IJESS
International Journal of Education and Social Science
ISSN : 2686-2239 (online) _____VOL 6 NO 2 OCTOBER 2024

The Influence of Price and Promotion on the Decision to Use Services at Rosebeauty Studio in Pasar Kemis Tangerang Banten

Herdina Dwi Cahyani[1], Munarsih[2]
[1,2]Undergraduate Program Management Study Program, Faculty of Economics and Business, Pamulang University, South Tangerang, Indonesia
herdinadc@gmail.com[1], dosen02448@unpam.ac.id[2]

Abstract

The purpose of this study was to determine how Price and Promotion Influence the Decision to Use Services at Rosebeauty Studio in Pasar Kemis Tangerang both partially and simultaneously. The method used in this study is an associative method with a quantitative approach. The sampling technique used is the Slovin technique with a sample of 98 respondents. Data analysis using validity tests, reliability tests, classical assumption tests, descriptive analysis, simple regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing. The results of this study price has a positive effect on user decisions with the regression equation Y = 18.028 + 0.579 X1. The correlation value of 0.621 means that the two variables have a strong relationship with a determination coefficient of 38.6% while the remaining 61.4% is influenced by other factors. Hypothesis testing obtained t count> t table or (67.765> 1.985). Thus H0 is rejected and Ha is accepted, meaning there is a significant influence between price and decision to use services. Promotion has a positive effect on decision to use services with the regression equation Y = 8.293 + 0.774 X2, the correlation coefficient is 0.754, meaning that both variables have a strong relationship with a determination coefficient of 56.8% while the remaining 43.2% is influenced by other factors. Hypothesis testing obtained a calculated t value> t table or (11.242> 1.985). Thus H0 is rejected and Ha is accepted, meaning there is a significant influence between Promotion and decision to use services. Price and promotion have a positive effect on decision to use services with the regression equation Y = 6.931 + 0.185 X1 + 0.635 X2. The correlation coefficient value or level of relationship between the independent variable and the dependent variable is obtained at 0.768, meaning that it has a strong relationship with a simultaneous determination coefficient value of 58.9% while the remaining 41.1% is influenced by other factors. Hypothesis test obtained F count value > F table or (68.152 > 3.090). Thus H0 is rejected and Ha is accepted. This means that there is a significant simultaneous influence between price and promotion on the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang.

Keywords: Price, Promotion and Purchasing Decisions

INTRODUCTION

In an era of increasingly advanced competition in the business world in selling products or services to consumers. Business actors compete with each other in marketing products or services to meet the needs or desires of consumers. Appearance is one of the important aspects of life. Not a few people flock to do everything for decisions related to appearance. Every woman definitely wants to have the desire to beautify herself and not a few women are obsessed with a beautiful and attractive physical appearance. That is what causes someone to try to do everything to build a self-image in public spaces so that beauty becomes the main key for a woman to build her self-confidence because beauty is not only a desire but beauty today is also a need for a woman.

Business development in Tangerang has experienced a fairly tight increase in competition. One of these businesses is in the beauty sector. Many beauty studios have been established and developed in Tangerang. This business development occurs because people's lifestyles have developed and changed, in addition, the level of public interest and the level of public consumption of beauty studios have also increased quite rapidly.

Currently, the beauty industry has entered the era of beauty 4.0 where the digital era greatly influences changes in the beauty industry. The great desire and need for women to be beautiful has ultimately become a major influence on the beauty industry in Indonesia. This is an opportunity for a businessman to seek business opportunities in the world of beauty. The reason is that now there are many beauty studios that offer their services to meet the needs and desires of the community regarding beauty care. Therefore, studio businessmen in order to remain competitive must determine the prices and promotions that will be carried out in order to compete with other beauty businessmen.

Rosebeauty Studio consumers have experienced changes in the number of visitors but with an insignificant number, in 2019 consumers visited Rosebeauty Studio Pasar Kemis Tangerang Banten as many as 7,200 visitors. Then in 2021 consumers who visited Rosebeauty Studio Pasar Kemis Tangerang Banten were 3,210 visitors, which means that there was a decrease in the number of consumers in that year due to the ongoing Covid-19 virus pandemic which caused a decrease in consumer interest in using treatment services at Rosebeauty Studio Pasar Kemis Tangerang Banten. In 2022 consumers visited Rosebeauty Studio Pasar Kemis Tangerang Banten as many as 5,120 visitors, which means that there was an increase in the number of visitors within 1 year. Then in 2023 there was another decrease in the number of consumers by 4,680 who visited Rosebeauty Studio Pasar Kemis Tangerang Banten.

Price is a determinant for companies including this business, in creating consumer purchasing decisions after considering the price of the product. According to Kotler and Armstrong (2013:151) in the Competitive Journal (2022) argues "The price of a good or service is the amount of money charged for the good or service, 12 or the value traded by consumers in exchange for the right to use or own the good or service". The decrease in sales volume that occurs due to cheaper competitor prices, companies need to conduct a comprehensive analysis of the prices of the products or services offered.

In this case, the price that includes such as production costs, with expected profits, and market demand can help companies determine the right price and compete in the market. Therefore, to increase the competitiveness of their products or services, businesses must take strategic actions such as lowering prices or adding value to their offerings. In the long term, companies need to consider strengthening their sales strategies and increasing the value of the products or services offered, so that they can compete with higher prices. By doing this, companies can reduce their dependence on price as a major factor in customer purchasing decisions, and are able to maintain their market share in the increasingly fierce competition in the market.

In column one Premium Eyelash price list at Rosebeauty Rp. 75,000, Sofya Beauty Rp. 70,000 and Botto Beauty Rp. 50,000. in the Hair full color + bleaching column at Rosebeauuty with a price of Rp. 450,000, at Sofya beauty there is no treatment while at Botto Beauty Rp. 300,000. quite a considerable price difference between these three beauty studios. It can be concluded that the price at Rosebeauty Studio has a higher price than other beauty studios and has a full treatment that is not owned by other beauty studios. If the price given is high, it must be in accordance with the quality obtained by consumers. The promotion carried out must also attract consumers to try the treatment at Rosebeauty Studio, must provide attractive discounts because the price is quite high can make consumers reluctant to do the treatment. However, if consumers are satisfied with the quality and benefits obtained, at a fairly high price, consumers will return to the salon studio for treatment and always pay happily.

Promotion is a consumer consideration, this is seen from the weight, fat loss, and safety and suitability of the product or service. However, the product or service has its own advantages according to consumer tastes. Thus, promotion is one of the factors that consumers consider before buying and using a product or service.

Promotional activities that are often carried out by rosebeauty studio every year are using publicity on social media with a value of 40%, then direct marketing 30%, personal sales to friends 15% promotion 10% and advertising is done only a little through social media Facebook. Compared to other competitors, all indicators of promotion have been carried out by Rosebeauty although not optimally. Because in the digital era like today, publicity through social media is very easy and consumer access is also easier and faster through their smartphones and social media.

RESEARCH METHODS

The type of research used in this thesis is quantitative research with an associative approach. According to Sugiyono (2021:8) "quantitative methods can be interpreted as research methods based on positivist intuition. Used for research based on positivist philosophy, used for research on certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis".

According to Sugiyono (2020:65) associative research is a formulation of a research problem that is intended to ask about the relationship between two or more variables. In this study, the associative research strategy is used to identify the extent to which variable X (independent variable) consisting of Price (X1), Promotion (X2), influences variable Y, namely the decision to use services (dependent variable), either partially or simultaneously.

According to Sugiyono (2021:13), the research location is a scientific target to obtain data with a specific purpose and use about something objective. This research was conducted at Rosebeauty which is located at Jl. Pasir Awi no. rt 01/02, Sukaasih, Pasar Kemis, Tangerang.

The research implementation period will be carried out at Roesebeauty for 10 (ten) months. Starting from January to October 2024. This research is carried out in stages adjusted to the level of the author's needs, starting with writing a research title proposal, proposal seminar, refining proposal materials, making research instruments, collecting primary and secondary data, data processing, thesis guidance and sessions that have been obtained by the author and the compiler of the thesis report.

In this population study, consumers who use services at Rosebeauty with a population of 4,680 people were taken from the number of consumers in 2023.

Thus, determining the number of samples in this study was carried out by simple calculations using the Slovin formula rounded to 98 (resulting in a sample size of 98).

RESULT AND DISCUSSION

Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.37251068
Most Extreme Differences	Absolute	.069
	Positive	.068
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed data, spss 26

Based on the Kolmogorov-Semirnov normality test, the significance value obtained was 0.200, which is greater than 0.050, so it can be concluded that the data is normally distributed.

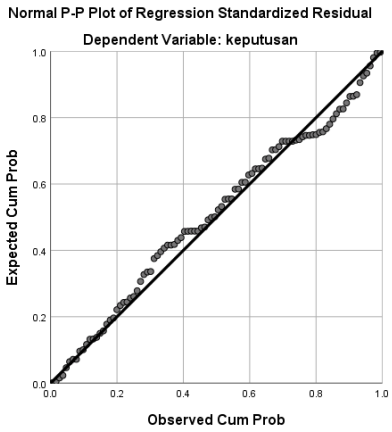

Figure 1. Probability Plot

In the image above, it can be seen that the normal probability plot graph shows a normal graph pattern. This can be seen from the points that spread around the diagonal line and their distribution follows the diagonal line. Therefore, it can be concluded that the regression model meets the assumption of normality.

Multicollinearity Test

Table 1. Multicollinearity Test Results with Collinearity Statistics

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.931	2.884		2.403	.018		
	Price	.185	.084	.198	2.203	.030	.533	1.878
	Promotion	.635	.093	.618	6.861	.000	.533	1.878

a. Dependent Variable: Against User Decisions

Source: Processed data, 2024

Based on the results of the multicollinearity test in the table above, the tolerance value of the price variable is 0.533 and the promotion is 0.533 where both values are less than 1, and the Variance Inflation Factor (VIF) value of the price variable is 1.878 and the promotion is 1.878 where the value is less than 10. Thus, this regression model does not experience multicollinearity interference.

Heteroscedasticity Test

Table 2. Results of Heteroscedasticity Testing with the Glejser Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.794	1.791		3.235	.002
	Price	.114	.052	297	1.183	.132
	Promotion	.028	.057	.067	.490	.625

a. Dependent Variable: RES2

Source: Processed data, 2024

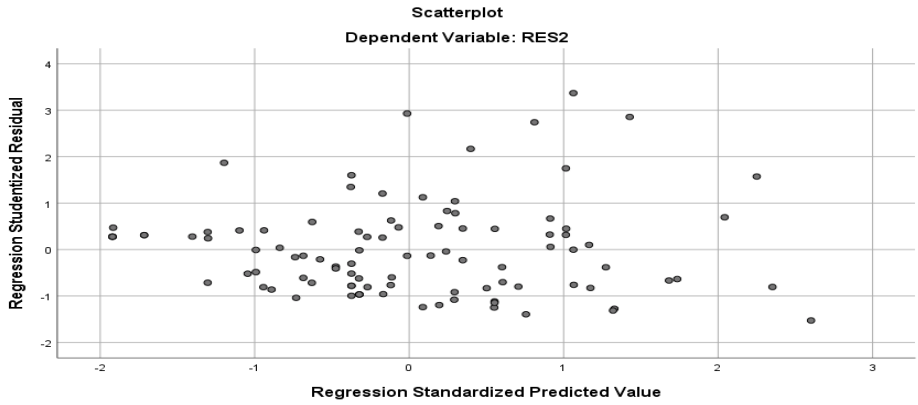

Figure 2. P-plot

Based on the Glajser test, the significant value for price is 0.132 > 0.05 and the significant value for promotion is 0.625 > 0.05, so it can be concluded that there is no heteroscedasticity. Testing can also be done by looking at the scatter plot graph, including the following:

Based on the results of the image above, the points on the scatterplot graph do not have a clear distribution pattern or do not form certain patterns, thus there is no heteroscedasticity interference in the regression model so that this regression model is suitable for use.

Simple Linear Regression Analysis Results

Table 4. Results of Simple Linear Regression Testing of Price (X1) Against User Decisions (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.028	2.905		6.207	.000
	Price	.579	.075	.621	7.765	.000

a. Dependent Variable: Against User Decisions

Source: Processed data, 2024

Based on the results of the regression calculation in the table above, the regression equation Y = 18.028 + 0.579 X1 can be obtained. From the equation above, it can be concluded as follows:

a. The constant value of 18,028 means that if the price variable (X1) does not exist, then there is a user decision value (Y) of 18,028 points.
b. The value of the price regression coefficient (X1) of 0.579 means that if the constant remains the same and there is no change in the promotion variable (X2), then every 1 unit change in price (X1) will result in a change in user decisions (Y) of 0.579 points.

Table 5. Results of Simple Linear Regression Testing of Promotion (X2) Against User Decisions (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.293	2.873		2.887	.005
	promotion	.774	.069	.754	11.242	.000

a. Dependent Variable: Against User Decisions

Source: Processed data, 2024

Based on the results of the regression calculation in the table above, the regression equation Y = 8.293 + 0.774 X2 can be obtained. From the equation above, it can be concluded as follows:

a. The constant value of 8.293 means that if the promotion variable does not exist, then there is a user decision value of 8.293 points.
b. The promotion regression coefficient value (X2) of 0.774 means that if the constant remains the same and there is no change in price (X1), then every 1 unit change in the promotion variable (X2) will result in a change in user decisions (Y) of 0.774 points.

Multiple Linear Regression Analysis Results

Table 6. Multiple Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.931	2.884		2.403	.018
	Price	.185	.084	.198	2.203	.030
	Promotion	.635	.093	.618	6.861	.000

a. Dependent Variable: Against User Decisions

Source: Processed data, 2024

Based on the results of the regression calculation analysis in the table above, the regression equation Y = 6.931 + 0.185 X1 + 0.635 X2 can be obtained. From the equation it is concluded:

a. The constant value of 6.931 means that if the price variables (X1) and promotion (X2) are not considered, the user's decision (Y) is worth 6.931 points.
b. The price value (X1) of 0.185 means that if the constant remains the same and there is no change in the promotion variable (X2), then every 1 unit change in the price variable (X1) will result in a change in user decisions (Y) of 0.185 points.
c. Promotion value (X2) 0.635 means that if the constant remains the same and there is no change in the price variable (X1), then every 1 unit change in the promotion variable (X2)

will result in a change in user decisions (Y) of 0.635 points.

Results of Correlation Coefficient Analysis

Table 7. Results of Correlation Coefficient Analysis of Price (X1) Against User Decisions (Y)

Correlations

		price	decision
Price	Pearson Correlation	1	.621**
	Sig. (2-tailed)		.000
	N	98	98
Against User Decisions	Pearson Correlation	.621**	1
	Sig. (2-tailed)	.000	
	N	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using spss 26, 2024

Based on the test results in the table above, it can be seen that the value of the influence of price on user decisions obtained a correlation coefficient value of 0.621 and is positive. where the value is in the interval 0.600-0.799 meaning that the two variables have a strong relationship.

Table 8. Results of Promotion Correlation Coefficient Analysis (X2) Against User Decisions (Y)

Correlations

		decision	promotion
Against User Decisions	Pearson Correlation	1	.754**
	Sig. (2-tailed)		.000
	N	98	98
promotion	Pearson Correlation	.754**	1
	Sig. (2-tailed)	.000	
	N	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using spss 26, 2024

Based on the test results in the table above, it can be seen that the value of the influence of promotion on user decisions obtained a correlation coefficient value of 0.754 and is positive. where the value is in the interval 0.600-0.799 meaning that the two variables have a strong level of relationship.

Tabel 3. Result of Koefisien Korelasi Simultan

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	.589	.581	3.408

a. Predictors: (Constant), promotions, prices

b. Dependent Variable: Against User Decisions

Source: Data processed using spss 26, 2024

Based on the test results in the table above, it can be seen that the value of the influence of price and promotion on user decisions obtained a correlation coefficient value of 0.768 and is positive. where the value is in the interval 0.600-0.799 meaning that the two variables have a strong relationship.

Results of Determination Coefficient Analysis

Table 10. Results of Determination Coefficient Analysis of Price (X1) on User Decision (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621[a]	.386	.379	4.146

a. Predictors: (Constant), price
b. Dependent Variable: Against User Decisions

Source: Data processed using spss 26, 2024

Based on the table above, the R-square value (determination coefficient) is 0.386, so it can be concluded that the price variable (X1) influences the user decision variable (Y) by 38.6%, while the remaining 61.4% is influenced by other factors.

Table 11. Results of the Analysis of the Promotion Determination Coefficient (X2) on User Decisions (Y)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754[a]	.568	.564	3.476

a. Predictors: (Constant), promotion
b. Dependent Variable: Against User Decisions

Source: Data processed using spss 26, 2024

Based on the table above, the R-square value (determination coefficient) is 0.568, so it can be concluded that the promotion variable (X2) influences the user decision variable (Y) by 56.8%, while the remaining 43.2% is influenced by other factors.

Table 12. Results of Simultaneous Determination Coefficient Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	.589	.581	3.408

a. Predictors: (Constant), promotion, price
b. Dependent Variable: Against User Decisions

Source: Data processed using spss 26, 2024

Based on the table above, the R-square value (determination coefficient) is 0.589, so it can be concluded that the price (X1) and promotion (X2) variables influence the user decision variable (Y) by 58.9%, while the remaining 41.1% is influenced by other factors.

Partial Hypothesis Testing (t-Test)

Table 13. Results of Hypothesis Testing (t-Test) Price (X1) Against User Decision (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.028	2.905		6.207	.000
	price	.579	.075	.621	7.765	.000

a. Dependent Variable: Against User Decisions

Source: Data processed using spss 26, 2024

Based on the test results in the table above, the calculated t value is obtained > t table or (7.765 > 1.985). This is also reinforced by the ρ value < Sig.0.05 or (0.000 < 0.05). Thus, H0 is rejected and Ha is accepted, this shows that there is a significant influence between price and user decisions.

Influence of promotion (X2) on user decisions (Y)

Determining the formulation of the hypothesis is:

H0: ρ2= 0 There is no significant influence between promotion on the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang Banten.

Ha: ρ2 ≠ 0 There is a significant influence between promotion on the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang Banten.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 14. Results of Hypothesis Testing (t-test) Promotion (X2) Against User Decisions (Y)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.293	2.873		2.887	.005
	promotion	.774	.069	.754	11.242	.000

a. Dependent Variable: Against User Decisions

Source: Data processed using spss 26, 2024

Based on the test results in the table above, the calculated t value is obtained > t table or (11.242 > 1.985). This is also reinforced by the ρ value < Sig.0.05 or (0.000 < 0.05). Thus, H0 is rejected and Ha is accepted, this shows that there is a significant influence between promotion and user decisions.

Simultaneous Hypothesis Testing (f-test)

Table 15. Simultaneous Hypothesis Results (f-test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1582.943	2	791.471	68.152	.000[b]
	Residual	1103.261	95	11.613		
	Total	2686.204	97			

a. Dependent Variable: Against User Decisions

b. Predictors: (Constant), promotion, price

Source: Data processed using spss 26, 2024

Based on the test results in the table above, the calculated F value> F table or (68.152> 3.090), this is also reinforced by the ρ value <Sig.0.05 or (0.000 <0.05). Thus, H0 is rejected and Ha is accepted, this shows that there is a significant simultaneous influence between price and promotion on the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang Banten.

Discussion of Research Results

The Effect of Price (X1) on User Decisions (Y)

Based on the results of the analysis, the regression equation value Y = 18.028 + 0.579 X1, the correlation coefficient of 0.621 means that the two variables have a strong relationship. The determination value or contribution of influence is 0.386 or 38.6% while the remaining 61.4% is influenced by other factors. The hypothesis test obtained a calculated t value> t table or (7.765> 1.985). Thus H0 is rejected and Ha is accepted, meaning that there is a significant influence between price and the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang Banten.

The Effect of Promotion (X2) on User Decisions (Y)

Based on the results of the analysis, the regression equation value Y = 8.293 + 0.774 X2, the correlation coefficient of 0.754 means that the two variables have a strong relationship. The determination value or contribution of influence is 0.568 or 56.8% while the remaining 43.2% is influenced by other factors. The hypothesis test obtained a calculated t value> t table or (11.242> 1.985). Thus H0 is rejected and Ha is accepted, meaning that there is a significant influence between Promotion and the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang Banten.

The Influence of (X1) and (X2) on (Y)

Based on the results of the study, it shows that price (X1) and promotion (X2) have a positive effect on user decisions with the equation Y = 6.931 + 0.185 X1 + 0.635 X2. The correlation coefficient value or the level of relationship between the independent variable and the dependent variable is obtained at 0.768, meaning it has a strong relationship. The determination coefficient value or simultaneous contribution of influence is 0.589 or 58.9% while the remaining 41.1% is influenced by other factors. Hypothesis testing obtained the calculated F value> Ftable or (68.152> 3.090). Thus H0 is rejected and Ha is accepted. This means that there is a significant simultaneous influence between price and promotion on the decision to use services at Rosebeauty Studio in Pasar Kemis Tangerang Banten.

CONCLUSIONS

Price has a positive effect on the decision to use services with the regression equation Y = 18.028 + 0.579 X1. The correlation value of 0.621 means that the two variables have a strong relationship with a determination coefficient of 38.6% while the remaining 61.4% is influenced by other factors. The hypothesis test obtained t count> t table or (67.765> 1.985). Thus H0 is rejected and Ha is accepted, meaning that there is a significant influence between price and the decision to use services.

Promotion has a positive effect on the decision to use services with the regression equation Y = 8.293 + 0.774 X2, the correlation coefficient is 0.754, meaning that the two variables have a strong relationship with a determination coefficient of 56.8% while the remaining 43.2% is influenced by other factors. Hypothesis testing obtained a calculated t value > t table or (11.242 > 1.985). Thus, H0 is rejected and Ha is accepted, meaning that there is a significant influence between Promotion and the decision to use services.

Price and promotion have a positive effect on the decision to use services with the regression equation Y = 6.931 + 0.185 X1 + 0.635 X2. The correlation coefficient value or the level of relationship between the independent variable and the dependent variable is obtained at 0.768, meaning that it has a strong relationship with a simultaneous determination coefficient value of 58.9% while the remaining 41.1% is influenced by other factors. The hypothesis test obtained a calculated F value > Ftable or (68.152 > 3.090). Thus, H0 is rejected and Ha is accepted. This means that there is a significant simultaneous influence between price and promotion on the decision to use services

REFERENCES

Algifari. (2019). *Analisis Regresi untuk Bisnis dan Ekonomi*. Yogyakarta: BPFE.

Arikunto, Suharsimi (2019). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.

Afifah, O., & Lu'lu'in Nisaa, F. *Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Membeli Produk Di Waroeng Spesial Sambal "Ss" Condongcatur Timur Factors That Influence Consumer Decisions To Buy Products In Waroeng Spesial Samba*l "Ss" Condongcatur Timur.

Ana Fitria (2017). Pengaruh harga terhadap keputusan menggunakan jasa Klinik Kecantikan dengan kelompok referensi sebagai variabeel moderasi (studi pada pengguna jasa Klinik Kecantikan di Surabaya. *Jurnal Manajemen Bisnis Indonesia*. Vol 4 no 2

Dian Novia Listiarini (2023). Pengaruh brand image dan promosi terhadap keputusan pembelian pada Grab food di Surabaya. *Jurnal studi manajemen dan kewirausahaan*. Vol 4 no 3

Fibria Puji Rahayu (2023). Pengaruh brand image dan promosi terhadap keputusan pembelian produk H&M. *Jurnal proceding of management*. Vol. 10 no 4. 2355-9357

Elma Putri Siswanto (2023). Pengaruh harga dan promosi terhadap keputusan pembelian produk fashion di toko Mourish Shoplist Tulungagung. *Jurnal ekonomi*. Vol 2 no 7. 1816-1828

Gunawan, S., & Ardyan, E. (2021a). Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Produk Mark.On.Id. In Performa: *Jurnal Manajemen Dan Start-Up Bisnis* (Vol. 6, Issue 2).

Hakim1, L., & Saragih2, R. (2019). Pengaruh Citra Merek, Persepsi Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Npk Mutiara Di Ud. Barelang Tani Jaya Batam.

Hikmayanti Huwaida (2022). Pengaruh promosi terhadap volume penjualan pada industry kecil mia Lestari Banjarmasin. *Jurnal INTEKNA*. Vol 22 no 2. Issn 2443-1060

Imam Ghozali (2019). *Aplikasi Analisis Multivariate Dengan Program SPSS.* Edisi Kelima. Semarang: Badan Penerbit Undip.

Karinina, S. T., & Rustam, T. A. (2023). Pengaruh Promosi, Kemudahan Dan Kepercayaan Terhadap Keputusan Pembelian Pada Marketplace Lazada (Studi Kasus Di Tiban Indah), 5(3).

Laila Dairina (2022). Pengaruh harga terhadap keputusan pembelian produk (studi pada produk sepatu merk Converse*). Jurnal ekonomi islam*. Vol 7 no 1. 118-134

Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air Haji. Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air Haji, 2(2).

Milano, A., Sutardjo, A., & Hadya, R. (2022). "Florensia" Kota Sawahlunto Influence Of Product Quality, Price And Promotion On Decision Making Of Batik Clothes In "Florensia" Stores, Sawahlunto City. Jm, 3(1), 13–24.

Mohammad Ramadani. (2019). Pengaruh Kualitas Pelayanan, Promosi Dan Lokasi Terhadap Keputusan Pembelian Di Toko Handphone. *Fakultas Ekonomi Dan Bisnis*, 1(2).

Mustika Sari, R., & Piksi Ganesha, P. (2021). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Survey Pelanggan Produk Sprei Rise). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Survey Pelanggan Produk Sprei Rise), 5(3), 2021.

Manajemen Pemasaran – ir, A., & Shinta, M.P (2018) Manajemen Pemasaran. Http://Www.Ubpress.Ub.Ac.id

Malikal Mulki Octadyla (2023). Penagaruh promosi terhadap keputusan pembelian melalui variabel pengetahuan serta tinjauan dari presfektif ekonomi islam. *Jurnal ilmiah ekonomi islam*. Vol 9 no 1. 254-267

Ningrum (2023). Pengaruh promosi terhadap keputusan pembelian pakaian pada toko qolsa metro tahun 2022. *Jurnal of student researce*. Vol 1 no 1. 2963-9859

Santoso, Singgih (2019). *Menguasai Statistik Multivariat*. Jakarta: PT Elex Media Komputindo.

Sudjana (2018) *Metode Statistika*, Bandung: Tarsido.

Sugiyono (2020), *Metode Penelitian Administrasi: dilengkapi dengan Metode R & D, Bandung:* Alfabeta.

Suhartanto (2019). *Metode Riset Pemasaran*. Bandung: Alfabeta

Yusmelinda Zagoto (2022). Pengaruh citra merk terhadap keputusan pembelian pada aplikasi shoope di wilayah Tangerng Selatan. *Jurnal tadbir peradaban*. Vol 2 no 1. 2775-1872

Farisi, S., & Siregar, Q. R. (2020). Pengaruh Harga dan Promosi Terhadap Loyalitas Pelanggan Pengguna Jasa Transportasi Online di Kota Medan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, *3*(1), 148-159.

Mulyanto, D. (2022). Word Of Mouth, Harga, Kualitas Pelayanan Dan Dampaknya Pada Keputusan Pengguna Jasa Transportasi Gojek Di Kota Surakarta. *MUARA: Jurnal Manajemen Pelayaran Nasional*, *5*(1).