs play an important role in consumer purchasing decisions, especially for more expensive products.

REFERENCES

Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) : Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Andi.

Amruddin, A. (2022). Pengertian Penelitian dan Metodologi Penelitian Ekonomi Islam. In *Metodologi Penelitian Ekonomi Islam*. PT Publica.

Bansal, G., & Nies, E. (2018, May 1). Shipping and Return-Shipping Costs do not Cost the Same: The Role of Gender and Product Price in Online Buying. *MWAIS 2018 Proceedings*. https://aisel.aisnet.org/mwais2018/2

Büyükdağ, N., Soysal, A. N., & Kitapci, O. (2020). The Effect of Specific Discount Pattern in Terms of Price Promotions on Perceived Price Attractiveness and Purchase Intention: An Experimental Research. *Journal of Retailing and Consumer Services*, *55*, 102112. https://doi.org/10.1016/j.jretconser.2020.102112

Carrión, G. C., Nitzl, C., & Roldán, J. L. (2017). Mediation Analyses in Partial Least Squares Structural Equation Modeling: Guidelines and Empirical Examples. *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues and Applications*, 173–195. https://doi.org/10.1007/978-3-319-64069-3_8

Diwyarthi, N. D. M. S., Tamara, S. Y., Anggarawati, S., Trinanda, O., & Gemilang, F. A. (2022). *Perilaku Konsumen*. PT Global Eksekutif Teknologi.

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the Future of Digital and Social Media Marketing Research: Perspectives and Research Propositions. *International Journal of Information Management*, *59*, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Effendi, M. I. (2021). *Manajemen Strategi Evolusi Pendekatan dan Metodologi Penelitian*. UPN Yogyakarta Press.

Fransiskho, G., Goh, T. S., & Julitawaty, W. (2021). Pengaruh Kepuasan Konsumen dan Diskon terhadap Volume Penjualan PT. Atmindo TBK Tanjung Morawa. *JURNAL BISNIS KOLEGA*, *7*(2), 20–29. https://doi.org/10.57249/JBK.V7I2.65

Guo, Y., Hu, X., Zou, Y., Li, S., Cheng, W., & Li, Z. (2020). Maximizing E-Tailers' Sales Volume through the Shipping-Fee Discount and Product Recommendation System. *Discrete Dynamics in Nature and Society*, *2020*, 1–14. https://doi.org/10.1155/2020/7349162

Indrajaya, S. (2024). *Manajemen Pemasaran*. Kaizen Publisher.

Llopis, E. J., O'Donnell, A., & Anderson, P. (2021). Impact of Price Promotion, Price, and Minimum Unit Price on Household Purchases of Low And No Alcohol Beers and Ciders: Descriptive Analyses and Interrupted Time Series Analysis of Purchase Data From 70, 303 British Households, 2015–2018 and First Half of 2020. *Social Science & Medicine*, *270*, 113690. https://doi.org/10.1016/j.socscimed.2021.113690

Morwitz, V. G., Steckel, J. H., & Gupta, A. (2007). When do Purchase Intentions Predict Sales? *International Journal of Forecasting*, *23*(3), 347–364. https://doi.org/10.1016/j.ijforecast.2007.05.015

Purwadisastra, D. (2021). Strategi Ritel Konvensional Modern dalam Menghadapi Persaingan pada Masa Pandemi Covid 19. *Eqien - Jurnal Ekonomi Dan Bisnis*, *8*(1), 187–192. https://doi.org/10.34308/EQIEN.V8I1.209

Qibtiyah, D., Hurruyati, R., & Hendrayati, H. (2021). The Influence of Discount on Repurchase Intention. *Proceedings of the 5th Global Conference on Business, Management and Entrepreneurship (GCBME 2020)*. https://doi.org/10.2991/aebmr.k.210831.076

Qiu-zhe, W. (2014). The Influence of Price Discount and Sales Volume on Impulse Purchase Intention of Online Group-buying. *IEEE International Conference on Industrial Engineering and Engineering Management*, *28*(4), 37–47.

Ramantyo, R. N., & Dhewi, T. S. (2022). The Influence of Shopping Experience and Price Discount on Repurchase Intention Through Shopping Orientation (Study on Consumers "GoFood"). *International Journal Of Humanities Education and Social Sciences (IJHESS)*, *2*(3), 703–711. https://doi.org/10.55227/ijhess.v2i3.283

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1

Sheehan, D., Hardesty, D. M., Ziegler, A. H., & Chen, H. (Allan). (2019). Consumer Reactions to Price Discounts Across Online Shopping Experiences. *Journal of Retailing and Consumer Services*, *51*, 129–138. https://doi.org/10.1016/j.jretconser.2019.06.001

Suardika, I. K., & Dewi, M. S. (2021). The Impact of Brand, Product Quality and Price on Sales Volume of Samana Mart Stores. *International Journal of Social Science and Business*, *5*(2), 256–261. https://doi.org/10.23887/IJSSB.V5I2.34766

Sugiyono, S. (2020). *Metode Penelitian Kualitatif: Untuk Penelitian yang Bersifat Eksploratif, Enterpretatif, Interaktif, dan Konstruktif (Cocok untuk Mahasiswa S1, S2, S3, Dosen dan Penelitia*. CV Alfabeta.

Sutandyo, E. N., Ardiansyahmiraja, B., Marciano, D., & Indarini. (2024). The Impact of Hedonic Motivation, Price, Information and Trust on Tokopedia Purchase Intention. *Proceedings of the 20th International Symposium on Management (INSYMA 2023)*, 279–284. https://doi.org/10.2991/978-94-6463-244-6_43

Tang, Y., & Li, W. (2019). Research on Factors Influencing Sales Volume of VR Glasses. *The International Journal of Business & Management*, *7*(3), 50–54. https://doi.org/10.24940/theijbm/2019/v7/i3/BM1903-009

Tsai, C.-A., & Chang, C.-W. (2022). Development of a Partial Shipping Fees Pricing Model to Influence Consumers' Purchase Intention under the COVID-19 Pandemic. *Energies*, *15*(5), 1846. https://doi.org/10.3390/en15051846

Wahyu, A. A. R., & Jakfar, J. (2023). Pengaruh Penetapan Harga terhadap Volume Penjualan pada Perusahaan Kontraktor PT. Alpha Net Pratama Mandiri. *Co-Value Jurnal Ekonomi Koperasi Dan Kewirausahaan*, *14*(4), 1–11. https://doi.org/10.59188/COVALUE.V14I4.3815

Yin, R.-Y., Ye, Y.-C., Newman, C., Buesching, C. D., Macdonald, D. W., Luo, Y., & Zhou, Z.-M. (2020). China's Online Parrot Trade: Generation Length and Body Mass Determine Sales Volume Via Price. *Global Ecology and Conservation*, *23*, e01047. https://doi.org/10.1016/j.gecco.2020.e01047

Zusrony, E. (2021). *Perilaku Konsumen di Era Modern*. Yayasan Prima Agus.