

The Influence of Price, Service Quality and Promotion on Purchasing Decisions of Honda Scoopy Motorcycles at Wahana Jatake Tangerang

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Abstract

One of the products issued by the Honda brand is the Honda Scoopy. This product has a unique and modern design for young people who want to look stylish and trendy. Currently, Honda Scoopy sales continue to increase and consumer interest in this motorbike is very high, so consumers have to wait for each purchase. The purpose of this study intends to analyze the effect of price, service quality and promotion on purchasing decisions of the Honda Scoopy at Wahana Jatake Tangerang. The research population was all Honda Scoopy motorcycle buyers at Wahana Jatake located at Jalan Gatot Subroto km 8 Jatiuwung. Tangerang during the period April – June 2023. The research sample consisted of 100 respondents using the accidental sampling technique. Data analysis technique used multiple linear regression and hypothesis testing using t test and F test. The results showed 1) there was a significant effect of price on the purchasing decision of the Honda Scoopy at Wahana Jatake, 2) there was a significant effect on the quality of service on the purchasing decision of the Honda Scoopy at Wahana Jatake, 3) there is a significant effect of promotion on the purchasing decision of the Honda Scoopy at Wahana Jatake, 4) Price, quality of service and promotion simultaneously on the purchasing decision of the Honda Scoopy at Wahana Jatake.

Keywords: Price, Service Quality, Promotion and Purchase Decision



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INTRODUCTION

Motorcycles are still the most popular and popular means of transportation or vehicles in our country. Currently there are many motorized vehicles with more modern engine designs and sophisticated technology in Indonesia. The number of motorcycles is increasing day by day, various motorcycle brands with different product ranges and price differences have entered the national motorcycle market. Motorcycles are not only affordable and quite affordable in our society, but they are also very practical vehicles and easy to use anywhere. This is what makes motorbikes so popular with the wider community.

In its development, motorcycle models have always been innovating since the emergence of motorcycles until the era of this century. Today we encounter many motorbikes with more modern designs and very tough engine specifications, such as Sport Motorbikes, Big Bikes, Ducks and Matic. Meanwhile, regular motorcycle sales in 2022 are dominated by the Matic type with a percentage of 87.94 percent. In second place was the duck type with 6.21 percent, followed by the motor sport type with 5.85 percent (otomotif.bisnis.com).

In Indonesia, these Matic motorbikes are priced starting at 15 million to 20 million. Many automatic motorbikes have sprung up with designs that are more modern to classic, unique and quirky designs such as the Honda Scoopy motorbike produced by Astra Honda Motor. Meanwhile, Yamaha also launched Yamaha Fino, Yamaha Fazzio and Yamaha Grand Filano products, which have price ranges that are not far from one another. Where in 1946 the Vespa motorbike appeared for the first time with its unique design and currently this product is held by Piaggio.

The current growth in motorcycle sales is also characterized by technological developments that make it easier for consumers to get sufficient information regarding prices, product quality, promotions of a product to what services will be obtained when they want to buy until they finish making a purchase. Each consumer uses criteria in choosing a particular product. Consumers also vary in terms of age, education, income and tastes. The diversity of consumers is a challenge for motorcycle dealers in developing products that are produced and marketed, determining the market and promotion budget costs (Kotler 2014: 205).

In the face of increasingly fierce competition for unique and classic motorbike products, every motorcycle seller is required to be able to create a competitive advantage in terms of product, service, price and promotion in an effort to satisfy customers and face competition in this business. According to Kotler (2016), purchasing decisions are actions from consumers to want to buy or not to a product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider the quality of service, price and product promotion so that they are increasingly recognized by the public. This is shown in every purchase transaction process for a Honda Scoopy at Wahana Jatake, consumers always ask about price comparisons for each product, goods availability services, and sales promos for prizes or discounts that will be obtained.

The Honda Wahana Jatake dealer is one of the authorized dealers under the Honda Main Dealer PT Wahana Makmur Sejati which is located on Jl. Gatot Subroto KM. 8 Jatiuwung. At Wahana Jatake the trend of scoopy sales has continued to increase every year from 2020 to February 2023. Starting in early 2023 sales of scoopy motorbikes at Wahana Jatake are the second highest sales contribution of all products sold by dealers. It is undeniable that price is one of the main factors to be considered when making a decision to buy this product. According to Wibowo (2019), For consumers, price is an important factor in deciding whether to buy a product or not. In general, consumers want low prices with the best service. However, the low price has an impact on the company's relatively small profits. Dharmmesta and Irawan (2008: 242), write that there are several objectives in setting prices, namely increasing sales, maintaining and improving market share.

The price of the Scoopy motorbike sold by Wahana Jatake gets fierce competition from competitors. Honda Scoopy is priced slightly higher than the price of the Yamaha Fino, similar to the price of the Yamaha Fazzio but cheaper when compared to the Yamaha Grand Filano. For Piaggio Vespa has a much more expensive price so the targeted market segment will of course be different from the two previous brands. Various products with competitive price options will be an alternative choice for consumers in making a purchase decision.

According to Wibowo (2019), for consumers, price is an important factor in deciding whether to buy a product or not. If the price set for each product is not in accordance with its benefits, it can reduce purchasing decisions, and vice versa if the price is set according to the benefits received, it will increase purchasing decisions. One of the efforts made by Wahana Jatake is to provide information on the benefits and features of the Honda Scoopy according to the price given to strengthen consumer decisions to make purchases. This is different from the results of Novi Fitriyani's research (2018) that price does not have a significant effect on purchasing decisions. Although price is one of the considerations in every purchase decision. However, we can provide the best quality service to consumers so that they continue to buy the products we have. Customer perception of service quality is an overall assessment of the superiority of a product or service. Service quality itself is formed by a comparison between expectations and reality from the quality dimension of performance (Wiratno, 1998).

The increase in Honda Scoopy sales by 35% compared to last year shows the high consumer demand for Honda Scoopy motorbikes. However, due to limited production, dealers

have not been able to provide maximum service to fulfill consumer desires for motorcycle ownership. The desire to own a Honda Scoopy motorbike at Wahana Jatake requires a longer time compared to other competing products. Meanwhile, Service Quality can also be considered as a service that involves speed, convenience, hospitality and ability shown through attitudes in providing services for customer satisfaction.

Realizing the above, it can be seen how important efforts are to understand the factors that can influence consumer decisions in achieving marketing success. These factors include:

1. The tangible dimension or direct evidence includes the appearance of the building, the interior of the building and the appearance of the employees.
2. The dimension of reliability or reliability which includes the ability to provide the best service to customers.
3. The responsiveness dimension includes the readiness of employees to help customers and provide fast service.
4. The assurance dimension includes the courtesy of employees and their ability to generate a sense of consumer trust.
5. The empathy dimension includes concern for customer needs and problems.

All of these factors play an important role in creating a positive experience for customers to support purchasing decisions. In line with the above thoughts, Wahana Jatake has a vision to be the best dealer in providing services to the community. In realizing this vision, Wahana Jatake has a large showroom building that provides comfortable showroom facilities, neat product displays and guarantees product quality through a PDI (Predelivery Inspection) process before the product is sent to consumers. Besides that, Wahana Jatake always provides training to Sales People in the form of product knowledge training, communication skills, to appearance in terms of uniforms and grooming. So that the Sales People at Wahana Jatake can always provide the best service related to information on unit availability, regular indent communications and alternative solutions to consumers so they can use motorbikes according to their needs.

Service quality according to Kotler (2019) is a form of consumer assessment of the level of service received with the expected level of service related to products, services, people, processes and the environment. Considering the importance of service quality can help a company to be different from other companies. Ghobadian (1994) states that excellent service quality is a key factor in increasing good profitability. This is supported by previous research (Anton Gusnawan, 2017; Maulana Dzikril Hakim, 2016) stating that service quality has a positive and significant effect on purchasing decisions. In contrast to other studies, Rendra Pradana Perkas, Muhammad Firdaus, Amien Pudjarso (2021) found service quality to have the least influence on purchasing decisions even though it has a positive influence.

In addition to the two factors above, promotion also plays an important role in communicating the product as a determinant of purchasing decisions. With attractive promotions, right on target and sustainable, it can make our customers more interested in buying. Promotions are used usually through advertising activities, sales promotions and sales activities. This promotion strategy was also carried out by Wahana Jatake in its promotional activities. In the context of promotion strategy, discount is a form of sales promotion used by companies to increase product sales. Discount is a direct price reduction on a purchase within a certain period of time. According to Kotler and Armstrong (2008), discounts are given to consumers with the aim of appreciating customer response.

Discounts are a form of promotion that is commonly found in various traded products and services. When companies provide discounts on their products, this attracts consumers to

buy and own these products. In order to increase sales, companies can implement sales strategies in the form of discounts as part of the promotion mix. Discounts can be in the form of temporary price reductions on certain products, and are usually applied within a specified period of time. In order to increase sales, companies can implement sales strategies in the form of discounts as part of the promotion mix. Discounts can be in the form of temporary price reductions on certain products, and are usually applied within a specified period of time.

Currently, Honda Wahana Jatake does not provide discounts for Honda Scoopy motorbikes where competitors have already given discounts to their customers. Sales promotions carried out by Wahana Jatake by giving discounts, helmets, jackets and bonus accessories to each customer. However, specifically for purchasing Honda Scoopy motorbikes, Wahana Jatake only provides promotions in the form of bonus accessories. This phenomenon is very interesting to study where currently many competing products provide large enough discount promotions to create purchasing decisions but Wahana Jatake can still increase sales of the Honda Scoopy in the midst of various product competition. This was stated by Anton Gusnawan (2017) who stated that promotions with attractive price discounts can attract consumers to make purchases. The phenomenon of the problems that occur at Wahana Jatake is a strong and interesting reason to be used as a study using a scientific approach. Researchers also get research results from several previous studies that can be used as a reference/support for conducting research. Based on research conducted by Didin Hikmah (2016) states that promotion, service quality and price together have a significant effect on consumer satisfaction. However, it is different from the results of research conducted by Aprilli Sugianto & Sarli Rahma (2019) which stated that price and promotion had no effect on purchasing decisions. The same thing with Novi Fitriyani's research, Tabrani (2018) states that price has no influence on decisions. Based on research conducted by Satria Budiharjo Dwi Putro (2018) that prices and promotions have a significant influence on purchasing decisions.

The objectives to be achieved in this study are: To determine the effect of the price given on the purchasing decision of the Honda Scoopy at Wahana Jatake? To find out the effect of service quality on purchasing decisions of Honda Scoopy at Wahana Jatake? To find out the effect of the promotion being carried out on the purchasing decision of the Honda Scoopy at Wahana Jatake? To determine the effect of Price, Service Quality, and Promotion simultaneously on the purchasing decision of Honda Scoopy at Wahana Jatake?

RESEARCH METHODS

This study uses a quantitative approach in accordance with the problems and systematic descriptions of the research background. Quantitative research is a research approach that uses a certain population or sample as a research object, uses research instruments in data collection, and quantitative data analysis with the aim of testing the established hypotheses (Sugiyono, 2015). Quantitative research consists of a series of systematic, planned activities, with structured stages starting from the background and research objectives, research subjects, data samples, data sources, methodology, and analysis of research results using statistical programs. This research method was conducted with the aim to determine the effect of price, service quality and promotion on purchasing decisions of Honda Scoopy motorcycles at Wahana Jatake. The form of observation made for this study was in the form of a survey. The survey method is a method of collecting data by asking questions to each respondent. It can be concluded that the survey is a method of collecting information representing a large population/number of respondents. This statement is in line with what was expressed by Sugiyono (2017: 29) that the survey method is a method used to find the effectiveness of certain treatments. Data collection was carried out using a questionnaire as a research instrument which was distributed to motorcycle buyers as an object of research.

The location of this research was carried out at the Honda Wahana Jatake Dealer which is located at Jl. Gatot Subroto km 8 Manis Jaya. Jatiuwung, Tangerang. Data collection was carried out in May - June 2023 for Honda Scoopy buyers via a questionnaire. The population in this study are consumers who buy Honda Scoopy motorbikes at Wahana Jatake. Sugiyono (2018) explains that the population is a generalized area consisting of objects or subjects that have the qualities and characteristics determined by the researcher to be studied and then used to draw conclusions. The population in this study were all consumers who bought Honda Scoopy motorbikes at Wahana Jatake whose number could not be known with certainty by researchers because of limited access to know the number according to the dealer's provisions. The sampling technique in this study used accidental sampling technique. According to Sugiyono (2018: 138), accidental sampling is a random sampling technique, that is, anyone who happens to be found by researchers and is willing to be used as a sample can be assessed further whether that person is suitable as a data source or not. The number of samples used in this study using the formula from Lemeshow, because the total population is unknown.

Data according to Wardiyanta (2010) is a record of the facts of the phenomenon being observed. At the time of data collection, there are four principal things that need to be considered by researchers, namely the accuracy, reliability, validity and variability of the data obtained. Data collection methods used in this study include:

1. Observation, a research method where researchers make direct observations of research objects. Observations were also made on buyer behavior and interviews during the pre-survey.
2. Questionnaire is a data collection method that is carried out by giving questions to respondents with a questionnaire guide. Questionnaires were distributed by researchers to consumers, when consumers made purchases of Honda Scoopy. Filling out the questionnaire is done by sending a questionnaire message in the form of Google Form. The answers to the questionnaire in this study used a Likert scale. The Likert scale, as explained by Sugiyono (2018:93), is a scale used to measure a person's attitudes, opinions, and perceptions.
3. Library Studies, is a data collection method that is carried out by reading books, literature, journals, references related to this research and previous research related to the research being carried out. Library Studies are carried out by researchers via the internet to search for accredited journals and international journals as research support. besides that researchers look for references to the library to support research.

RESEARCH RESULTS AND DISCUSSION

Effect of Price on Purchasing Decisions

Price affects purchasing decisions, because the results of the t test show a significance value that is less than 0.05, namely 0.002. The regression coefficient is positive, meaning that there is a positive relationship between price and purchase decision. According to Simamora (2017: 5.2) price can be interpreted as "the value exchanged by consumers to benefit from consumption, use, or ownership of a product or service". Price plays two key roles in making purchasing decisions, namely as an allocative tool and as a source of information. The role of information can provide insight to consumers about product factors such as quality. This can also be seen from the answers of respondents 85% agreed that price is proportional to quality expectations to influence purchasing decisions. The effect of price on purchasing decisions can be seen from the research of previous researchers, including Maulana Dzikril Hakim (2016), Didin Hikmah Perkasa (2016), Anton Gusnawan (2017), Albari and Indah Safitri (2018) which show that price influences purchasing decisions significant. From research conducted by Novi

Fitriyani (2018) it has quite different results, namely price does not affect purchasing decisions.

The Effect of Service Quality on Purchasing Decisions

Service quality affects purchasing decisions, because the results of the t test show a significance value that is less than 0.05, namely 0.017. The regression coefficient is positive, meaning that there is a positive relationship between service and purchasing decisions. The results of this study support the proposed hypothesis, namely "Service Quality is thought to have a significant effect on purchasing decisions". This is in line with some previous research, namely Maulana Dzikiril Hakim (2016), Didin Hikmah Perkasa (2016), Anton Gusnawan (2017) which shows that service quality has a positive and significant influence on purchasing decisions. However, in other studies, service quality has a positive effect on purchasing decisions but does not have a significant influence on purchasing decisions (Rendra Pradana Perkasa, Muhammad Firdaus, Amien Pudjanarso, 2021). The average frequency distribution of the service quality variable is 4.23 which indicates that on average the respondents' perceptions are at the "Agree" level with the five indicators of service quality used in this study, namely Physical Evidence, Reliability, Responsiveness, Assurance and Empathy. Based on the respondents' answers, physical evidence and empathy are the strongest indicators of the decision to purchase a Honda Scoopy motorbike at Wahana Jatake. Comfort in the Wahana Jatake showroom and the empathetic attitude of the sales people towards alternative solutions to meet consumer needs for motorbikes is something that needs to be consistently implemented.

The Effect of Promotion on Purchasing Decisions

Promotion affects purchasing decisions, because the results of the t test show a significance value that is less than 0.05, namely 0.000. The regression coefficient is positive, meaning that there is a positive relationship between promotions and purchasing decisions. Promotion is generally defined as a unilateral flow of information or beliefs to guide a person or organization to an action that creates interaction in marketing. The effect of promotion on customer satisfaction according to previous research conducted by Uswandi (2021), Didin Hikmah Perkasa (2016), Eka Wahyuni et al (2020) stated that promotion has a significant effect on customer satisfaction which influences purchasing decisions. The average frequency distribution of the promotion variable is 4.02 which indicates that on average the respondents' perceptions are at the "agree" level with the five indicators of promotion used in this study, namely advertising, sales promotion, public relations, direct marketing and personal selling. Based on the respondents' answers, direct marketing is the most powerful indicator of the decision to purchase a Honda Scoopy motorcycle at Wahana Jatake. Consumers still need promotions carried out by direct interaction with sales people. So that Sales People who have an attractive appearance and are supported by good product explanations and information have a strong role in influencing the decision to purchase a Honda Scoopy motorcycle at Wahana Jatake. Where currently the Honda Scoopy has an estimated indent between 1 to 2 months.

The Effect of Price, Service Quality and Promotion on Purchasing Decisions

The results of the F test above show that the calculated F value is 41.776 greater than the F table. And it is supported by a significant value of 0.000 which is less than 0.05 so that it can be concluded that simultaneously the variables Price, Service Quality and Promotion affect the decision to purchase a Honda Scoopy motorbike at Wahana Jatake Tangerang. The results of this study support research conducted by Maulana Zikril Hakim (2016) stating that price,

promotion and service quality together have a positive and significant effect on purchasing decisions. This is also in accordance with the theory put forward by Kotler & Armstrong where consumers before purchasing usually go through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. These stages are in line with the involvement of the price variable which is an important consideration for consumers, how promotion can influence consumers to evaluate alternatives, and how services are provided until consumers reach the purchasing stage.

Research Implications

Research on the effect of price, service quality and promotion on purchasing decisions of the Honda Scoopy at Wahana Jatake can have several important implications. The following are some of the implications that may arise from this research: The price of the Honda Scoopy is still affordable for Wahana Jatake consumers, however, the product must have quality and benefits that are felt by consumers so that the price of the Honda Scoopy sold so far can still influence purchasing decisions. The services provided by Wahana Jatake are an important point in dealing with consumers. Therefore, Wahana Jatake must always maintain the consistency of the service standards that are carried out. Promotions carried out through direct marketing, it is important that consumers are informed both before and after the purchase so that consumers are aware of the promotional activities carried out at Wahana Jatake. Which will continue to support information for consumers to purchase motorbikes in the future.

Research Limitations

Some of the limitations of researchers in conducting this research are as follows: Individual responses and perceptions of price, service quality and promotion as well as purchasing decisions may vary. Individual subjective responses to products or brands that are the object of research can also influence their purchasing decisions. This limitation may be difficult to fully overcome in research. This research was conducted within a certain period of time. Changes in consumer trends, preferences, or business marketing strategies may affect the validity of the findings if this research is not updated regularly.

CONCLUSION

Price has a significant effect on the decision to purchase a Honda Scoopy at Wahana Jatake. The indicator that is the focus of the respondents on the price variable is the compatibility of the price with the quality of the Honda Scoopy. Prices are expected to be comparable to quality when consumers use motorbikes. Service quality has a significant effect on purchasing decisions for Honda Scoopy at Wahana Jatake. This shows that good service quality when done consistently will influence consumers in making purchasing decisions. Promotion has a significant effect on the decision to purchase a Honda Scoopy at Wahana Jatake. This can be interpreted that promotion will provide the delivery of information to consumers so that it can support purchasing decisions. In this case promotion through direct marketing is still the strongest focus of respondents on purchasing decisions. Price, service quality and promotion simultaneously have a significant effect on the purchasing decision of the Honda Scoopy at Wahana Jatake. Price is an important consideration in purchasing decisions but good service quality is needed to increase consumer interest and promotion as supporting information that must be conveyed to strengthen purchasing decisions.

Suggestion: Based on the results of the discussion and conclusions obtained in this study, the researcher can submit several suggestions which are expected to be useful for various parties who have an interest in the results of this study, namely: For Companies, For Price

Variables, Wahana Honda Jatake continues to maintain the quality of motorbikes currently sold so that consumers can feel the benefits, the quality is in accordance with what has been issued. For the service quality variable, its implementation can be maintained consistently by all sales people. And for promotion variables, consumers feel it is important to feel promotional information directly from sales people. Sales people are an important means of conveying information, therefore they need to be supported by good appearance, product information and delivery techniques that are good and friendly. For further research, this research is limited to price, service quality, and promotion, while judging from the R-Square value, there are many other factors that influence consumer purchasing decisions, so other variables need to be studied further such as product quality, word of mouth, brand image and other variables.

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