

Improving Brand Image, Price and Promotion Through Consumer Purchase Decisions

Ahmad Yusdarwin Waworuntu^{1*}, Adnan Hasan²

^{1*}Universitas Muslim Maros, Turikale, Maros Regency, South Sulawesi 90512

²IAIN Parepare, Jl. Amal Bhakti No.8, Bukit Harapan, Kec. Soreang, Kota Parepare, Sulawesi Selatan 91131

ARTICLE INFO



Authors Email:

yos@umma.ac.id

adnanhasan@iainpare.ac.id

Keywords:

Brand Image, Price, Promotion,
Purchase Decision.

DOI:

<https://doi.org/10.33096/jmb.v8i2.822>

ABSTRACT

The study was conducted to determine the impact of brand image, price, and promotion on product purchasing decisions in the Pangkajene, Indonesia. Using primary data from a survey of all consumers conducted during the January to November 2020 sales period. The data were analyzed using the Statistical Product and Service Solutions program; the results indicated that brand image, price perception, and promotion all had a positive and significant effect on product purchasing decisions. Additionally, it was discovered that promotion has a significant impact on purchasing decisions for brand products in Pangkajene, Indonesia.

ABSTRAK

Penelitian dilakukan untuk menganalisis pengaruh citra merek, persepsi harga, promosi, dan mengetahui variabel yang dominan terhadap keputusan pembelian produk merek di Kabupaten Pangkajene dan Kepulauan, Indonesia. Menggunakan data primer melalui survei dari seluruh konsumen pada masa penjualan bulan Januari sampai November tahun 2020. Data dianalisis dengan menggunakan program Statistical Product and Service Solutions, hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara citra merek, persepsi harga, promosi terhadap keputusan pembelian produk. Selain itu, diperoleh bahwa promosi memberikan pengaruh dominan terhadap keputusan pembelian produk merek di Kabupaten Pangkajene dan Kepulauan, Indonesia.

INTRODUCTION

The competition requires businesses to develop marketing strategies with care and consideration. A well-designed marketing strategy will be able to attract and engage consumers with the products being offered. Additionally, a well-packaged and planned strategy can boost profits and serve as a competitive advantage for a business. Business actors must develop strategic breakthroughs and innovations to maintain quantitative and qualitative growth in company revenues and profits. In this case, understanding the factors that influence consumers is critical when designing value creation for consumers. Marketers can help develop the industry by gaining a better understanding of consumer preferences when it comes to making purchasing decisions at a particular outlet, by examining the brand image, promotional pricing, and product quality. As a result, hopefully, repeated purchases will occur. In general, consumer behavior patterns are influenced by two (two) factors, namely internal and external factors (Bahari & Ashoer, 2018) Another factor to consider is the popularity of social media, where consumers use the virtual world as the primary reference point for purchasing decisions.

In Indonesia, numerous animal/animal feed industries are currently developing, one of which is the feed industry for pets, specifically cats. The conducted research will establish the

marketing variables that influence consumer purchasing decisions for these products. Additionally, as a result of this phenomenon, consumers are confronted with a plethora of options, which can make it difficult to choose what they want, as making the wrong choice can be fatal to the health of pets. Given that the purchasing decision is a critical component of consumer actors, the stages that consumers go through must be thoroughly understood to convey an impression that results in a purchase experience that is satisfactory to consumers (Syahnur et al., 2020).. This study examines factors influencing purchasing decisions, such as trust, brand associations, consumer attitudes, promotions, brand image, product quality, and price perceptions.

(Assael, 2004) An attitude toward a brand's image (brand image) is a mental statement that evaluates a product as positive or negative, good or bad, liked or disliked, eliciting interest from consumers to purchase or consume goods or services presented by producers. At first glance, the brand Whiskas has an image that makes owners happy to use it for their pet cats, but as more companies produce similar foods, the brand image of Whiskas has weakened due to company competition. (Peter & Olson, 2000) established that businesses must be able to convey an impression through their product brands for consumers to comprehend the meaning of the benefits and values reflected in the product brand. Additionally, the brand becomes a competitive advantage for the business being offered. The term "brand image" refers to the names, terms, symbols, signs, and designs used by businesses to convey information about the quality of their products and how they differentiate themselves from competitors. According to (Kotler & Keller, 2012), brand image indicators include the following: (a) Brand Identity; (b) Brand Personality; (c) Brand Association; (d) Brand Attitudes and Behaviors; and (e) Brand Benefits and Advantages.

Price is a significant factor in consumer perception when purchasing a product because it is one of the determining factors in both generating buying interest and consumer purchasing decisions. According to (Ferdinand, 2002), price is a significant variable in marketing, as it can influence consumers' purchasing decisions. (Putri Cantika, 2018) considers Whiskas products to be extremely affordable in comparison to the products and quality provided. According to (Armstrong & Kotler, 1996) price is defined by four factors: affordability, suitability of price with quality, suitability of price with benefits, and price according to ability or purchasing power. For instance, the price of Whiskas at Aplovah Pet & Care is between Rp. 7,000.00 and Rp. 8,000.00, making the products at Aplovah Pet & Care more affordable than those at other cat food stores in Pangkep Regency. Frequently, strategies for pricing products or services must be altered. In this case, the company considers the appropriate price to maximize profits by examining the pricing basis (costs, consumers, and competition) and pricing strategies by (Kotler & Keller, 2012).

To convince consumers to make repeat purchases and thus become customers, they must first try or research the company's goods, which they will not do if they are unsure about the goods. This is why a targeted promotion is necessary, as it is expected to have a positive effect on increasing sales. Additionally, consumers are interested in purchasing online due to the impulsive nature of promotional offers. These promotions may take the form of complimentary samples, bonuses for specific purchases, or coupons (Xu & Huang, 2014); (Ashoer et al., 2019). Promotion is not a single vehicle; rather, it is a collection of multiple vehicles, including advertising, personal selling, sales promotion, and public relations. Aplovah Pet & Care does not run a lot of promotions. Aplovah Pet & Care conducts all promotional activities solely through Instagram and Facebook. Promotion is critical to a business achieving its sales objectives.

According to a study conducted by (Nela Evalina, Dwi Handayono, and Sari Listyorini, 2013), "The Influence of Brand Image, Price, and Promotion on the Purchase Decision of the Telkom Flexi Prime Card (Case Study on TelkomFlexi consumers in Kudus City District)," Brand Image, Price, and Promotion all have a positive and significant effect on purchasing decisions. For (Rizki Iryanita, Sugiarto), who examined the impact of brand image, price perception, and product quality perception on consumer purchase decisions for ATBM Pekalongan, similar findings were obtained.

(Prasetya & Widyawati, 2016) concluded that all variables examined simultaneously had a positive and partial effect on motorcycle purchase decisions in Semarang. The study (Berlian Aminanti, 2017) demonstrated that the marketing mix, which includes the product, price, distribution, and promotion variables, had a significant effect on customer satisfaction both simultaneously and partially. (Sukami Novita, 2016), with research demonstrating a positive and significant impact on service quality and purchasing decisions.

The marketer's objective is to comprehend how buyers behave at each stage and how that behavior influences what works at those stages. Consumer purchasing decisions can be influenced by the opinions of others, unanticipated situational factors, and perceived risk, as well as the level of consumer post-purchase satisfaction and post-purchase actions taken by the company. Customers who are dissatisfied with a product will likely stop purchasing it and will likely spread the word to their friends. As a result, businesses should strive to ensure customer satisfaction throughout the purchasing process. According to (Armstrong & Kotler, 1996), the buying decision-making process is divided into five stages, which are as follows: (1) Recognize the issue The purchasing process begins when the buyer becomes aware of a problem or requirement. (2) Information search, Consumers who are compelled to seek additional information by their needs will be enticed to do so. (3) In an alternative evaluation, the consumer evaluation process is cognitive in nature; that is, the model assumes that consumers make highly conscious and rational product judgments. (4) Purchase Decision-There are two factors that influence consumer purchasing decisions: the first is the attitude of others, and the second is an unexpected situational factor that can alter purchase intentions (expected price, and expected benefits). (5) Post-purchase behavior, in which the consumer expresses satisfaction or dissatisfaction with a product.

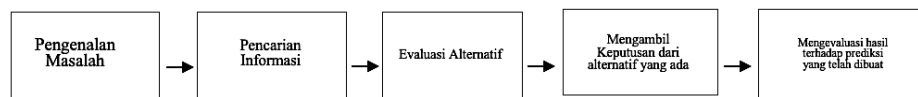


Figure 1 Purchase Decision (Armstrong & Kotler, 1996)

For a more precise description of the relationship between theories (brand image, price perception, promotion, and purchasing decisions), the following can be stated:

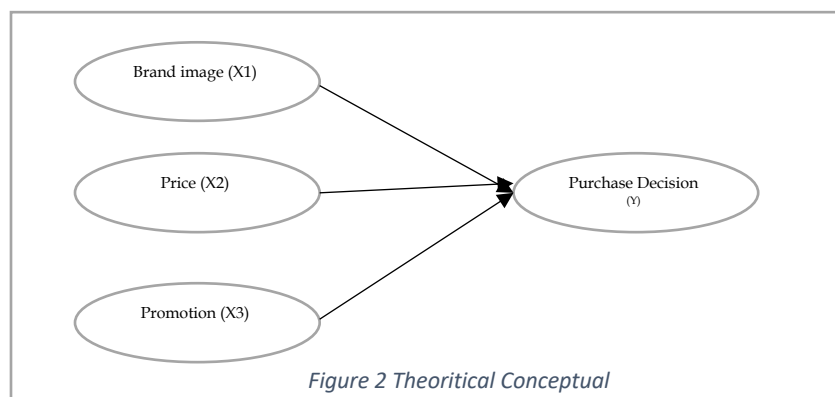


Figure 2 Theoretical Conceptual

The following hypotheses were developed:

H1: Brand Image (X1) has an effect on customer decision-making (Y);

H2: Price (X2) has an effect on customer decision-making (Y).

H3: Promotion (X3) has an effect on customer outcomes (Y).

METHODS

The study's approach is quantitative because the data presented are numerical (quantitative), and the analysis is statistical. Conceptualization aims to visualize the causal relationship between the issues at the heart of the research for it to be fully understood. The purpose of this study is to demonstrate the effect of Brand Image (X1), Price Perception (X2), and Promotion (X3) on Purchase Decisions (Y). The research was conducted at Aplovah Pet & Care, a store (stockist) located on Jl. Matahari in the Pangkajene Regency and Islands. Meanwhile, the research will take place between December 2020 and January 2021. Quantitative data is gathered in the form of figures that can be calculated, derived from the analysis of respondents' responses or questionnaires about the subject under study. The score used is 5-4-3-2-1 (scale Likert) in the form of affirmative questions indicating strong agreement, agreement, moderate agreement, moderate disagreement, and strong disagreement (Malhotra, 2019).

The population studied in this study consists of up to 2,501 consumers who purchase Whiskas brand products at Alovah Pet & Care. The total population is calculated using the total number of buyers of Whiskas brand products at Aplovah Pet & Care from January to November 2020. Sampling is accomplished through Accidental Sampling (Random sampling). Simple Random Sampling (simple random) is used with the assumption that the population is homogeneous. The data collection process utilizes both primary and secondary data. Primary data were collected through the distribution of questionnaires to Aplobvah Pet & Care Pangkajene and Islands customers, as well as through in-person interviews with Aplobvah Pet & Care Pangkajene and Islands customers. Sampling for primary data in this study was conducted using simple random sampling, which is a technique that allows consumers who shop for and consume Whiskas products for their cats at Aplovah Pet & Care and happen to meet the researcher to be included in the sample. The study collected up to 96 samples (respondents). (Sugiyono, 2014) Multiple linear regression analysis was used to analyze the data, multiple linear regression analysis is a linear relationship between two or more independent variables and one dependent variable that is used to predict or forecast the value of the dependent variable based on the independent variable.

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

Index:

Y : Purchase Decision
X1 : Brand Image
X2 : Price
X3 : Promotion
 β_1, β_2 dan β_3 : Coefficient r
 α : Constant

To determine the extent to which brand image, price, and promotion influence consumer decisions, the following methods were used: (1) F test (simultaneous test): used to determine the significance of independent variables' influence on the dependent variable concurrently. The test is conducted by comparing the F count value to the F table according to the following criteria: (1.1) H0 is accepted if Fcount \leq Ftable or sig value is greater than zero. 0.05 where the independent variable (X) has no significant effect on the dependent variable (Y); (1.2) H0 is rejected (H1 is accepted) if Fcount $>$ Ftable or sig (Y). (2) T-test (partial test): used to determine the significance of an independent variable's influence on the dependent variable. The test is conducted by comparing the value of the T count to the criteria T table (2.1). H0 is accepted if Tcount \leq T table or sig. $>$ Tcount T table or sig. 0.05 when the independent variable (X) does not affect the dependent variable (Y) on its own; (2.2). H0 is

rejected (H1 is accepted) if $T \text{ count} > T \text{ table}$ or if the independent variable (X) has a significant effect on the dependent variable on its own (Y). The following are the operational definitions of variables used in this study:

Table 1. Operational Variable Definition

Variables	Definition	Indicators	Scale
Brand Image (X1)	is a representation of consumer confidence in a particular brand's product.	(a) Well-Known Brands; (b) Memorable marks; (c) The Brand is trustworthy; (d) Easily recognizable symbols or logos	Likert
Price (X2)	That is a matter of how consumers comprehend and value a price.	(a) Affordability of prices; (b) Price according to ability or competitiveness of the price; (c) Price conformity with product quality; (d) Price conformity with benefits	Likert
Promotion (X3)	each form of paid presentation and promotion of ideas, goods, or services by a specific sponsor.	(a) Advertising; (b) Sales promotion; (c) Public Relation and Publicity; (d) Personal Selling; (e) Direct Marketing	Likert
Purchase Decision (Y)	A person's experience of pleasure or disappointment as a result of comparing a product's perceived performance (or result). in contrast to their expectations.	(a) Feeling good; (b) Make a buyback; (c) Choice in the right transaction; (d) Recommend.	Likert

Source ; researcher (2021)

RESULTS

The method is used in this study, along with the SPSS (Statistical Product Service Solution) version 25.00 program, to explain the dependent variable. A multiple regression analysis models was used in this study to determine the magnitude of each independent variable's influence on the dependent variable. The following are the test steps:

Table 1 Tabel Uji F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.357	3	3.119	22.043	.000 ^a
Residual	13.018	92	.141		
Total	22.375	95			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), (X3), (X2), (X1)

According to the table above, it is known that the calculated F is 19,951 with a significant of 0.000^a. While the F table can be obtained as follows:

$$\begin{aligned} F \text{ table} &= n - k - 1 ; k \\ F \text{ table} &= 96 - 3 - 1 ; 3 \\ F \text{ table} &= 92 ; 3 \\ F \text{ table} &= 2,70 \end{aligned}$$

With the information that n is the sample size, k is the independent variable, and 1 is a constant. The calculated $F > F \text{ table}$ is then $22,043 > 2.70$ with a significance level of 0.000 0.05. This indicates that the independent variables have a significant effect on the dependent variable when taken together. Additionally, a partial t-test was used to determine the magnitude of the influence of the independent variables on the dependent variable.

Table 2 t Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.999	.429		2.328	.022
X ₁	.231	.112	.204	2.068	.041
X ₂	.181	.087	.214	2.083	.040
X ₃	.356	.096	.360	3.697	.000

a. Dependent Variable: Purchase Decision (Y)

Source: Data Process, 2021

The following equation indicates that the t table value has a significance level of 5% (2-tailed):

$$\begin{aligned} t \text{ table} &= n - k - 1 : \alpha/2 \\ t \text{ table} &= 96 - 3 - 1 : 0,005/2 \\ t \text{ table} &= 91 : 0,0025 \\ t \text{ table} &= 1,986 \end{aligned}$$

index:

$$\begin{aligned} n &: \text{sample size} \\ k &: \text{independent variables} \\ 1 &: \text{constant} \end{aligned}$$

Following conducting data analysis, both descriptive and multiple linear regression, a discussion of the effects of X₁, X₂, and X₃ (Brand Image) are conducted. The following table summarizes the effect of the independent variables (Price Perception, and Promotion) on the dependent variable Y (Purchase Decision) at the store (stockist) Aplovah Pet & Care in Pangkajene:

Effect of brand image on the purchase decision products in the Pangkajene.

The partial test results indicate that brand image has a positive and statistically significant effect on purchasing decisions for the Whiskas Aplovah Pet & Care brand product in the Pangkajene. This implies that there is a one-way relationship between brand image and purchasing decisions for Whiskas at Aplovah Pet & Care, such that as brand image improves, purchasing decisions at Aplovah Pet & Care also improve. The brand image variable's significant influence is largely determined by the magnitude of the indicators that shape it, namely (a) the Whiskas brand is well-

known to a large number of people; (b) the Whiskas brand is simple to remember; (c) Whiskas products are developed in high-tech factories, and (d) the Whiskas brand is easy to pronounce. The four indicators have been empowered to the fullest extent possible to shape a brand image that will aid in the improvement of purchasing decisions for Whiskas Aplovah Pet & Care in Pangkajene. Dominant indicator informing the brand image variable is the Whiskas Brand indicator, which is well-known to a large number of people, indicating that the Whiskas brand has provided consumers with a satisfactory image. Then there's the easy-to-pronounce Whiskas brand indicator, which ensures that consumers have no difficulty pronouncing Whiskas brand products when making a purchase. Additionally, the Whiskas brand indicator is easily remembered, indicating that many consumers who own cats are already familiar with Whiskas products. While Whiskas products are developed in state-of-the-art facilities, they can still be improved by providing consumers with information about the Whiskas factory. Thus, a strong brand image will undoubtedly help to improve future purchasing decisions at Alovah Pet & Care Pangkajene. The findings of this study corroborate (Schiffman & Kanuk, 2009) theory that brand image is a collection of associations about a brand that consumers store in their minds or memories. Thus, selling expectations in the form of consumer perceptions of a product's brand image play a significant role in purchasing decisions. This is because consumers who are satisfied with a brand's image, which includes attitudes expressed through beliefs and preferences, are more likely to be loyal and return to purchase the product. Thus, with a strong brand image, Aplovah Pet & Care's purchasing decisions in Pangkajene are expected to increase in the future. The findings of this study demonstrate that brand image has a positive and significant impact on purchasing decisions for Whiskas Aplovah Pet & Care brand products in the Pangkajene, which means that as the brand image improves, Aplovah Pet & Care purchasing decisions will also improve. As a result, this research can be used as a starting point for future research. There are valid or established theories about brand image and purchasing decisions.

The Effect of Price on purchase decision products in the Pangkajene.

In Pangkajene, partial test results indicate that price perception variables have a positive and significant effect on purchasing decisions for Whiskas Aplovah Pet & Care brand products. This implies that the relationship between price perceptions and purchasing decisions at Aplovah Pet & Care is unidirectional, in the sense that if price perceptions improve, purchasing decisions at Aplovah Pet & Care improve as well. The price perception variable's significant influence is largely determined by the magnitude of the indicators that comprise it, namely: (a) Whiskas product prices are extremely affordable; (b) The price of the product offered is consistent with the expected product quality; (c) Whiskas product prices are competitive with other products, and (d) Whiskas product prices are consistent with their bet. The four indicators have been empowered to the maximum extent possible to support increased purchasing decisions for Whiskas Aplovah Pet & Care brand products in the Pangkajene.

The dominant indicator in shaping the price perception variable is the price of the product offered concerning the expected product quality, which means that the price offered reflects high quality, allowing consumers to judge the price set concerning the product's quality. Then there is the indicator that the price of Whiskas products is very affordable, implying that Alovah Pet & Care offers competitive pricing to ensure that Whiskas remain in high demand among consumers. Additionally, the price indicator for Whiskas products is comparable to that of other products, and the price indicator for Whiskas products is comparable to that of other products in terms of benefits, indicating that both are equally adequate. This indicator still requires attention to be manipulated to serve as a price perception variable to aid in purchasing decisions at Alovah Pet & Care, Pangkajene. Thus, as expected, a favorable price perception will encourage increased purchasing decisions for Whiskas Aplovah Pet & Care brand products in Pangkajene in the future.

The findings of this study corroborate (Armstrong & Kotler, 1996) theory that price perception is the value embedded in a price concerning the benefits of owning or using a product or service. This price perception is subjective, as humans form their own opinions about the price offered. The more equitable the pricing policy, the more likely consumers will repurchase the product. While lowering the quality of the product and not matching the price offered will lower the level of expectations or decision to purchase the product, it will increase the level of expectations or decision to purchase the product. This encourages visiting consumers to make purchases. Thus, with a favorable price perception, future purchasing decisions on Alovah Pet & Care may increase.

The findings of this study demonstrate that price perception has a positive and significant effect on purchasing decisions at Aplovah Pet & Care, Pangkajene, which means that as price perception improves, Aplovah Pet & Care purchasing decisions will also improve. As a result, this research can be used as a starting point for future research. Theorems about how consumers perceive and purchase Whiskas products are either valid or proven.

The Influence of Promotion on purchase decision products in the Pangkajene.

Partial test results indicate that promotion variables have a positive and significant effect on purchasing decisions for Whiskas Aplovah Pet & Care brand products. This means that there is a one-way relationship between promotions and Aplovah Pet & Care purchasing decisions, in the sense that if you participate in promotions frequently, your purchasing decisions on Aplovah Pet & Care will increase as well. The promotion variable's significant influence is largely determined by the magnitude of the indicators that shape it, namely: (a) I purchased Whiskas brand products as a result of the promotion's use of word of mouth; (b) The company's promotions can persuade me to purchase Whiskas products; and (c) Aplovah Pet & Care conducts sales promotions via Instagram, Facebook, and Twitter. influencing purchasing decisions at Aplovah Pet & Care, Pangkajene through promotions. The primary indicator informing the promotional variable is Aplovah Pet & Care conducting sales promotions via Instagram, Facebook, and directly, indicating that Aplovah Pet & Care's promotions can garner consumer attention. Then there's the Whisk Promosi Promotion indicator, which indicates that Aplovah Pet & Care has provided consumers with an attractive promotion of Whiskas. Additionally, the promotional indicators offered by the company convinced me to purchase Whiskas products, indicating that the promotions were adequate. While my indicator is purchasing Whiskas brand products due to the promotion's use of the program Word Of Mouth, which contributes the least to the formation of promotional variables, it still needs to be empowered to enable the formation of promotions to support the improvement of Aplovah Pet & Care purchasing decisions in Pangkajene. Satisfied consumers who purchase Whiskas brand products at Aplovah Pet & Care will increase consumer loyalty by returning to the store and by promoting Whiskas brand products on social media. Thus, it is hoped that through promotion, purchasing decisions for Whiskas Aplovah Pet & Care brand products in the Pangkajene also will improve. The findings of this study demonstrate that promotions have a positive and significant effect on purchasing decisions for Whiskas at Aplovah Pet & Care in Pangkajene, implying that the more effective the promotion, the more effective the purchasing decisions. As a result, this study can be used as a starting point for further research. advanced. Promotional and purchasing theories are either valid or proven.

CONCLUSION

The following conclusions can be drawn from research conducted on Aplovah Pet & Care regarding purchasing decisions for Whiskas brand products in the Pangkajene, Indonesia: purchasing products bearing the Whiskas Aplovah Pet & Care brand in the Pangkajene, this implies that there is a one-way relationship between brand image and purchasing decisions made by Whiskas at

Aplovah Pet & Care, such that as brand image improves, purchasing decisions at Aplovah Pet & Care also improve. The analysis of variance results indicates that the price perception variable has a significant positive effect on purchasing decisions for the Whiskas Aplovah Pet & Care brand product in the Pangkajene. This implies that there is a unidirectional relationship between price perceptions and purchasing decisions at Aplovah Pet & Care, such that as price perceptions increase, purchasing decisions at Aplovah Pet & Care increase as well. The analysis of variance results indicates that the promotion variable has a significant positive effect on purchasing decisions for the Whiskas Aplovah Pet & Care brand product in the Pangkajene. This means that there is a one-way relationship between promotions and Aplovah Pet & Care purchasing decisions, in the sense that if you participate in promotions frequently, your purchasing decisions on Aplovah Pet & Care will increase as well. The analysis of the three independent variables revealed that the promotion variable had a greater influence on purchasing decisions for the Whiskas Aplovah Pet & Care brand product in the Pangkajene than the other variables, owing to its higher beta value.

REFERENCE

- Armstrong, & Kotler. (1996). *Dasar-Dasar Pemasaran*. Intermedia.
- Ashoer, M., Syahnur, H., & Murdifin, I. (2019). Bagaimana Gaya Hidup mempengaruhi Keputusan Pembelian Tiket Online ? *JURNAL ILMIAH MANAJEMEN DAN BISNIS*, 20(1), 52-65.
- Angipora, 2002. *Dasar-Dasar Pemasaran*. PT.Raja Grafindo Persada, Jakarta.
- Bahari, A. F., & Ashoer, M. (2018). Pengaruh Budaya, Sosial, Pribadi Dan Psikologis Terhadap Keputusan Pembelian Konsumen Ekowisata. *Jurnal Manajemen, Ide Dan Inspirasi*, 5(1), 69-78.
- Basalamah, J., Syahnur, M. H., Ashoer, M., & Bahari, A. F. (2020). Consumer Behavior in Online Transportation Services: A Systematic review of Business Strategies. *Ilomata International Journal of Management*, 1(3), 134-144.
- Berlian Aminanti, 2017. *Pengaruh Marketing Mix Terhadap Kepuasan Pelanggan*.
- Ben M. Enis, 2019. *Marketing Principle*, Good Year Publ, Coy. Inc, California.
- Cockrill. Goode, 2011. *Sosiologi Keluarga*. Jakarta: Bumi Aksana.
- Corey dalam Tjiptono, 1997. *Strategi Pemasaran*. Edisi I, Penerbit Andi. Yogyakarta.
- Ghozali, 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang. Undip.
- Hair, et.al, 1998. *Multivariate Data Analysis dengan program SPSS*. Edisi tiga. Semarang. Universitas Diponegoro.
- Heriyanto, 2015. *Membuat Aplikasi Computer Based Test dengan PHP MySQL dan Bootstrap*, Penerbit Andi, Yogyakarta.
- Herawati, 2016. *Evaluasi Sistem Inventaris Manajemen Aset (Sima) Dengan Menggunakan Metode Technology Acceptance Model (TAM) Di Kantor Pos Sukoharjo 57500*, Skripsi, Jurusan Sistem Informasdi, STMIK Sinar Nusantara, Surakarta.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Prentice Hall.
- Lee, Lawson-Body, 2011. *Perceived Dinamic Princing*. *Journal Of Industrial Management Data & System*.
- Leonard, 2014. *Revisting "big ideas in services marketing" 30 years later*, Emerlad Insight.
- Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation*, 7th Edition. Pearson.
- Mc Carthy dalam Kotler, 1997. *Dasar-Dasar Pemasaran*. Diterjemahkan oleh Hutauuruk, G. Jakarta, Erlangga.
- Mevita, 2013. *Pengaruh Daya Saing Produk, Harga, Tempat dan Promosi terhadap kepuasan konsumen Toko Makanan Kucing Sumberdjaja*.
- Setiawan, 2015. *Pengaruh Kualitas Produk, Harga, dan Faktor Sosial Terhadap Keputusan Pembelian Pakan Ternak Ayam*.

- Stanton, 2005. *Prinsip Pemasaran*. Edisi Ketujuh, Jilid I, Penerjemah : Yohanes Lamanto, MBA, MSM., Penerbit Erlangga.
- Sugiyono. (2014). *Metode Penelitian Kombinasi*. CV Alfabeta.
- Syahnur, H., & Basalamah, J. (2019). Analysis of the Importance Degree and Performance of Internet Service Providers in Makassar City. *Digital Zone: Jurnal Teknologi Informasi Dan Komunikasi*, 10(2), 168-177.
- Syahnur, M. H., Soeharjanto, M., & Tazlie, L. (2018). Analisis Customer Experience Dengan Importance Performance Analysis (IPA)-Suatu Studi Pada Pelanggan Telkom Indihome Regional III Bandung. *Jurnal Manajemen Bisnis*, 5(2), 1-12.
- Syahnur, M. H., Basalamah, J., & Gani, A. A. (2020). Customer Experience Factor Analysis Towards Customer Satisfaction Online Shopping. *Jurnal Analisis Bisnis Ekonomi*, 18(2), 83-94.
- Sudaryono, 2016. *Manajemen Pemasaran Teori dan Implementasi*. Yogyakarta. Andi.
- Swastha, 2000. *Manajemen Pemasaran Modern*. Edisi 2, Yogyakarta. Liberty.
- Peter, J. P., & Olson, J. C. (2000). *Consumer behavior : perilaku konsumen dan strategi pemasaran jilid 2*. Erlangga.
- Tjiptono & Candra, 2011. *Service, Quality & Satisfaction*. Edisi Ketiga. Yogyakarta. Andi. Tjiptono, 2014. *Pemasaran Jasa-Prinsip, Penerapan, dan Penelitian*. Andi Offset, Yogyakarta.