

## ANALYSIS OF THE IMPACT OF PROMOTIONS, PRICES, AND PRODUCT INNOVATIONS FROM BUY DECISIONS AT PT. CAPELLA DINAMIC NUSANTARA

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### ABSTRAK

PT. Capella Dinamik Nusantara is a company operating in the automotive sector, particularly in the distribution and sale of motorcycles and their spare parts. As an official dealer, this company collaborates with various well-known brands to provide quality products to consumers. The purpose of this journal is to analyze the influence of promotion, price, and product innovation on purchase decisions at PT. Capella Dinamik Nusantara. The population of this study consists of the consumers of PT. Capella Dinamik Nusantara. The sample for this research includes 100 consumers from PT. Capella Dinamik Nusantara. Data collection was conducted through a questionnaire distributed via Google Forms. The results of data analysis using SEM-PLS statistical software indicate that the variables of promotion, price, and product innovation have a partial and simultaneous influence, with F-test values  $>0.062$ , T- test values with a T-statistic  $>1.96$ , and P-value  $<0.05$ .

**Keywords:** Promotion, Price, Product Innovation, Purchase Decision

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## INTRODUCTION

Competition in the business world today is extremely fierce, with companies across all sectors vying to implement effective marketing strategies to stay competitive. One of these sectors is transportation, where meeting the public's needs is crucial to facilitate daily activities. One popular mode of transportation among the public is the motorcycle. It is evident that nearly everyone owns a motorcycle for daily use due to its affordability and convenience.

The purchasing decision is a critical moment within an organization where steps are taken to acquire specific goods or services. This stage involves a series of complex processes, starting from identifying needs, searching for information, evaluating various options, making the decision, and implementation. The purchasing decisions made by consumers at PT. Capella Dinamik Nusantara are considered suboptimal because consumers are less attracted to the offerings proposed by the company.

PT. Capella Dinamik Nusantara is a company engaged in the sales of Honda motorcycles for product distribution in the Sumatra region. The company is located at Jl. Sekip Baru no. 3-5 Medan.

Price for consumers serves as an indicator to measure the relative value, quality, and availability of products that fit their budget. The availability of discounts, promotions, and special price services can influence purchasing decisions. Competitive pricing or matching the perceived value can stimulate impulsive buying or shape the desired brand image. The company faces challenges in the pricing domain, as Honda motorcycles are considered quite expensive, with limited variety and innovation in design. Additionally, issues with the sturdiness of Honda's product frames cause consumer concerns, leading them to choose motorcycles from other companies that offer more affordable prices and contemporary designs.

Promotion aims to introduce consumers to the products or services offered by the company. One of the main issues faced by PT. Capella Dinamik Nusantara is minimal promotional efforts, leading to a lack of consumer awareness about the various products offered, thus creating barriers to generating interest and purchase desire.

Product innovation is the effort to develop or provide updates to the company's products offered to consumers. Product innovation plays a crucial role in the business aspect, as it is needed to expand the product portfolio and reach a broader market segment. PT. Capella Dinamik Nusantara faces serious challenges in product innovation, where the company has been unable to provide the latest updates on its products. Limited success in implementing innovation has caused consumer interest to shift towards competitors' products. This challenge arises because the company is too focused on quality aspects without accompanying efforts for model updates and other innovations.

Based on the aforementioned issues, the researcher is interested in conducting a study titled "Analysis of the Influence of Promotion, Price, and Product Innovation on Purchase Decisions at PT. Capella Dinamik Nusantara."

## **LITERATURE REVIEW**

### **Definition of Promotion**

According to Kotler and Keller (2018:424), promotion is a form of interaction aimed at conveying useful information to persuade and inform the public about a product created by any institution.

According to Buchari Alma (2016:179), the indicators of promotion are:

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Public Relations
5. Direct Marketing
6. Exhibitions
7. Program Introductions
8. Giving Gifts
9. Product Samples
10. Product Consultation

### **Definition of Price**

According to Lupiyoadi (2013:95), price functions as a means to provide value to consumers and impacts the product's image and consumers' purchasing decisions.

According to Tonce and Yoseph (2022:20), the indicators of price are:

1. Price Affordability
2. Price Competitiveness
3. Price Consistency with Product Quality
4. Price Consistency with Benefits

### **Definition of Product Innovation**

According to B.D. Prasetyo (2020:37), product innovation is a renewal that can attract and be developed to compete in the business world.

According to Kotler and Armstrong (2012:233), the indicators of product innovation are:

1. Relative Advantage
2. Compatibility
3. Divisibility
4. Communicability

### **Definition of Purchasing Decision**

According to Tanady & Fuad (2020:116), a purchasing decision refers to the stages involved in the decision-making process.

According to Kotler and Armstrong (2008:181), the indicators of purchasing decisions are divided into four parts: a. Certainty in purchasing due to knowing the usefulness of the product b. Purchasing due to a preferred brand c. Purchasing based on needs and desires d. Purchasing due to others' suggestions

### **Theory of the Influence of Promotion on Purchasing Decisions**

According to Kotler and Armstrong (2019:58), promotion is one of the aspects of the four elements in the marketing mix (4P), which includes advertising, personal selling, sales promotion, and public relations. In their view, promotion plays a crucial role in

shaping consumer perceptions of products or services, stimulating purchasing decisions, and building customer loyalty.

#### Theory of the Influence of Price on Purchasing Decisions

Kotler and Armstrong (2019:58) state that price, as a crucial element in the marketing mix, has a significant impact on consumers' assessment of the quality of products or services. Prices perceived as affordable or in line with expected value can increase the likelihood of purchasing.

#### Theory of the Influence of Product Innovation on Purchasing Decisions

According to the research by Romdonah, et al. (2013:60), if the product innovation variable positively influences purchasing decisions, it means that the better the quality of a product, the higher the chances of increasing sales.

## METHOD

This research is conducted at PT. Capella Dinamik Nusantara, located at Jl. Sekip Baru No. 3-5, starting from June 2024. It employs a quantitative approach as described by Sugiyono (2015), focusing on numerical data from a predetermined sample. Associative research, as defined by Sujarweni (2015), is used to examine the interrelation between more than two variables, with a correlational nature explaining variable influences. The population includes consumers of PT. Capella Dinamik Nusantara, and quota sampling is used to select 100 respondents, following Sugiyono's (2016) methodology. Data collection techniques include questionnaires, interviews, and documentation studies, with both primary and secondary data sources being utilized. The operational definitions for each independent and dependent variable are as follows:

Jenis Variabel	Definisi	Indikator	Skala
Promosi (X <sub>1</sub> )	Menurut Laksana (2019:129), promosi diartikan sebagai suatu bentuk komunikasi antara penjual dan pembeli yang disampaikan melalui informasi yang akurat. Tujuannya adalah untuk	Menurut Buchari Alma (2016:179) indikator dari promosi adalah: Pameran Periklanan Promosi Penjualan	Likert

	mengubah sikap dan perilaku pembeli yang awalnya tidak mengetahui menjadi mengenal, sehingga mereka menjadi pembeli dan tetap mengingat produk tersebut.		
Harga (X <sub>2</sub> )	Menurut Kotler (2019 :345) Harga adalah nominal uang yang harus diberikan untuk mendapatkan produk yang diinginkan.	Menurut Tonce dan Yoseph (2022: 20) indikator harga adalah sebaagai berikut: Keterjangkauan Harga Daya saing harga Kesesuaian harga dengan mutu produk Kesesuaian harga dengan manfaatnya	Likert
Inovasi produk (X <sub>3</sub> )	Menurut Kotler (2016:454) Inovasi produk adalah gabungan dari berbagai macam proses yang saling mempengaruhi antara yang satu dengan yang lain”.	Menurut Kotler dan Armstrong (2012:233) indikator dari iovasi produk adalah: Keunggulan Realitif Kompatibilitas Divisibiliras 4. Komunikabilitas	Likert

### Data Analysis Techniques

In this research, data analysis is conducted using the SMART PLS software. SMART-PLS is a Partial Least Squares Structural Equation Modeling (PLS-SEM) method used for path analysis or structural equation modeling (SEM). PLS-SEM is utilized to test and measure the relationships between variables in the research model, focusing on two tests: the inner model and the outer model. According to Sugiyono (2018:267), validity testing compares the reported data with the data obtained directly from the research subjects, ensuring that the questionnaire is considered valid if the loading factor for each indicator is >0.70 and the AVE value is >0.50. Reliability testing, as explained by Sugiyono (2017:130), measures the consistency of data produced from measurements using the same object, with Cronbach's alpha and composite reliability values >0.60 indicating reliable data. The coefficient of determination, according to Sugiyono (2016:268), assesses the extent to which independent variables influence the dependent variable. Simultaneous

hypothesis testing (F-test), described by Situmorang (2014:116), evaluates the collective influence of independent variables on the dependent variable, with NFI values  $>0.662$  in SMART-PLS. Partial hypothesis testing (t-test), as per Sujarweni (2019:118), assesses the significance of the partial relationship between independent and dependent variables, using T-statistic values  $>1.96$  and P-values  $<0.05$  in SMART-PLS.

## RESULTS AND DISCUSSION

### General Overview of the Company

Capella Dinamik Nusantara focuses on trading Honda motorcycles in Indonesia. The organization was established on November 13, 1986, and is headquartered in Medan. Initially, Capella Dinamik Nusantara was a Honda division of PT Capella Medan but later became a branch of PT Capella Medan. The company emphasizes improving customer service with modern showroom designs, cleanliness, and friendly service at each sales desk. Besides selling Honda motorcycles through a dealer network, Capella Dinamik Nusantara also offers online sales. The company sells not only directly to customers but also to customer groups and institutions through branch offices or marketing offices.

### Characteristics of Respondents

In this study, to gain perceptions regarding PT Capella Dinamik Nusantara, respondents with similar consumer characteristics were chosen. The characteristics are as follows:

1. **Age Range:** The age range of research participants includes various age groups, from young to older individuals. This considers the variation in products and services offered by PT Capella Dinamik Nusantara and the diverse target market. For instance, certain technological solutions might be more appealing to the younger generation familiar with technology, while others may attract older age groups.
2. **Gender:** Including both genders in the research sample is crucial to obtain a balanced and comprehensive picture of PT Capella Dinamik Nusantara's products and services.

Engaging both genders provides more complete insights into user preferences and market needs.

3. **Geographical Location:** Determining whether respondents are from areas close to PT Capella Dinamik Nusantara or from other regions is essential. Preferences, needs, and accessibility to products and services may vary depending on the respondents' geographical location. Those near PT Capella Dinamik Nusantara may have different experiences in interacting with customer service or offered products.
4. **Previous Experience with Technology Products:** Considering whether respondents have previous experience with products or services from PT Capella Dinamik Nusantara. Previous experience includes the use or purchase of items sold by the company, affecting their perceptions and purchasing decisions.

## **Respondents' Explanation of Variables**

### **Promotion Variable**

Based on survey results, promotion significantly influences the purchasing decision of products or services from PT Capella Dinamik Nusantara. Respondents are more interested in advertised products or services supported by special promotions like discounts or exclusive offers. Promotion makes products or services appear more attractive and valuable to consumers, increasing brand recall and recognition, thus influencing purchasing decisions.

### **Price Variable**

Survey results show that price plays a crucial role in the purchasing decision of products or services from PT Capella Dinamik Nusantara. Respondents consider price a primary factor before making a purchase. Reasonable and value-for-money prices increase the likelihood of purchase, whereas high prices can reduce interest.

### **Product Innovation Variable**

Survey results indicate that product innovation has a significant impact on purchasing decisions. Consumers are more attracted to products with new features or technologies that meet their needs or desires. Innovation adds value, enhances product

appeal, and differentiates from competitors, making it a critical factor in purchasing decisions.

### Purchasing Decision Variable

Survey results reveal that promotion, price, and product innovation significantly influence purchasing decisions at PT Capella Dinamik Nusantara.

1. **Promotion:** Customers pay close attention to promotions such as discounts, special offers, and loyalty programs, which can influence their decision to purchase.
2. **Price:** A crucial factor, price alignment with product value increases purchase likelihood, while high prices can deter interest.
3. **Product Innovation:** Key consideration for respondents, innovative products with new features or technologies attract consumer attention and differentiate from competitors.

By focusing on these variables, PT Capella Dinamik Nusantara can design effective marketing strategies to influence purchasing decisions and maintain market position.

## Results and Discussion

### Data Statistical Analysis

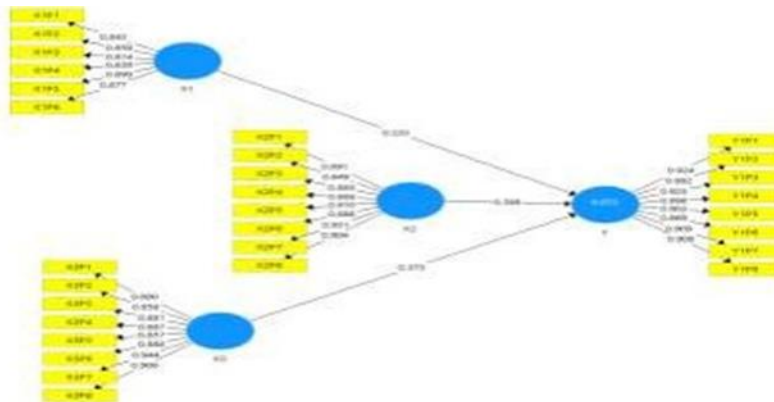
#### Outer Model

The Outer Model in Smart PLS is a testing process allowing the evaluation of the relationship between indicators and latent variables, providing information on factor loadings, which indicate the correlation between indicators and latent variables. For instance, there are 6 indicators for variable X1, 8 indicators for variable X2, 8 indicators for variable X3, and 8 indicators for variable Y1, utilizing convergent validity testing. To evaluate the validity results, convergent validity assesses the consistency between indicators and latent variables using factor loadings. According to Ghazali (2021), a factor loading value above 0.70 is considered to meet convergent validity. The factor loading values for each indicator can be viewed from the structural model and the provided tables.

**Figure. 1 Structural Model SEM (Source: Smart PLS 3.0 Output)**

	PRM	HRG	INP	KPM
X1P1	0,844			
X1P2	0,858			
X1P3	0,915			
X1P4	0,839			

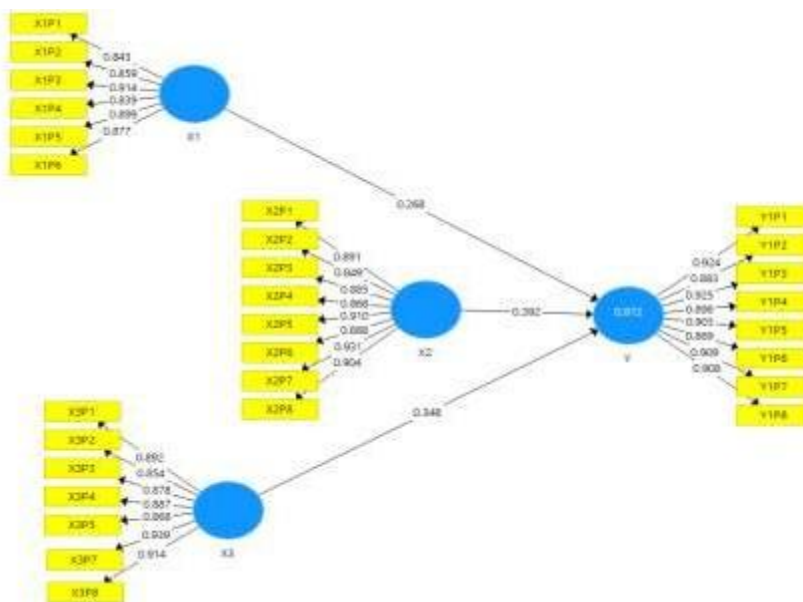
X1P5	0,898		
X1P6	0,878		
X2P1		0,892	
X2P2		0,859	
X2P3		0,887	
X2P4		0,857	
X2P5		0,907	
X2P6		0,893	
X2P7		0,931	
X2P8		0,914	
X3P1			0,894
X3P2			0,850
X3P3			0,876
X3P4			0,888
X3P5			0,871
X3P6			-0,197
X3P7			0,938
X3P8			0,912
Y1P1			0,924
Y1P2			0,882
Y1P3			0,925
Y1P4			0,898
Y1P5			0,903
Y1P6			0,869
Y1P7			0,909
Y1P8			0,908



In Table.1 above, it can be observed that the value of X3P6 < 0.70, thus requiring Stage II calculation by removing indicator X3P6 to ensure that all indicators of the variable have values > 0.70.

**Figure. 2 Structural Model SEM (Source: Smart PLS 3.0 Output)**

	Promosi	Latent Variable 2	Latent Variable 3	Latent Variable 4
X1P1	0,844			
X1P2	0,858			
X1P3	0,915			
X1P4	0,839			
X1P5	0,898			
X1P6	0,878			
X2P1		0,892		
X2P2		0,859		
X2P3		0,887		
X2P4		0,857		
X2P5		0,907		
X2P6		0,893		
X2P7		0,931		
X2P8		0,914		
X3P1			0,892	
X3P2			0,854	
X3P3			0,878	
X3P4			0,887	
X3P5			0,868	
X3P7			0,939	
X3P8			0,914	
Y1P1				0,924
Y1P2				0,882
Y1P3				0,924
Y1P4				0,898
Y1P5				0,903
Y1P6				0,869
Y1P7				0,909
Y1P8				0,908



After conducting Stage II testing by removing the factor loading value declared  $<0.70$  (X3P6), it can be observed that the factor loading values for all variables are valid, with values  $>0.70$  as per the requirement.

### Discriminant Validity

Discriminant validity is a testing process used to evaluate whether each item used to measure indicators of latent variables has sufficient significant differences or variations. In this context, discriminant validity is assessed through the Average Variance Extracted (AVE) values or through the smallest values among each variable. The following table presents the discriminant validity values in this study.

**Tabel. 3 Nilai Discriminant Validity**

	Promosi	Harga	Inovasi Produk	Kepuasan Pembelian
PRM	0,873			
HRG	0,924	0,887		
INP	0,909	0,947	0,891	
KPM	0,950	0,966	0,965	0,902

The following table shows the reliability values of Cronbach's alpha and composite reliability, with the condition that values greater than 0.70 are considered reliable. The

AVE value is used as a measure of discriminant validity if there are continuously decreasing values downward in the table, conversely.

**Tabel. 4 Nilai Reliabilitas (Sumber: Output Smart PLS 3.0)**

	Cronc Apha	rho_A	Comp Realiability	AVE
PRM	0,937	0,939	0,950	0,761
HRG	0,955	0,955	0,963	0,787
INP	0,956	0,958	0,964	0,793
KPM	0,967	0,968	0,972	0,814

From the previous table data, it can be concluded that the indicators and variables in this study exhibit high levels of reliability, with Cronbach's alpha and composite reliability values each exceeding 0.70. Additionally, the AVE values for each variable also surpass 0.50, indicating that they meet the standards for discriminant validity.

### Coefficient of Determination

The coefficient of determination is used as a measure to gauge the extent to which variable X influences variable Y. Below are the results of the coefficient of determination:

**Tabel. 5 Koefisien Determinasi (Sumber: SmartPLS3.0)**

	R Square	R Square Adjusted
KPM	0,970	0,969

From the table above, it is evident that the coefficient of determination is 0.970, indicating that the variables of promotion, price, and product innovation collectively account for 97% impact on the purchasing decision variable.

### Hypothesis Testing

There are two types of hypothesis testing: the F-test and the T-test. The F-test evaluates the joint influence of independent variables on the dependent variable in the regression model, while the T-test assesses the partial relationship between each independent variable and the dependent variable.

### F-Test

In the F-test, the influence of a variable can be considered significant if the value of NFI (Normalized Fit Index) is greater than 0.062. Below is the table of NFI values in this study:

**Tabel. 6 Nillail Uji F (Sumbelr: Output Smart PLS 3.0)**

	Saturaate ed Model	Estiimated Modell
SRMR	0,045	0,045
d_ ULS	0,816	0,816
d_ G	2,452	2,452
Chi- Square	648,036	648,036
NFI	0,774	0,774

From the presented table, it can be inferred that if the final NFI value exceeds 0.062, then all independent variables collectively impact the dependent variable.

### 3.6.2 T-Test

In the T-test analysis, we utilize the T-Statistic value and the P-Value, with the standard that the T-Statistic value must exceed 1.96 and the P-Value must be less than 0.05 to determine statistical significance. Below are the results of the T-test listed in the table:

**Tabel. 7 Uji t (Sumber: Output Smart PLS 3.0)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PRM-> KPM	0,301	0,315	0,074	4,050	<b>0,000</b>
HRG-> KPM	0,322	0,307	0,099	3,244	<b>0,001</b>
INP -> KPM	0,387	0,388	0,105	3,679	<b>0,000</b>

## Discussion of Data Analysis Results

### Impact of Promotion on Purchase Decisions

This study demonstrates that the promotion variable has a significant influence on purchase decisions. This is evidenced by the F-test value (0.774) exceeding the threshold (0.662), and the T-statistic value (4.050) surpassing the critical value (1.96), with a P-value less than 0.05. Therefore, the alternative hypothesis (H1) is accepted, indicating a significant influence of the promotion variable on purchase decisions.

### **Impact of Price on Purchase Decisions**

Based on the test results, it can be concluded that the price variable significantly affects purchase decisions. This can be observed from the fact that the F-test value (0.774) exceeds the threshold (0.662). Additionally, the T-statistic value (3.244) exceeds the critical value (1.96), and the P-value (0.001) is less than 0.05. Therefore, hypothesis H2 can be accepted, indicating that the price variable influences purchase decisions.

### **Impact of Product Innovation Variable on Purchase Decisions**

Based on the analysis results, it can be concluded that H3 is accepted. This is based on the fact that the NFI value (0.774) exceeds the threshold (0.662), and the T-statistic value (3.679) exceeds the critical value (1.96), with a P-value (0.000) less than 0.05. Therefore, hypothesis H3, which states that there is an influence of certain variables on purchase decisions, can be accepted.

### **Impact of Promotion, Product Quality, and Price Variables on Purchase Decisions**

After the data analysis is completed, we can determine whether independent variables such as promotion, price, and product innovation collectively influence purchase decisions or not.

## **CONCLUSION**

### **Conclusion**

The research results indicate that the impact of promotions, pricing, and product innovation implemented by PT. Capella Dinamik Nusantara on consumer purchase decisions is highly significant. Promotions and product innovation particularly stand out as factors with the strongest influence. Promotions conducted by PT. Capella Dinamik Nusantara play a crucial role in driving purchases by increasing customer awareness and interest in the products. Appropriate pricing also influences the perceived value of the product and purchase decisions. Product innovation attracts consumer interest with the

latest features. By understanding the impact of these three factors, the company can renew its marketing strategies to strengthen sales and market position.

### Recommendations

PT. Capella Dinamik Nusantara can enhance its marketing strategy by focusing on effective promotions, appropriate pricing strategies, investing in product innovation, analyzing consumer behavior, and continuous performance monitoring. Consequently, they can strengthen purchase decisions that influence their market position.

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