The Influence of Price and Promotion on Consumer Preferences for Eco-Friendly Products at PT Karya Rappo Indonesia in Makassar City

Taufiqurrahman[1], Aulia[2], Sherry Adelia Natsir Kalla[3].
[1]Universitas Muhammadiyah Makassar, Indonesia, lananang123@gmail.com.
[2]Universitas Muhammadiyah Makassar, Indonesia, aulia@unismuh.ac.id.
[3]Universitas Muhammadiyah Makassar, Indonesia, sherryadelia@unismuh.ac.id.

Corresponding Author: lananang123@gmail.com[1]

Abstract: This study aims to analyze the effect of price and promotion on consumer preferences for environmentally friendly products at PT Karya Rappo Indonesia in Makassar City. The research population is consumers who have purchased environmentally friendly products from PT Karya Rappo Indonesia in Makassar City. The population size cannot be determined with certainty due to the continuous increase in consumers. Determination of the sample size using the Malkhotra formula with the approach of the number of variables multiplied by 5, so that 120 respondents were obtained. The study used a quantitative approach with data collection through questionnaires. The results showed that the price (X1) and promotion (X2) variables had a positive and significant effect <0.05 on consumer preferences (Y) for environmentally friendly products. The promotion variable has a more dominant influence with a regression coefficient of 0.489 than the price variable with a regression coefficient of 0.425.

Keyword: Price, Promotion, Costumer Preference.

INTRODUCTION

Global warming and climate change have caused natural disasters in various places, highlighting the importance of environmental regulations and commitment to eco-friendly practices. This phenomenon has raised greater awareness about the importance of the environment and health, creating opportunities for companies to adopt environmentally friendly marketing strategies, known as green marketing. PT Rappo Indonesia, which is dedicated to transforming plastic waste into economically valuable products through the empowerment of women, is committed to environmental preservation and social progress.

Since 2020, Rappo Indonesia has focused on addressing the issue of plastic waste by producing various eco-friendly products such as journal books, wristlets, lanyards, and bags. In an effort to attract consumer attention, the company uses marketing variables such as price, product, distribution, and promotion. Price is a sensitive factor in purchasing decisions, and promotion plays an important role in attracting consumer interest.

Rappo Indonesia implements promotions through exhibitions, social media, discounts, and catalogs to increase sales and build consumer preference. Consumer preferences are influenced by various factors, including price and promotions. This research aims to analyze the influence of price and promotion on consumer preferences for environmentally friendly products at PT Rappo Indonesia, in order to develop more effective marketing strategies that meet the needs of environmentally conscious consumers.

Theoretical Review
Price
Price is the reward for goods or services traded and something else provided by the company to meet customer desires. If customers are not satisfied, they will leave the company and seek another company to fulfill their desires, which can result in a decrease in sales or even losses for the Company (Beddu & Bhakti, 2023).

The price factor also plays an important role in influencing purchasing decisions. The presentation and offering of products are inseparable from the prices offered and provided by the company to consumers. The selling price level that the company will set is greatly influenced by its objectives (Romadhoni, 2023).

The definition of price according to several experts, I can conclude that price is a determining variable between the amount of money that will be spent by consumers and the benefits and quality of a product or service that will be received by consumers.

Promotion
Promotion is one of the strategies that must be designed very well by the company in order to win the competition and make customers choose to buy the offered products (Lystia et al., 2022).

Promotion serves as a way for companies to communicate with customers and attract consumers to learn about and use the products offered (Merdiyanti et al., 2024).

The definition of promotion according to several experts, I can conclude that promotion is one of the strategies that determines the sustainability of a company. This makes promotion a strategy that often consumes a lot of funds for the sake of increasing the company's sales and building the company's name.

Consumer Preferences
According to Rahardja and Mandala (2010) in the journal (Rohmah & Subari, 2021). preference relates to the ability to determine the priority of choices that must be made to make a decision; there are at least two attitudes about consumer preference: prefer (prefer) or indifference (indifference).

According to Kotler (2000), preference is a consumer's decision about what they like or dislike. It is explained that customer preferences are things that must be considered when deciding to purchase something.

The definition of preference according to several experts, I can conclude that preference is the consumer's choice of one product over another towards a certain brand or the superiority of one product over another.

METHOD
Research Methodology
This research uses a quantitative method that is systematic, structured, and planned with the measurement and analysis of numerical data (Marinu, 2023). This research was conducted at PT Karya Rappo Indonesia, Mawar Complex Block G.2, Makassar City, South Sulawesi. conducted over two months, from December 2024 to February 2025, with the distribution of questionnaires in the first month and data management in the second month.

Type and Source of Data

The data used is in the form of quantitative data in the form of numbers related to the development of the number of consumers. Only using primary data obtained through surveys and online questionnaires filled out by respondents.

Population and Sample

The population of this study cannot be determined precisely because its number is too vast. The sample was taken using the purposive sampling method, which included 120 respondents who are familiar with the company and its activities. The sample size was calculated by multiplying the number of statements in the questionnaire (24 questions) by a factor of five, resulting in 120 respondents.

Data Collection

Direct observation at the research site (PT Karya Rappo Indonesia) to interact with consumers. And distributing questionnaires was used to measure the influence of promotions and prices on consumer preferences. The Likert scale is used to assess the attitudes and perceptions of respondents, with scores ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Operational Definition of Variables

The first Independent Variable is Price (X1) Measured through affordability, price-quality match, price competitiveness, and price-benefit match. The second is Promotion (X2): Measured through advertising, personal selling, sales promotion, and public relations. As well as the dependent variable Consumer Preference (Y) measured by a questionnaire that assesses the level of trust, product quality, purchase interest, and purchase decision.

Data Analysis Method

Descriptive Analysis Used to describe and analyze data so that it can be clearly understood, Instrument Test with Validity Test, Reliability Test, Classical Assumption Test with Normality Test Determining whether the data is normally distributed using a normal probability plot, Multiple Linear Regression Analysis Used to predict consumer preferences based on price and promotion variables, with the equation $Y = \alpha + \beta1.X1 + \beta2.X2 + \varepsilon$, t-test, Simultaneous Test (F-test), and Coefficient of Determination.

RESULTS AND DISCUSSION

Descriptive analysis

Data were obtained over two months through questionnaires given to 120 consumers of eco-friendly products. This study aims to examine the influence of price and promotion on consumer preferences at PT Karya Rappo Indonesia in Makassar City. Here is the description of the respondents based on several characteristics such as Based on The majority age group is 20-25 years old (60%), followed by the 25-30 years old group (26.7%). The age group of 30-40 years comprises 10%, and the age group of 40-45 years only 3.3%. This indicates the dominance of young consumers. And women are the majority of respondents (65%), while men only make up 35%. And only 55% of the respondents were not familiar with Rappo, while the other 45% were already acquainted with the product. This distribution provides an overview of the characteristics of the respondents in this study.

Validity and reliability

The results of the validity test show that all statement items on the variables of Price, Promotion, and Consumer Preference meet the validity criteria, because the calculated r value is greater than the table r value (0.179). Additionally, the reliability test shows that the

Cronbach's alpha value for the Price variable (X1) is 0.869, for Promotion (X2) is 0.921, and for Consumer Preference (Y) is 0.922. A Cronbach's alpha value greater than 0.60 indicates that the statements in this questionnaire are reliable.

Normality Test

The results of the Kolmogorov-Smirnov test show that the number of data analyzed is 120 respondents (N=120). Based on the data processing results, a mean value of 0.0000000 and a standard deviation of 2.86456385 were obtained. The Kolmogorov-Smirnov test statistic value is 0.072 with an Asymp. Sig. (2-tailed) value of 0.189. Referring to the testing criteria where data is said to be normally distributed if the significance value is greater than 0.05 ($p > 0.05$), it can be concluded that the data in this study is normally distributed because the significance value of 0.189 is greater than 0.05.

Multiple linear regression analysis

This research uses multiple linear regression, where all variables are included to find the influence of independent variables on the dependent variable by regressing Consumer Preference as the dependent variable and Price, Promotion as independent variables.

Table 1 multiple linear regression and t-test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	3.465	1.393		2.487	.014		
Harga	.425	.076	.412	5.579	.000	.351	2.853
Promosi	.489	.070	.515	6.975	.000	.351	2.853

Source: SPSS 22, 2025

The multiple linear regression equation obtained in this study is

$Y = 3.465 + 0.425X_1 + 0.489X_2$, which describes the relationship between the dependent variable (consumer preference) and two independent variables, namely price (X_1) and promotion (X_2). The constant value (α) of 3.465 indicates that when the price and promotion variables are zero, the average consumer preference is 3.465. The price coefficient (X_1) of 0.425 indicates that each one-unit increase in price will increase consumer preference by 0.425, assuming promotion remains constant. Additionally, the significance value (Sig.) of 0.000 (< 0.05) indicates that price has a significant influence on consumer preference. Meanwhile, the promotion coefficient (X_2) of 0.489 means that each one-unit increase in promotion will increase consumer preference by 0.489, assuming the price remains constant. The Sig. value = 0.000 (< 0.05) indicates that promotion also has a significant influence on consumer preference.

Uji hipotesis

Based on the significance value of 0.000 (< 0.05) and a t-value of 5.579 (> 1.980), it can be concluded that H1 is accepted, which means that price (X1) has a significant effect on consumer preference (Y). then based on the significance value of 0.000 (< 0.05) and t count of 6.975 (> 1.980), it can be concluded that H2 is accepted, which means promotion (X2) has a significant effect on consumer preference (Y).

Table 2 F Test (simultaneous)

ANOVAᵃ					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	3392.510	2	1696.255	203.242	.000ᵇ
Residual	976.481	117	8.346		
Total	4388.992	119			

Source: SPSS 22, 2025

The F test (simultaneous) shows that the significance level is less than 0.05, so it can be said that Price and promotion simultaneously (together) have an influence on consumer preference, with a probability of <.,000.

Tabel 3 Coefficient of determination (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881ᵃ	.776	.773	2.889

Source: SPSS 22, 2025

Based on the results of the regression analysis that has been conducted, a coefficient of determination (R Square) value of 0.776 or 77.6% was obtained. This value indicates that the independent variables, namely Promotion (X2) and Price (X1), are able to explain the variation of the dependent variable Consumer Preference (Y) by 77.6%. Meanwhile, the remaining 22.4% (100% - 77.6%) is explained by other variables not included in this research model.

Pembahasan

The results of this study indicate that price (X1) has a positive and significant effect on consumer preference (Y). A regression coefficient of 0.425 and a significance value of 0.000 (< 0.05) indicate that any change in the price variable will affect consumer purchasing decisions. Indicator X1.4, which states that the quality of Rappo Indonesia's products is in line with the offered price, as well as indicator X1.5, which shows that price plays an important role in the purchasing decision, received the highest scores, indicating that consumers feel the offered price is commensurate with the quality received. On the contrary, indicator X1.1, which states that environmentally friendly products are more expensive, received a low score, indicating that consumers do not fully consider Rappo's product prices to be too high. Thus, the company needs to consider the price element in its marketing strategy to enhance consumer preference.

Next, promotion (X2) also proved to have a positive and significant effect on consumer preferences, with a regression coefficient of 0.489 and a significance value of 0.000 (< 0.05). These results indicate that the promotions conducted by the company have a significant impact on consumer behavior. Indicator X2.8, which reveals that Rappo Indonesia's public relations program increases consumer trust in environmentally friendly products, received the highest score. This reflects the effectiveness of public relations strategies in building consumer trust. However, indicators X2.1 and X2.2 related to the influence of advertisements on consumer knowledge and purchase interest on social media received low scores, indicating that promotion through advertisements is less effective in increasing consumer awareness and interest in the product. Therefore, the company needs to optimize its promotional strategy, especially through more engaging and interactive advertisements, to be more effective in reaching consumers.

In the simultaneous test, price and promotion together showed a significant influence on consumer preferences, with an F-test significance value of 0.000 (< 0.05). This confirms that

the combination of competitive pricing and appropriate promotional strategies can complement each other and enhance the product's appeal to consumers. Therefore, the company must design a marketing strategy that considers both factors simultaneously to maximize consumer preferences and encourage the purchase of environmentally friendly products.

CONCLUSION

This research provides insights into the influence of price and promotion on consumer preferences for eco-friendly products at PT Karya Rappo Indonesia in Makassar City. The analysis results show that price has a significant impact on increasing consumer preference. This research reinforces the academic understanding of the role of price and promotion in shaping consumer preferences for environmentally friendly products, and emphasizes that price is not only viewed as a financial sacrifice but also as an indicator of quality, especially for products with environmental added value.

Furthermore, the research findings enrich the literature by demonstrating that public relations programs play a more crucial role in building consumer trust for environmentally friendly products compared to conventional promotions. These findings provide strategic guidance for companies, particularly Rappo Indonesia, to develop more competitive and transparent pricing strategies, as well as to improve their marketing communication approaches, especially those related to conventional advertising and social media. The success of the public relations program also underscores the importance of investing in corporate social responsibility (CSR) activities and community engagement.

This research also contributes by providing an empirical framework that can be used by marketers to measure the effectiveness of pricing and promotion strategies in the context of environmentally friendly products. This finding also notes that although most consumers are not yet deeply familiar with Rappo Indonesia's products, promotions still play a crucial role in increasing consumer preference, as reflected in the responses obtained from 120 respondents.

REFERENCE

Abdullah, F., Zainoren, A., Abdullah, A., & Hamali, J. (2011). MANAGING CUSTOMER PREFERENCE FOR THE FOODSERVICE INDUSTRY. International Journal of Innovation, Management and Technology, 2.

AINI NASUTION ATIKA. (2020). PENGARUH PERSEPSI HARGA, DESAIN PRODUK, DAN PREFERENSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN MOBIL MITSUBISHI XPANDER (Studi Kasus PT. NUSANTARA BERLIAN MOTOR MEDAN). JURNAL ILMIAH SIMANTEK, 4.

Alhally, A. (2020). PENGARUH KEPEDULIAN, PENGETAHUAN, SIKAP, INISIATIF PEMERINTAH, TEKANAN TEMAN SEBAYA DAN SPIRITUALITAS TERHADAP NIAT BELI PRODUK RAMAH LINGKUNGAN DI BANJARMASIN. At-Tadbir : Jurnal Ilmiah Manajemen, 4(2), 130. https://doi.org/10.31602/atd.v4i2.3032

Arifuddin, Alimuddin Firman, & Darmawansah. (2023). PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN SEPEDA MOTOR HONDA BEAT. Manajemen Dan Kewirausahaan, 4, 41–52. https://doi.org/https://doi.org/10.52682/ mk.v4i1.6451

Aulia, & Hidayat, M. (2018). PENGARUH GREEN MARKETING MIX TERHADAP KEPUTUSAN PEMBELIAN RUMAH PADA PT. BARUGA ASRINUSA DEVELOPMENT MAKASSAR. Jurnal Economix, 6. https://doi.org/10.17605/OSF.IO/T2FYP

Azizi, M., Putri Kusumaningtyas, D., Mere, K., Abduh Anwar, M., & Suyatno, A. (2023a). ANALISIS PREFERENSI KONSUMEN TERHADAP STRATEGI HARGA DALAM INDUSTRI RETAIL. Jurnal Darma Agung, 6, 21–27. https://doi.org/10.46930/ojsuda.v31i6.3757

Azizi, M., Putri Kusumaningtyas, D., Mere, K., Abduh Anwar, M., & Suyatno, A. (2023b). ANALISIS PREFERENSI KONSUMEN TERHADAP STRATEGI HARGA DALAM INDUSTRI RETAIL. Jurnal Darma Agung, 6, 21–27. https://doi.org/10.46930/ojsuda.v31i6.3757

Beddu, M., & Bhakti, R. N. (2023). EFEK BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN MOBIL PADA PT.BOSOWA BERLIAN MOTOR. Jurnal Mirai Management, 8(1), 327–333.

Dr. Allen A. Ch. Manongko, S. Pd. ,M. M. (2018). GREEN MARKETING (Suatu Perspektif Marketing Mix & Theory of Planned Behavior).

Hermawan, V. K., & Paramita, E. L. (2020). TRUST DAN PERCEIVED USEFULNESS DAN PENGARUHNYA TERHADAP PREFERENSI KONSUMEN DALAM MENGGUNAKAN E-WALLET. 10. http://ejournal.stiemj.ac.id/index.php/ekobis223

Irwan Muhammad. (2020). MENGUKUR PERSEPSI DAN PREFERENSI KONSUMEN PADA PRODUK RAMAH LINGKUNGAN. In Bongaya Journal of Research in Management.

Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022). MARKETING MANAGEMENT. Pearson Education Limited.

Lystia, C. W. R., Widianti, H. S., & Hadibrata, B. (2022). DETERMINASI KEPUTUSAN PEMBELIAN: HARGA, PROMOSI DAN KUALITAS PRODUK (LITERATURE REVIEW MANAJEMEN PEMASARAN). 3(4). https://doi.org/10.31933/jimt.v3i4

Lystia, C., Winasis, R., Widianti, H. S., & Hadibrata, B. (2022). DETERMINASI KEPUTUSAN PEMBELIAN: HARGA, PROMOSI DAN KUALITAS PRODUK (LITERATURE REVIEW MANAJEMEN PEMASARAN). 3(4). https://doi.org/10.31933/jimt.v3i4

Machdi, A. (2012). STRATEGI BAURAN PROMOSI UNTUK MENINGKATKAN PREFERENSI KONSUMEN PADA TOKO RITEL YANG BERORIENTASI.

Mamonto Felisa Windy, Tumbuan Willem J.F.A, & Rogi Mirah H. (2021). ANALISIS FAKTOR-FAKTOR BAURAN PEMASARAN (4P) TERHADAP KEPUTUSAN PEMBELIAN PADA RUMAH MAKAN PODOMORO POIGAR DI ERA NORMAL BARU. Jurnal EMBA, 9(2), 110–121.

Marlius, D., & Jovanka, N. (2023). PENGARUH HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN Y.O.U PADA HASANAH MART AIR HAJI.

Maulana, F., Hermanto, B., & Rivani, R. (2024). PENGARUH PERILAKU KONSUMEN SADAR LINGKUNGAN DAN NIAT PEMBELIAN PRODUK RAMAH LINGKUNGAN TERHADAP PERILAKU PEMBELIAN PRODUK RAMAH LINGKUNGAN (Studi Kasus Pada Konsumen Zero Waste Indonesia). Jurnal Sekretaris & Administrasi Bisnis (JSAB), 8(1), 25. https://doi.org/10.31104/jsab.v8i1.340

Melvianawati, L., Khoiriyah, A., & Permana, D. (2023). PENERAPAN TEKNOLOGI PENGOLAHAN LIMBAH MINYAK GORENG MENJADI SABUN MELALUI KONSEP PRODUK RAMAH LINGKUNGAN DI DESA MLAJAH, KECAMATAN BANGKALAN. Jurnal Pengabdian Masyarakat Ekonomi, 1, 1–7. https://ejournal.ecodepartment.org/index.php/jecs/index

Merdiyanti Angelia, & kafah Silmy. (2024). ANALISIS PREFERENSI PELANGGAN BERDASARKAN BAURAN PROMOSI UNTUK PEMBELIAN MOBIL XPANDER DI DEALER MITSUBISHI CAKUNG. 7.

Mustika Sari, R., & Piksi Ganesha, P. (2021). PENGARUH HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN (SURVEY PELANGGAN PRODUK SPREI RISE). 5(3), 2021.

Mutmainah Isbandriyati, Sonani Nia, & Rumna. (2022). PERSEPSI DAN PREFERENSI MASYARAKAT TERHADAP KEPUTUSAN PEMBELIAN PRODUK RAMAH

LINGKUNGAN. In Management Studies and Entrepreneurship Journal (Vol. 3, Issue 6). http://journal.yrpipku.com/index.php/msej

Oktarina, L., Renaningtyas, A. R., & Wahyuni, A. D. (2022). FAKTOR-FAKTOR YANG MEMPENGARUHI PEMBELIAN KONSUMEN: PROMOSI, HARGA DAN PRODUK (LITERATURE REVIEW PERILAKU KONSUMEN). 3(5). https://doi.org/10.31933/jemsi.v3i5

Putri, A. A., Rusti, N., & Nur, K. M. (2024). PENGARUH HARGA DAN RASA TERHADAP PREFERENSI KONSUMEN TEH KULIT BUAH NAGA DI KABUPATEN BANYUWANGI. JIA (Jurnal Ilmiah Agribisnis) : Jurnal Agribisnis Dan Ilmu Sosial Ekonomi Pertanian, 9(1), 61–69. https://doi.org/10.37149/jia.v9i1.938

Rachmawati, R. (2011). PERANAN BAURAN PEMASARAN (MARKETING MIX) TERHADAP PENINGKATAN PENJUALAN (Sebuah Kajian terhadap Bisnis Restoran). In Jurnal Kompetensi Teknik (Vol. 2, Issue 2).

Rohmah, A. N., & Subari, S. (2021). PREFERENSI KONSUMEN TERHADAP PRODUK MINUMAN KOPI DI KOPI JANJI JIWA JILID 324 SURABAYA CONSUMER PREFERENCE OF COFFEE DRINKS IN JANJI JIWA VOLUME 324 SURABAYA. 1. http://journal.trunojoyo.ac.id/agriscience

Rohmawati, D. I., & Disastra, G. M. (2024). FAKTOR-FAKTOR YANG MEMPENGARUHI PREFERENSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN DI WEBSITE K24Klik.com APOTEK K24 CIKIJING TAHUN 2024. JURNAL LENTERA BISNIS, 13(2), 977. https://doi.org/10.34127/jrlab.v13i2.1103

Romadhoni, B. (2023). EFEK KEPUTUSAN PEMBELIAN MELALUI KUALITAS PELAYANAN, HARGA, CITA RASA DAN EXPERIENTIAL MARKETING Effects Of Purchasing Decisions Through Service Quality, Price, Taste And Experiential Marketing. 6(1).

Senda, A. D., Anwar, S. M., & Hasbi, A. R. (2023). PENGARUH BRAND IMPORT THRIFT DAN HARGA TERHADAP PREFERENSI KONSUMEN (Studi Kasus Mahasiswa Universitas Muhammadiyah Palopo). Jesya, 6(2), 1490–1499. https://doi.org/10.36778/jesya.v6i2.1127

Septyadi, M. A. K., Salamah, M., & Nujiyatillah, S. (2022). LITERATURE REVIEW KEPUTUSAN PEMBELIAN DAN MINAT BELI KONSUMEN PADA SMARTPHONE: HARGA DAN PROMOSI. 3(1), 2022. https://doi.org/10.38035/jmpis.v3i1

Setiyo Nigsih, T., Kusumawardani, H., & Sintawati, E. (2021). FAKTOR-FAKTOR YANG MEMPENGARUHI PREFERENSI KONSUMEN BATIK TULIS PESATENAN KABUPATEN PATI. Jurnal Inovasi Teknik Dan Edukasi Teknologi, 1(5), 351–358. https://doi.org/10.17977/UM068v1n5p351-358

Syarifuddin, Mandey, S. L., & Tumbuan, W. J. F. A. (2022). SEJARAH PEMASARAN DAN STRATEGI BAURAN PEMASARAN.

Utami, K. S. (2020). GREEN COSTUMERS BEHAVIOR: PERILAKU KONSUMEN DALAM PEMBELIAN PRODUK RAMAH LINGKUNGAN. Jurnal Maksipreneur: Manajemen, Koperasi, Dan Entrepreneurship, 9(2), 209. https://doi.org/10.30588/jmp.v9i2.499

Volovo, A. V. A., Sutoyo, & Purwanti, , Eny Wahyuning. (2020). PENGARUH KEMASAN TERHADAP NILAI TAMBAH DAN PREFERENSI KONSUMEN KOPI BUBUK KECAMATAN MAESAN KABUPATEN BONDOWOSO JAWA TIMUR.

Waruwu Marinu. (2023). PENDEKATAN PENELITIAN PENDIDIKAN: METODE PENELITIAN KUALITATIF, METODE PENELITIAN KUANTITATIF DAN METODE PENELITIAN KOMBINASI (MIXED METHOD). Jurnal Pendidikan Tambusai, 7, 2896–2910.

Yaman Henri, N. A. P. A. (2023). PENGARUH STRATEGI HARGA DAN KUALITAS LAYANAN DENGAN PREFERENSI PEMBELIAN PELANGGAN DI PLATFROM E-COMMERCE SHOPEE. Maeswara : Jurnal Riset Ilmu Manajemen Dan Kewirausahaan, 2, 197–17908. https://doi.org/10.61132/maeswara.v2i1.605.