

Factors That Influence Purchase Decisions, Product Display, Price, And Promotion (Literature Review of Marketing Management)

Alya Abiyah Surya¹, Winda Zylvi Faradilla², Alyaa Jacynda³, Naura Shadiqah Wibowo⁴,
Sabrina Nuraeni⁵, Ni Nyoman Sawitri⁶

^{1,2,3,4,5,6} Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia

Article Info

Article history:

Received November 10, 2024
 Revised November 11, 2024
 Accepted November 13, 2024

Keywords:

Consumer Behavior
Retail Sector
Product Display
Pricing Strategy
Promotion
Purchasing Decisions
Marketing Strategies

ABSTRACT

This study examines the factors that influence consumer purchasing decisions in the retail sector, focusing on product display, price, and promotion. In an era of increasingly competitive business, companies need to develop effective marketing strategies to attract consumer interest. Through a literature review, this study shows that attractive product displays can increase purchasing interest, while competitive prices and appropriate promotional strategies, such as discounts and cashback, play an important role in influencing purchasing decisions. Although many studies show a positive relationship between price and purchasing decisions, there is variation in its influence which emphasizes the need for further research. The results of this study are expected to provide new insights for retail business actors in formulating more relevant and effective marketing strategies, as well as increasing competitiveness in a competitive market.

This is an open access article under the [CC BY](https://creativecommons.org/licenses/by/4.0/) license.



Corresponding Author:

Alyaa Jacynda
 Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya
 Bekasi, Indonesia
 Email: 202210325260@mhs.ubharajaya.ac.id

1. INTRODUCTION

In an era of increasingly intense business competition, especially in the retail sector, companies are required to formulate effective marketing strategies to attract consumer interest and increase purchasing decisions. The consumer purchasing decision-making process is a complexity that is influenced by various factors, such as product appearance, price, and promotions. The right promotional strategies, such as price discounts and attractive product displays, can create a positive shopping experience and encourage purchases, both impulsive and planned.

Previous studies have shown that sales promotions, product displays, and prices play an important role in shaping consumer purchasing decisions in various types of businesses. For example, an attractive product display can increase repurchase interest and influence overall consumer decisions. In line with that, effective promotions are believed to be able to attract consumer attention and provide added value that ultimately influences purchasing decisions [11].

In the era of rapid globalization and digitalization, competition in the retail and service sectors is increasing along with the emergence of various new businesses that are trying to meet the growing needs of consumers. Understanding the factors that influence purchasing interest, such as product appearance, price, and promotion, is key for companies to stay ahead in a competitive market. Price and promotion are important components in a marketing strategy that can provide additional appeal to consumers for the products offered.[18]

However, there are variations in research findings regarding the influence of these factors on purchasing decisions. Some studies show that price has a positive influence on consumer purchasing decisions, while other studies show that price has no significant influence. These differences in results emphasize the need for further research in different contexts to test the relationship between these variables.

This study aims to fill the gap in previous research by focusing on the influence of product display, price, and promotion on consumer purchasing decisions in the retail sector. It is hoped that the results of this study can provide new insights for retail business actors in developing more effective marketing strategies that are in accordance with current consumer behavior. A deep understanding of the factors that influence purchasing decisions is very important for companies in formulating effective marketing strategies to increase competitiveness in an increasingly competitive market.

Therefore, this study will focus on the analysis of the influence of product display, price, and promotion on consumer purchasing decisions through a qualitative approach and literature study. It is expected that the results of this study can contribute to the development of more relevant and effective marketing strategies to attract consumer interest and increase the competitiveness of retail businesses in Indonesia.

2. METHOD

The method of writing this academic paper is based on qualitative methods and library research. Investigating the relationship or influence between theories, In books, journals, and other reference sources obtained through Mendeley, Google Scholar, and online and offline media in libraries, qualitative research requires the use of reviews that are in line with methodological assumptions. In other words, the review must be inductive so as not to influence the direction of the question. research. One of the main reasons for conducting qualitative research is because of its exploratory nature[1]

2.1 Conceptual Framework

Based on the problem formulation in writing this article as well as a review of literature obtained from relevant books and articles, an article framework can be prepared as follows:

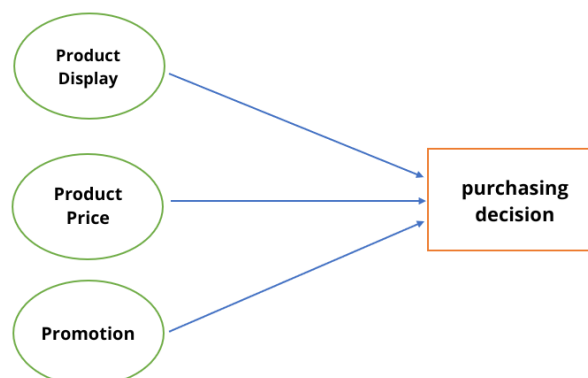


Figure 1: Conceptual Framework

Based on the conceptual framework, it can be concluded that Product Display (X1), Product Price (X2), and Promotion (X3) significantly influence Consumer Decisions to Purchase Products (Y). In addition to these three variables, other factors also play a role in the purchasing decision making process, including:

1. Product Quality: (Sari, Prihartono, 2023), (Cesariana, Juliansyah, Fitriyani, 2022), (Ernawati, 2019), (Aldini, Feriyansyah, Venaza, 2021)
2. Quality of Service: (Cynthia, Hermawan, Izzudin, 2022), (Kelvinia, Putra, Efendi, 2021), (Sopiyan, 2022), (Patmala, Fatihah, 2021)
3. Location: (Mardiasih, 2019), (Ramadani, 2019), (Ekasari, Putri, 2021), (Abdurrahman, Anggriani, 2020)

Product Completeness: (Susanti, Susanti, Suputra, 2021), (Rosmaniar, Wandoyo, Kusuma, Sanjaya, 2020), (Masibbuk, Moniharapan, Ogi, 2019), (Nurjamilah, Romadon, Eka Putri, 2023)

3. RESULTS AND DISCUSSION

3.1 Purchase Decision (Y)

Complex decision-making processes often involve multiple choices between two or more alternative actions. "Online Purchase Decision is a selection process that combines knowledge to evaluate two or more alternative behaviors and choose one of them that is strongly related to personal character, vendor/service, website quality, attitude at the time of purchase, intention to buy online, and decision making" [19]. "A purchasing decision is a consumer decision that is influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that arise what products will be purchased" [14]. There are 4 indicators in purchasing decisions, namely: [15]

- 1) According to the needs
Customers make purchases because the products offered meet their needs and make it easy to find the items they are looking for.
- 2) Have benefits
The product purchased has important value and provides benefits to consumers.
- 3) Accuracy in purchasing products
The product price is commensurate with its quality and meets consumer expectations.
- 4) Repeat purchase
A situation where consumers feel satisfied with previous transactions, so they want to continue making transactions in the future.

"The existence of various types of promotions carried out by companies, ranging from cashback, discounts and others, can be a special attraction for consumers. This can be a consideration for someone before making a purchasing decision, so that the influence of promotions on purchasing decisions has a significant effect".[20]

This purchasing decision has been widely studied by previous researchers, including (Santoso, KW, Waluyo, HD & Listyorini, 2013), (Fernando & Aksari, 2017), (Budiharja, 2016), (Bairizki, 2017), (Syaleh, 2017), (Triwahyuni, 2017), (Abshor et al., 2018), (Polla et al., 2018), (Hadi Brata et al., 2017), (Gerung et al., 2017), (Zamroni, 2016), (Nurantoro & Noersanti, 2020), (Aulia, 2016), (Sutiyono & Hadibrata, 2020), (Sugianto & Ginting, 2020).

3.1.1 Influence on Decision Making

Price is a major factor influencing pricing decisions. In addition, the amount that must be paid to obtain the right to use the product is included in the price. Consumer decisions regarding purchases are influenced by price. Pricing policies are greatly influenced by consumer perceptions of price. Customers often have certain views about the relationship between cost and quality. In this context, price becomes the main point of comparison for consumers, with the relationship between product quality and price; consumers often consider price as an indicator of quality, given that they tend to charge higher prices for products with better quality.

The benefit of price matching is that consumers will buy a product if the benefits received are greater or at least equal to the price paid. Consumers tend to consider a product expensive and will consider buying it if the benefits obtained are more valuable than the price of the product. The results of studies that are in accordance with this study include (Rasyid & Indah, 2018), (Gunawan, 2021), and (Devi, 2019), as well as with (Rosmaniar et al., 2021), (Marpaung & Melaniwati, 2020), and are consistent with Sujatmika's findings in 2017 that price does not affect purchasing decisions.

3.2.1 The Effect of Promotions on Purchasing Decisions

Budiharja (2016) stated, "Promotion influences purchasing decisions, and plays a very important role in purchasing decisions because companies use promotions to increase sales of their products" [16]. Therefore, companies must be smarter and more innovative in increasing their promotions in order to attract consumers so that consumer purchasing decisions in buying a product will increase." "Promotion influences purchasing decisions", this is in line with research conducted by: (Jackson RS Weenas, 2013)[13], (Santoso, KW, Waluyo, HD & Listyorini, 2013), (Fernando & Aksari, 2017), (Budiharja, 2016), (Bairizki, 2017), (Syaleh, 2017), (Triwahyuni, 2017), (Abshor et al., 2018), (Polla et al., 2018), (Brata & Husani, 2017) (Polla et.al, 2018), (Brata, Baruna Hadi & Ali, 2017), (Gerung et al., 2017), (Zamroni, 2016), (Nurantoro & Noersanti, 2020), (Sugianto & Ginting, 2020).

3.2 Product View (X1)

Product Display or Display is a method used to arrange products with the aim of attracting the attention of consumers to be interested in seeing and buying the goods. Good product arrangement is very important because it can increase consumer interest in making purchases. The main function of the display is to introduce the product to consumers that will be sold. The display must be attractive in order to trigger consumer curiosity about the product. By designing an attractive and easy-to-understand display, consumers will be more encouraged to buy the products offered [22]

According to (Putri, Putri, & Diantara, 2023), Product arrangement or product display is very important in retail outlets or stores, because good arrangement can increase customer interest in shopping [23]. Display is an activity that must be carried out by companies in their stores to create attraction through space arrangement and product arrangement, so that customers feel comfortable when shopping in the store. Attractive and effective displays can increase company sales and encourage customers to immediately buy the products offered, thanks to the visual appeal that is immediately visible on an item [24].

According to Buchari Alma in the article Vazira, Nova (2020), displays can be divided into three types, namely: [12]

1) Window Display

Windows display is an activity of displaying products, images, prices, and other elements in a store area called a display case. The goal is to attract the attention of potential customers passing by the store, so that they are interested in the items on display and encouraged to enter the store.

2) Interior Display

Interior display is the activity of displaying products, images, price cards, posters, and the like inside a store, such as on the floor, tables, shelves, and other places. This type of display is often used for products that are already widely known among the public.

3) Exterior Display

Exterior display is the arrangement of goods that is done outside the store, such as during a sale or night market. The purpose of the exterior display is to introduce the product in an effective and cost-effective way, as well as build good relationships with consumers.

3.2.1 The Influence of Product Appearance or Product Display on Purchasing Decisions

To create interest in making purchasing decisions, good product display arrangements are needed. A well-arranged, neat, and precise product display will make it easier for consumers to choose the products they want. A good product display means bringing comfort to consumers. This comfort can be created by arranging good lighting, trending music, and good product arrangement. This will attract consumers to stay in the store and look at the neatly arranged products and then create a sudden purchasing decision without prior planning. Product displays influence purchasing decisions according to research conducted by: (Mirnasari, Putri, & Diantara, 2023), (Hassa, 2023), (Aryati, Akhmad, & Sulistyandari, 2023), (Akmar, 2023), (Mulyono & Aji, 2020), (Suprayogi, Najibullah, Sulastrri, & Ruknan, 2022), (Mulyono & Aji, 2020), (Simanullang, Sihotang, Suginam, 2023). [2][3][4][5][6]

3.3 Price (X2)

The definition of price is defined as a very important factor in determining consumer purchasing interest. Price is the amount that must be paid by consumers to obtain a product or service. Determining the right price can greatly influence consumer purchasing decisions, where a cheaper price compared to competitors can be a separate attraction. Price is one of the important elements in the marketing mix (4P: Product, Price, Place, Promotion). According to Kotler and Keller (2012), price is not only the monetary value paid by consumers, but also reflects the value received by consumers from the products or services offered [13]. The price set can affect consumer perceptions of product quality. In addition, price is also seen as a major consideration for consumers, especially in the context of market competition, which shows that if the price of a product is too high, consumer purchasing interest tends to decrease.

Meanwhile, consumer buying interest is defined as the desire or interest of consumers to buy a product after receiving stimulation from the product. Buying interest arises after consumers see or know about the product, which then gives rise to the desire to own and buy the product. Buying interest is considered closely related to consumer needs and desires, where factors such as:

1) Product quality

It is a measure of how well a product can meet consumer expectations. Product quality is also assessed based on various factors, including durability, reliability, and ease of use.

2) Price

Price has a significant influence on consumer buying interest. Setting a good and affordable price is an important strategy to attract buying interest.

3) Promotion

Promotion also has a significant influence on consumer purchasing interest, the company's efforts in conveying information and attracting consumer attention through promotions can increase the desire to buy.

3.3.1 Pricing Strategy

The pricing strategy a company implements can affect sales in different ways:

1) Cost Based Pricing

Setting prices based on production costs plus a profit margin. This approach often fails to take into account consumer perceptions of value, which can limit sales potential.

2) Value Based Pricing

Set prices based on perceived value to consumers. When consumers feel they are getting better value, they are more likely to buy, even if the price is higher.

3) Psychological Pricing

Using a price that appears psychologically lower, such as Rp. 99,900, can increase the appeal of the product, and in turn, sales.

3.3.2 Impact of Discounts and Promotions

Discounts refer to price reductions applied to products or services to increase their appeal to consumers and encourage purchases. According to Kotler and Keller (2012), discounts are a marketing strategy used to attract consumer attention and increase sales in the short term. Discounts can be given in various forms, such as:

1) Percentage Discount

Reduce the price by a certain percentage, for example, 20% off the original price.

2) Cash Discount

Reduce the amount of money to be paid at the time of purchase.

3) Seasonal Discount

Discounts are given during certain periods, such as during holidays or the end of the year.

3.3.3 External Factors Affecting Prices and Sales

1) Economic Conditions

Economic conditions directly affect consumer purchasing power. In a good economic situation, consumers tend to be more willing to spend and buy products at higher prices. Conversely, in a recession, consumers become more price sensitive, which can result in decreased sales. According to Nagle and Holden (2002), companies need to adjust their pricing strategies according to economic conditions to remain competitive and attractive [25].

2) Level of Competition

The level of competition in the market also greatly affects prices and sales. In a market with many competitors, companies may have to lower prices to attract customers. This can lead to a price war, which can be detrimental to all players in the market. Research by Kotler and Keller (2012) shows that in a competitive situation, it is important for companies to conduct in-depth market analysis to determine the optimal price position without losing profit margins.

3) Consumer Preferences and Behavior

Changes in consumer preferences and behavior can affect pricing and sales strategies. For example, if consumers start to pay more attention to product sustainability and quality, companies may need to adjust their prices to reflect higher value. The article by Tjiptono (2015) shows that a good understanding of consumer behavior can help companies determine more appropriate prices, thereby increasing sales.

4) Government Regulations and Policies

Government regulations, such as taxes, tariffs, and pricing policies, can affect prices and sales. Changes in these policies can result in additional costs for companies, which may have to be passed on to consumers in the form of higher prices. Research suggests that companies need to monitor relevant government policies to anticipate changes that could affect their pricing strategies.

3.3.4 The Influence of Price on Purchasing Decisions

Evelina et al., (2012) stated that "Price influences purchasing decisions, if the price is perceived well by customers/consumers where at the time of the transaction or visit by potential consumers,

consumers will compare product prices with other existing companies, and if they find that the product at that location can provide a price that matches the funds desired by consumers and the desired product specifications, then a purchasing decision will occur." Price influences purchasing decisions, this is in line with research conducted by: (Jackson RS Weenas, 2013), (Santoso, KW, Waluyo, HD & Listyorini, 202008), (Fernando & Aksari, 2017), (Budiharja, 2016), (Bairizki, 2017), (Syaleh, 2017), (Triwahyuni, 2017), (Abshor et al., 2018), (Polla et al., 2018), (Hadi Brata et al., 2017), (Gerung et al., 2017), (Nurantoro & Noersanti, 2020), (Aulia, 2016), (Sugianto & Ginting, 2020).

3.4 Promotion (X3)

Promotion is part of the 4P marketing mix. In integrated marketing communications, companies must determine the relationships that will bring the marketing mix elements to the right target market. Advertising, direct marketing, interactive or internet marketing, sales promotion, publicity and public relations, and personal selling are included in the six types of promotional mix. This is in line with research showing that promotion has a significant positive relationship to brand image [26].

Solihin (2020) states "Even if a good product is not promoted effectively, it will not sell. With promotion, customers will know how useful the product is to have. With promotion, it will change customer attitudes and encourage customers to act or buy the product." [27]

Aang, Zulfa (2023) states "Promotion is conveying or communicating the advantages of goods and convincing consumers to purchase the goods. Promotion aims to attract buyers to try new goods, attract buyers to switch from competitors' merchandise, make buyers switch from old goods that have sold well, and to support or reward loyal consumers" [28]. Word of mouth has a very important meaning in consumer purchasing decisions. Atthaya, Multazim, Syti (2023) states "If the word of mouth produced is good, then consumers tend to make repeat purchases. Meanwhile, if the word of mouth is not as expected or the word of mouth is negative, then consumers will switch their purchases to other similar products". [29]

Promotion is one of the benchmarks in generating buying interest. According to Djaslim in Setiawan (2020) "Promotion is the process of exchanging information between sellers and buyers with the aim of changing the attitudes and behavior of buyers, who previously did not know the product, to know and be familiar with the product. Through promotion, companies can introduce their products to consumers, in order to attract consumer buying interest.

According to Lupiyoadi in Lubis (2021) "In promotion there are promotional tools that include advertising activities, personal selling, sales promotion, public relations, word of mouth, direct selling, and marketing publications." [30]

According to Kotler in Lubis (2021), the promotion indicators are as follows:

1) *Advertising*

Advertising is a form of non-individual communication implemented by companies with the aim of offering products, both goods and services. Advertising is defined as sending messages with media paid for by advertisers. The role of an advertisement is to raise consumer awareness of the existence of a product offered while simultaneously persuading or encouraging consumers to buy and use the product. Even advertising can also encourage a potential consumer to buy a product without trying it.

2) *Sales Promotion*

According to Morissan, sales promotion is an effort to increase sales by providing incentives or additional value to distributors, sales staff, or customers.

3) *Public Relations and Publicity*

Two-way or reciprocal communication is the basis of public relations activities. This means that a company has a good relationship with the community or public. In addition, the purpose of this activity is to create a pleasant impression so that the public has a positive opinion about the

company's survival. With publicity, the image of the company and products will get a unique impression. This is important and is an important component of the company's marketing strategy that should not be ignored. Because many buyers choose to buy something because of public opinion about the product.

4) *Personal Selling* (Personal Selling)

According to Kotler and Keller, "*personal selling* is an effort to introduce a product through direct communication (face to face) between a seller and a prospective buyer so that consumers are interested in buying the product being offered, so that the seller can directly see the response and hear the response from prospective buyers ."

5) *Direct Marketing*

The development of both transportation and communication facilities makes transactions between sellers and buyers easier. This gives rise to coordinate promoting or direct marketing. According to Kotler, "direct marketing is the use of direct consumer channels to reach and deliver goods and services to customers without using marketing intermediaries"

3.5 Relevant Article Review

The following is a relevant article as a basis for comparing the similarities and differences of research plans by explaining the results of previous research.

Table 1. Previous Research

No.	Author (Year)	Research Results (from Abstract Conclusion)	Similarities With This Article	Differences With This Article
1	(Hassa, 2023)	The results show that product display has a significant positive influence on product purchasing decisions. [3]	Product display influences purchasing decisions	Product display, price and promotion influence purchasing decisions
2	(Aryati, Akhmad, & Sulistyandari, 2023)	The results of this study show that product display has an effect on purchasing decisions, namely the higher the product display, the higher the purchasing decision. [4]	Product display influences purchasing decisions	Product display, price and location partially influence purchasing decisions
3	(Kurnia, 2024)	The results of the partial study show that promotion has a positive and significant effect on customer purchasing decisions at Gondrong Drink Tanjungpinang. [7]	The results of the partial study show that promotion has a positive and significant effect on customer purchasing decisions at Gondrong Drink Tanjungpinang.	Service quality has a positive effect on purchasing decisions.
4	(Febrianti, 2020)	The results of the research on purchasing decisions on Rikana Cake products, Pekanbaru Branch, have an influence on purchasing decisions. [8]	Promotions influence purchasing decisions	The influence of promotion and location on purchasing decisions for Rikana Cake products, Pekanbaru Branch
5	(Grace, 2020)	The results of the analysis in the study show that the price	Price influences purchasing decisions	Product quality and price have a significant

No.	Author (Year)	Research Results (from Abstract Conclusion)	Similarities With This Article	Differences With This Article
		variable has a significant influence on purchasing decisions. [9]		influence on purchasing decisions
6	(Gunawan & Susanti, 2019)	The results of the analysis in the study showed that promotion influenced the decision to purchase Maybelline cosmetic products in Padang City. [10]	Promotions influence purchasing decisions	Price has no effect on purchasing decisions

4. CONCLUSION

Based on theory, relevant articles, and previous research studies, it can be concluded that:

1. An attractive product display has a positive and significant influence on consumer purchasing decisions. Good product arrangement, such as lighting, music, and attractive displays, can create comfort and attract consumers to see and buy products impulsively. Thus, product display plays an important role in increasing attractiveness and purchasing decisions.
2. Price also has an important influence on purchasing decisions, but research results show variations in its influence. In general, competitive prices that are in accordance with product quality can increase purchasing interest. However, in several studies, price does not always significantly influence purchasing decisions, indicating that other factors also need to be considered by consumers in making purchasing decisions. [17]
3. Promotion has been proven to have a significant influence on purchasing decisions. Promotional strategies such as discounts, cashback, and direct marketing can attract consumer attention, increase purchase interest, and ultimately influence purchasing decisions. Effective promotions help companies build good relationships with consumers and create loyalty and interest in products. [17]

REFERENCE

- [1] N. L. Hapzi Ali, *Metodologi Penelitian : Petunjuk Praktis untuk Pemecahan Masalah Bisnis, Penyusunan Skripsi, Tesis, dan Disertasi*, Yogyakarta: Deepublish, 2013.
- [2] P. Mirnasari, L. T. Putri dan L. Diantara, “Pengaruh Display, Promosi Media Sosial, dan Lokasi Terhadap Keputusan Pembelian pada IVO Fashion Cabang Bangkinang Kota,” *Journal in Management and Entrepreneurship*, 2023.
- [3] R. S. Hassa, “Analysis of the Effect Product Display on Purchase Decisions in Micro, Small and Medium Enterprises Donat Madu in Bandung, Indonesia,” *International Journal Administration, Business & Organization*, 2023.
- [4] C. Aryati, I. Akhmad dan S. , “Pengaruh Display Produk, Harga dan Lokasi Terhadap Keputusan Pembelian Pada Frozen Food Anita,” *Jurnal Ilmiah Mahasiswa Merdeka*, 2023.
- [5] M. A. Mulyono dan S. Aji, “Pengaruh Display dan Promosi Terhadap Minat Beli Produk Zoya Kosmetik Gresik,” *Jurnal Ekonomi dan Kewirausahaan Kreatif*, 2020.
- [6] A. Suprayogi, N. S. dan R. , “Pengaruh Display Produk Terhadap Keputusan Pembelian Produk Alfamart Cabang Pondok Jagung Tangerang Selatan,” *Jurnal Tadbir Peradaban*, 2022.
- [7] M. Kurnia, “Pengaruh Promosi dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Gondrong Drink Tanjungpinang,” 2024.
- [8] E. Febrianti, “Pengaruh Promosi dan Lokasi Terhadap Keputusan Pembelian pada Produk Rikana Cake Cabang Pekanbaru ditinjau Menurut Ekonomi Syariah,” 2020.
- [9] M. Grace, “Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian pada PT. Berlian Multitama di Jakarta,” *E-MABIS: Jurnal Ekonomi Manajemen dan Bisnis*, 2020.

- [10] A. C. Gunawan dan F. Susanti, "Pengaruh Bauran Promosi dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Maybelline di Kota Padang," 2019.
- [11] P. Kotler, *Manajemen Pemasaran Jilid 1*, Jakarta, 2008.
- [12] N. Variza, "Pengaruh Display Dan Kualitas Produk Terhadap Keputusan Pembelian Pada Toko Bata Di Mtc Giant Panam," Institutional Repository On UIN Suska, Riau, 2020.
- [13] G. A. Philip Kotler, *Prinsip-Prinsip Pemasaran Edisi 12, Jilid 1*, Jakarta: Erlangga, 2008.
- [14] B. Alma, *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, 2016.
- [15] A. A. Thompson, M. Peteraf, J. E. Gamble dan A. J. Strickland, *Crafting and Executing Strategy: The Quest for Competitive Advantage : Concepts and Cases*, New York: McGraw-Hill Education, 2017.
- [16] G. E. Budiharja dan Riyono, "Pengaruh Kualitas Produk, Harga, Promosi Dan Brand Image Terhadap Keputusan Pembelian Produk Aqua Di Kota Pati," *JURNAL STIE SEMARANG*, Vol. %1 dari %2vol. 8, no. 2, 2016.
- [17] M. A. K. Septyadi, M. Salamah dan S. Nujiyatillah, "Literaturereview Keputusan Pembelian Dan Minat Beli Konsumen Pada Smartphone: Harga Dan Promosi," *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, vol. 3, no. 1, 2022.
- [18] P. Kotler and K. L. Keller, *Marketing Management. 13th Edition*, Upper Saddle River: NJ Pearson Education, 2009.
- [19] U. Azizah, "Pengaruh Digital Marketing dan Customer Relationship Marketing Terhadap Keputusan Nasabah Produk Tabungan Faedah Brisyariah iB (Survei pada Nasabah Bank BRI Syariah KCP Purbalingga)," 2020.
- [20] M. B. Marbun, H. Ali and F. Dwikoco, "Pengaruh Promosi, Kualitas Pelayanan dan Keputusan Pembelian terhadap Pembelian Ulang (Literature Review Manajemen Pemasaran)," *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 2022.
- [21] J. R. Weenas, "Kualitas Produk, Harga, Promosi dan Kualitas Pelayanan Pengaruhnya terhadap Keputusan Pembelian Spring Bed Comforta," *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2013.
- [22] M. Zulviani, N. Akramiah and E. Mufidah, "Pengaruh Citra Merek dan Harga Terhadap Minat Beli Produk Tas "Sophie Martin Paris"," *EMA- Ekonomi Manajemen Akuntansi*, 2019.
- [23] P. Mirnasari, D. Litra and L. T. Putri, "Pengaruh Display, Promosi Media Sosial dan Lokasi Terhadap Keputusan Pembelian Pada IVO Fashion Cabang Bangkinang Kota," *Journal in Management and Entrepreneurship*, 2023.
- [24] G. "Display Produk, Diskon Harga dan Bundling Produk Terhadap Keputusan Impluse Buying," *Jurnal Ekonomi*, 2020.
- [25] T. T. Nagle and R. K. Holden, *The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making*, Prentice Hall, 2002.
- [26] F. Andarista, D. S. Hariyani and R. U. A. Fauzi, "Pengaruh Brand Ambassador Dan Promosi Terhadap Minat Beli Brand Erigo Melalui Brand Image Sebagai Variabel Intervening," *Journal of Current Research in Business and Economics*, 2022.
- [27] D. Solihin, "Pengaruh Kepercayaan Pelanggan Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening," *Jurnal Mandiri- Ilmu Pengetahuan, Seni, dan Teknologi*, 2020.
- [28] A. W. Saputro and Z. Irawati, "Pengaruh Kualitas Produk, Citra Merek, Harga, dan Promosi Terhadap Minat Beli Produk Second Brand," *Jurnal Informatika Ekonomi Bisnis*, 2023.
- [29] A. P. Y. Putra, A. L. Z. Hilwana, M. F. Al Multazim and e. a. , "Pengaruh Siaran Langsung dan Konten Promosi Terhadap Minat Beli Mahasiswa Bisnis Digital UPI di Tiktok Shop," *Jimek : Jurnal Ilmiah Mahasiswa Ekonomi*, 2023.
- [30] N. Lubis and R. Hidayat, "Pengaruh Promosi dan Harga Terhadap Keputusan Konsumen Memilih Jasa Pengiriman," *Management and Business Review*, 2021