Analysis of Factors Influencing Decision Making of Automotive Services at Cimobil Workshop, Jatiranggon Bekasi

Wulan Sari, Tina Rosa, Bachtar Bakrie

Respati University of Indonesia Business Administration Study Program

e-mail:woelriee@gmail.com,tinaKynan@yahoo.co.id, bachtarbakrie@yahoo.com

Abstract

This study aims to determine: a. Is there an effect of the product on purchasing decisions at the CIMobil Jatiranggon Bekasi workshop?b. Is there an effect of location on customer purchasing decisions at CIMobil Jatiranggon Bekasi workshops? c. Is there an effect of price on customer purchasing decisions at CIMobil Jatiranggon Bekasi workshops? d. Is there an effect of Promotion on Customer Purchase Decisions at CIMobil Jatiranggon Bekasi workshops?. This research is a survey research. The population in this study were workshop customers who lived in the area around the location, namely Metro (Bekasi) and DKI Jakarta, totaling 250 people. The sampling technique used purposive sampling method with Slovin calculations of 154 respondents. The data collection technique uses a questionnaire that has been tested for validity and reliability. The research analysis used SEM-PLS. The test results showed that the results of the validity and reliability tests of the instrument were stated to be valid and reliable. Loading factor shows a value above 0.5. which concluded that the instrument was valid and met convergent validity. Another illustration is shown in the Average Variance Extracted (AVE) test value above 0.5 for all constructs contained in the research model. the reliability test of Cronbach's Alpha value for all constructs was above 0.6. The results of the hypothesis test showed that the two variables studied, namely product and price variables, did not have a significant effect so the hypothesis was rejected. Meanwhile, two other variables, namely location and promotion variables, proved to have a significant relationship and the hypothesis was accepted. The R Square test results yielded a value of 0.749 meaning that all the variables studied had an influence of 74.9% on Purchase Decisions and the rest were influenced by other factors Meanwhile, two other variables, namely location and promotion variables, proved to have a significant relationship and the hypothesis was accepted. The R Square test results yielded a value of 0.749 meaning that all the variables studied had an influence of 74.9% on Purchase Decisions and the rest were influenced by other factors Meanwhile, two other variables, namely location and promotion variables, proved to have a significant relationship and the hypothesis was accepted. The R Square test results yielded a value of 0.749 meaning that all the variables studied had an influence of 74.9% on Purchase Decisions and the rest were influenced by other factors

Keywords: Product, Location, Price, Promotion, Decision Making

INTRODUCTION

Business planning is a crucial thing in a business. In particular, a business plan or business plan contains various strategies and plans through careful data analysis by combining various data, both past and future forecasts. From a broader point of view, the application of business planning involves various considerations and factors such as political situations and conditions, cultural background where an organization or business entity is located, global and regional economic conditions and trends that apply globally.

In a global context, the current political situation and conditions are affected by the impact of the war that took place between Russia and Ukraine. The real impact is the scarcity and disruption of gas supply from Russia to the European Union countries which is quite difficult not only for the household sector, but also for industry in general.
Another thing that is a global issue and has an impact on the economy is China's ambition to control the South China Sea which disturbs countries directly adjacent to its Exclusive Economic Zone with China, including Indonesia. This greatly disturbs peace in the region which also affects trade traffic across countries.

Another global issue that greatly affects the global political and economic situation is the Covid19 Pandemic which has not yet ended even though it has slumped slightly, but its impact can still be felt in real terms such as declining income levels, changing trends and lifestyles as well as people's consumption patterns which make the global community have to get used to it. themselves with new patterns and rules of social interaction.
In a narrower scope, various global issues that are currently happening also affect the income level of large, medium and small businesses in Indonesia. the automotive business and its derivative businesses are among those that have quite felt the impact of global issues and the Covid19 pandemic that hit. A quiet business due to reduced community mobility is of course a separate obstacle and requires business actors to apply the right business strategy in order to rise from adversity.

CIMobil is a sub-business automotive repair service business under the auspices of PT. Create Core Mandiri. The company's main business carries automotive maintenance, namely engine maintenance, spare parts and vehicle washing services. CIMobil experienced a decrease in turnover during the pandemic due to a decrease in the number of customer visits and a significant decrease in revenue since the peak of the pandemic in mid-2020 to 2021.

THEORITICAL REVIEW

Marketing Mix

As described by Gitosudarmo (2008, p.182) that the notion of the marketing mix or commonly known as the Marketing Mix according to the definition and explanation of Kotler and Armstrong, namely a number of marketing tools used by companies to ensure the intended marketing object (target market). To support this strategy, business actors need to determine policies that need to be implemented as a systematic and measurable marketing strategy. The marketing mix itself is expressed as a series of marketing variables used by the company to produce a response from its goals and objectives, namely the 4 P (Product, Place, Price and Promotion).

Product

Product is an important element in a marketing program. Sometimes a product that is purchased by consumers not only in terms of meeting their needs but far from that there are many factors that underlie the purchase of a product. Products are all things related to goods and services available on the market to be noticed, obtained, used or consumed in terms of fulfilling wants or needs. According to Kertajaya (2005, p.125), it is stated that the notion of a product is anything that can be offered to the market to get attention, owned, used or consumed with categorization of forms in physical goods, services, personality, location, organization, ideas or even thought.

Location

As explained by Lupiyoadi and Hamdani (2006, p.70) that location relates to where the company is located, operates or carries out its business activities. According to him, there are three types of interactions that affect location, namely consumers who come to service providers, service providers come and approach consumers and service providers and consumers meet but do not meet in person. In the current context, the definition of meeting indirectly is like online transactions or the use of communication media. Delivery of services can also be done through other organizations or people. In a business transaction, there are three parties involved in the process, namely service providers or sellers, intermediaries or distributors, and consumers. All activities are carried out in a distribution channel.

Price

According to the elaboration of Kotler and Keller (2016, p.500) price is the only element or part of the marketing mix that generates income while the other elements generate costs, meaning that through prices agreed upon by the seller and consumer, a transaction will be created. Price is also one of the most flexible elements and can change quickly compared to products, for example. In theory, price, value and utility are related to one another. Utility is an attribute attached to an item that allows the item to meet the needs, wants, and satisfy consumers. The conclusion is the price value embedded in a product, either goods or services. Alma (2011, p.196) explains that price is a form of monetary unit for goods and services, which can be exchanged to obtain or transfer rights and ownership of goods and services so as to cause buyer satisfaction. Assauri (2014, p.223) argues that price is an element of the marketing mix that generates income from the sale of goods and services. Through the price attached to an item or service, consumers can easily determine their preferences in choosing and sorting according to their tastes and needs. Through the price can also be determined the definition of cheap or expensive which is sometimes relative and different for each consumer. Through the price attached to an item or service, consumers can easily determine their preferences in choosing and sorting according to their tastes and needs. Through the price can also be determined the definition of cheap or expensive which is sometimes relative and different for each consumer. Through the price attached to an item or service, consumers can easily determine their preferences in choosing and sorting according to their tastes and needs. Through the price can also be determined the definition of cheap or expensive which is sometimes relative and different for each consumer.

Promotion

Promotion is a type of communication that is very commonly used by sellers. The definition of sales promotion according to the American Marketing Association (AMA), as explained by Kottler and Keller (2016, p.27) promotion is a marketing effort carried out through media and non-media intermediaries to stimulate consumers to try the products offered. In addition, promotion aims to increase demand from consumers or as a means to get feedback in terms of improving product quality. So it can be concluded that promotional activities are carried out to convince consumers that the products offered are in accordance with their wishes and can fulfill their satisfaction. Promotion is the most important activity for a business unit to campaign for its business to be widely recognized by the public. Promotional socialization is carried out very diverse, ranging from conventional ones such as advertisements in print media, advertisements on television and radio media, events and activities carried out on site or using the internet as a means. The internet is one way that is classified as effective and inexpensive, and can reach a wide market. Uniquely, the internet can also be used to target a more segmented market through intermediaries of various online applications and social media.

Buying decision

Alma (2013, p.96) states that purchasing decisions are decisions that are influenced by

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several factors, namely financial conditions, technological influences, political influences, cultural background, forms of products and services, prices of goods and services, business locations or transactions. , forms of promotion, physical evidence (there are goods), parties involved and the process, thus forming a consumer attitude through processing various forms of information obtained and drawing conclusions in the form of responses that appear later in the form of buying decisions. Machfoedz (2013, p.44) reveals that purchasing decisions are a process of assessing and sorting out various alternative choices that are in accordance with certain predetermined interests, so that they fall on a choice that is considered the most profitable.

RESEARCH METHODS

This research is a research that is categorized as quantitative research, with data analysis techniques Structured Equotional Model or known as SEM for short. In the context of this study, the independent variables studied were the Marketing Mix variables which consisted of Product, Location, Price, Promotion and one dependent variable, namely Purchase Decision. Besides that, this research also includes correlational research, which aims to measure how much influence the independent variable has on the dependent variable in it.

RESEARCH DATA ANALYSIS
Outer Model (Test Validity, Reliability and AVE)

Hypothesis testing in this study uses the Partial Least Square (PLS) method. PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on variance. The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples. The tool used is the SmartPLS Version 3 program which is specifically designed to estimate structural equations on a variance basis. The structural model in this study is shown in Figure:

Figure 1.
Structural Models
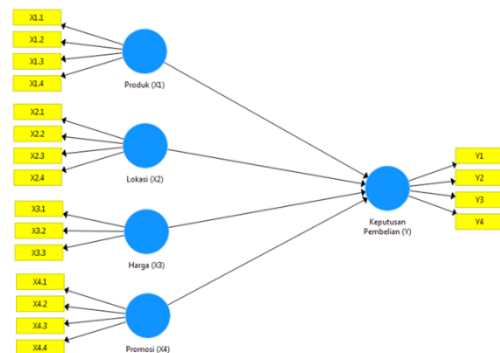
Source: SmartPLS, 2022

The figure shows that the Product variable (x1) is measured by 4 indicators, namely X1.1, X1.2, X1.3, and X1.4. the construct variable Location (x2) is measured by 4 indicators namely X2.1, X2.2, X2.3 and X2.4, the construct variable Price (x3) is measured by 3 indicators namely X3.1, X3.2, and X3.3 , the construct variable Promotion (x4) is measured by 4 indicators namely X4.1, X4.2, X4.3 and X4.4 and the last is the construct variable Purchase Decision (y) with 4 indicators namely Y1, Y2, Y3 and Y4. The direction of the arrow between the indicator and the latent construct towards the indicator indicates that the study uses reflective indicators suitable for measuring perceptions. The relationship to be studied by the hypothesis is denoted by an arrow between the constructs.

**Evaluation of the Measurement Model (Outer Model)**

Evaluation of the measurement model (Outer Model) is an evaluation of the relationship between variables and their indicators where the description is indicated by arrows from the construct (elliptical) to several indicators (box-shaped). Evaluation of the quality of PLS-SEM measurements and structural models focuses on the metrics that indicate the model's predictive ability. The metric evaluation of this measurement model includes two stages of

testing, namely Convergent Validity and Discriminant Validity.

Convergent Validity (Phase 1 Test)

Convergent Validity aims to measure the suitability between indicators of variable measurement results and theoretical concepts that explain the existence of indicators of these variables. The convergent validity test can be evaluated in three stages, namely by outer loadings, composite reliability and Average Variance Extracted (AVE). Outer loading is a table that contains a loading factor to show the correlation between indicators and latent variables. The weakest loading factor that can be accepted for validity is 0.7. Outer loadings output can be obtained from PLS Algorithm Report SmartPLS. To make it easier to see the outer loading of the indicator blocks that measure constructs, a path diagram is presented in the figure

Figure 2.
Loading Factor Value
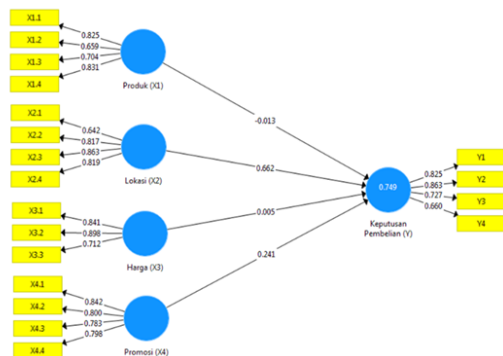
ors

item score with the construct score. Reflective indicators are suitable for measuring perceptions, so this study uses reflective indicators. The table above shows that the loading factor gives a value above the recommended value of 0.5. The smallest value is 0.642 for the X2.1 indicator. This means that the indicators used in this study are valid or have met convergent validity. The following is a factor loading diagram for each indicator in the research model:

Table 1.
Loading Factor Value

Korelasi Indikator Dengan Variabel	Loading Factor	Keterangan
X1.1 <-- Produk	0.825	Valid
X1.2 <-- Produk	0.659	Valid
X1.3 <-- Produk	0.704	Valid
X1.4 <-- Produk	0.831	Valid
X2.1 <-- Lokasi	0.642	Valid
X2.2 <-- Lokasi	0.817	Valid
X2.3 <-- Lokasi	0.863	Valid
X2.4 <-- Lokasi	0.819	Valid
X3.1 <-- Harga	0.841	Valid
X3.2 <-- Harga	0.898	Valid
X3.3 <-- Harga	0.712	Valid
X4.1 <-- Promosi	0.842	Valid
X4.2 <-- Promosi	0.800	Valid
X4.3 <-- Promosi	0.783	Valid
X4.4 <-- Promosi	0.798	Valid
Y1 <-- Keputusan Pembelian	0.825	Valid
Y2 <-- Keputusan Pembelian	0.863	Valid
Y3 <-- Keputusan Pembelian	0.727	Valid
Y4 <-- Keputusan Pembelian	0.660	Valid

Cross Loading

Indikator	Produk (x1)	Lokasi (x2)	Harga (X3)	Promosi (x4)	Keputusan pembelian (y)
X1.1	0.825	0.584	0.580	0.800	0.549
X1.2	0.659	0.565	0.481	0.490	0.350
X1.3	0.704	0.611	0.565	0.479	0.628
X1.4	0.831	0.609	0.504	0.541	0.504
X2.1	0.693	0.642	0.551	0.586	0.406
X2.2	0.496	0.817	0.744	0.620	0.698
X2.3	0.608	0.863	0.887	0.725	0.671
X2.4	0.724	0.819	0.612	0.679	0.825
X3.1	0.539	0.726	0.841	0.648	0.723
X3.2	0.646	0.868	0.898	0.758	0.696
X3.3	0.583	0.542	0.712	0.617	0.450
X4.1	0.661	0.781	0.786	0.842	0.709
X4.2	0.825	0.584	0.580	0.800	0.549
X4.3	0.508	0.676	0.689	0.783	0.636
X4.4	0.499	0.590	0.562	0.798	0.604
Y1	0.724	0.819	0.612	0.679	0.825
Y2	0.527	0.668	0.692	0.668	0.863
Y3	0.428	0.589	0.542	0.546	0.727
Y4	0.407	0.519	0.560	0.492	0.660

Ssource : Data processed, 2022

Another method for viewing discriminant validity is by looking at the square root of average variance extracted (AVE) value. The recommended value is above 0.5. The following are the AVE values in this study:

Table 3.
Average Variance Extracted (AVE) Value

	Average variance extracted (AVE)
Produk (X1)	0.576
Lokasi (X2)	0.624
Harga (X3)	0.673
Promosi (X4)	0.650
Keputusan Pembelian (Y)	0.597

Reliability Test

The reliability test is carried out by looking at the composite reliability value of the indicator block that measures the construct. Composite reliability results will show a satisfactory value if it is above 0.7. The following is the composite reliability value in the output:

Table 4.
Composite Reliability

	Composite Reliability
Produk (x1)	0.843
Lokasi (x2)	0.868
Harga (x3)	0.860
Promosi (x4)	0.881
Keputusan Pembelian (y)	0.854

The reliability test can also be strengthened with Cronbach's Alpha where the Smart PLS Version 3 output gives the following results:

Table 5.
Cronbach Alpha

	Cronbachs Alpha
Produk (x1)	0.756
Lokasi (x2)	0.799
Harga (x3)	0.759
Promosi (x4)	0.821
Keputusan Pembelian (y)	0.773

Structural Model Testing (Inner Model)

After the estimated model meets the Outer Model criteria, then testing the structural model (Inner model) is carried out. Following are the R-Square values in the construct:

Table 6.
R Square

	R-square
Produk (x1)	
Lokasi (x2)	
Harga (x3)	
Promosi (x4)	
Keputusan Pembelian (y)	0.749

Hypothesis testing

Table 7.
Hypothesis Test Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	Sig
Produk (x1) -> Keputusan Pembelian (y)	-0.013	-0.011	0.078	0.163	0.871
Lokasi (x2) -> Keputusan Pembelian (y)	0.662	0.662	0.111	5.988	0.000
Harga (x3) -> Keputusan Pembelian (y)	0.005	0.006	0.105	0.045	0.964
Promosi (x4) -> Keputusan Pembelian (y)	0.241	0.241	0.104	2.310	0.021

DISCUSSION

Product Influence on Purchasing Decisions

Answering the formulation of the problem related to hypothesis one (H1) can be observed from the results of the SmartPLS SEM software analysis 3. Based on the test results table it is known that the effect of the product variable (x1) on purchasing decisions (y) is not significant with a T-statistic of 0.163 (> 1.96). The original sample estimate value is negative with a value of -0.013 which indicates that

there is no significant effect between the Product (x1) and the Purchase Decision (y).

Then the H1 hypothesis in this study which states that the product (x1) has no effect on purchasing decisions (y) is rejected. Thus the H1 hypothesis in this study which states that the Product (x1) has an effect on Purchase Decision (y), is rejected. Theoretically, the statement that forms the background of the hypothesis above is based on previous research and valid expert opinion, as stated by Swastha and Irawan (2008, p.165) that the definition of a product is a physical property that is complex, can be touched, seen either in the form packaging, variety and color variants, price variations, forms of services either provided by companies or retailers that can be accepted by buyers to satisfy their needs and wants, but specifically in this research,

Effect of Location on Purchasing Decisions

Answering the formulation of the problem related to hypothesis one (H2) can be observed from the results of the SmartPLS 3 SEM software analysis. Based on the table it can be seen that the effect of location (x2) on purchasing decisions (y) is not significant with a T-statistic of 5.988 (> 1 , 96). The original sample estimate value is 0.662 which shows that the influence between location (x2) and purchasing decisions (y) is positive. Thus the H2 hypothesis in this study which states that location (x2) has a direct effect on purchasing decisions (y) is accepted.

In this study, it can be seen that respondents saw a significant relationship between business location and purchasing decisions in line with the statement contained in the hypothesis based on expert opinion as stated by Lupiyoadi and Hamdani (2006, p.70) that location is related to where a place of business is exists, operates and carries out its business activities. The underlying factors and indicators will vary widely and provide different results. Other factors that also play a big role are the environment, culture, social structure as well as geopolitical and economic conditions where a population is located, which is close and accessible to a particular business location.

Effect of Price on Purchasing Decisions

Answering the problem formulation related to hypothesis one (H3) can be observed from the results of the SmartPLS 3 SEM software analysis. Based on the table it can be seen that the effect of the Price variable (x3) on Purchase Decision (y) is not significant with a T-Statistic of 0.045 (< 1.96). The original sample estimate value is positive, which is equal to 0.005, which indicates that the relationship between price (x3) and purchase decision (y) is positive. Thus the H3 hypothesis in this study which states that price (x3) has an effect on purchasing decisions (y) is rejected.

The research results obtained through this study indicate that price is not always a determining factor for respondents to decide to buy something. The background of the respondents in this case such as economic level and education as well as social status has an important role that greatly influences this, especially in this study where statistically it can be seen that the majority of respondents have a higher educational background (76.6%). This fact shows that a hypothesis based on previous research and the expert opinion that underlies it, will not always give the same results referring to the indicators and background factors where a research is carried out.

As the opinion expressed by Assauri (2014, p.223) states that the price attached to an item or service determines a person's preferences in choosing and sorting according to his tastes and needs. Through price, a definition of cheap or expensive can also be determined, which is sometimes relative and different for each consumer. From here, it can be concluded that price is sometimes not the main determining factor for respondents in making a decision to buy.

The Effect of Promotion on Purchasing Decisions

Answering the problem formulation related to hypothesis one (H4) can be observed from the results of the SmartPLS 3 SEM software analysis. Based on the table it can be seen that

the effect of the Promotion variable (x4) on Purchase Decision (y) is significant with a T-Statistic of 2.310 (> 1 , 96). The original sample estimate value is positive, which is equal to 0.241, which shows that the relationship between promotion (x4) and purchasing decisions (y) is positive. Thus the H4 hypothesis in this study which states that promotion (x4) has an effect on purchasing decisions (y) is accepted.

The results of this study show the facts in the field that respondents feel that promotions influence customers to decide to buy a product or service. This is in line with Hermawan's theory (2012, p.38) which states that promotion is a major component of a marketing activity for the purpose of selling or purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion

Based on the results of SEM (Structural Equation Modeling) analysis and the discussion that has been carried out in this study, there are several conclusions as follows:

The results of data analysis show that the product has no effect on purchasing decisions. The effect of the product variable (x1) on purchasing decisions (y) is not significant with a T-statistic of 0.163 (<1.96). The original sample estimate value is negative, which is -0.013. which shows a small effect between products (x1) on purchasing decisions (y). Thus the H1 hypothesis in this study which states that the product (x1) has an effect on purchasing decisions (y) is rejected.

The results of the data analysis show that Location has an effect on Purchasing Decisions. The effect of the location variable (x2) on purchasing decisions (y) is significant with a T-statistic of 5.988 (> 1.96). The original sample estimate value is positive, which is equal to 0.662 which shows the influence between location (x2) and purchasing decisions (y). Thus the H2 hypothesis in this study which states

that location (x1) has an effect on Purchase Decision (y) is accepted.

The results of data analysis show that price has no effect on purchasing decisions. The effect of the price variable (x3) on the purchase decision (y) is not significant with a T-statistic of 0.045 (<1.96). Even though the original sample estimate value is positive, which is equal to 0.005, which shows a small effect between price (x3) on purchasing decisions (y). Thus the H3 hypothesis in this study which states that price (x3) has an effect on purchasing decisions (y) is rejected.

The results of the data analysis show that Promotion has an effect on Purchasing Decisions. The influence of the promotion variable (x4) on the purchase decision (y) is significant with a T-statistic of 2.310 (> 1.96). The original sample estimate value is positive, which is equal to 0.241 which shows the influence of promotion (x4) on purchasing decisions (y). Thus the H4 hypothesis in this study which states that promotion (x4) has an effect on purchasing decisions (y) is accepted.

Suggestion

Based on the research results obtained, the suggestions given are as follows:

1. A certain product generally for some reason will appeal to most people to buy it. However, it is different in this study, with the background of the situation and conditions of the Covid-19 pandemic which has been going on for almost three years, the background of the respondents who are dominated by highly educated people, young age range and open-minded, provides different research results. It can be concluded that the products offered are not something that is considered urgent and important to buy because of the reasons described above.

Other factors that may determine a person's interest in buying a product are cultural factors, beliefs, geographical conditions, social conditions, economic and political situations which due to time constraints and conditions do not allow research. It is hoped that future researchers can use this consideration to obtain more comprehensive and in-depth research results and to provide a variety of research results to enrich the body of knowledge that is useful for all parties.

2. In this study it was found that there is a significant influence between location on purchasing decisions. Within the scope of this research, respondents have certain reasons why fast location selection is very important for a stimulus to buy. In the current era of technological disruption, the selection of trading locations does not only apply to physical business locations, but also non-physical ones such as online trading which is becoming an increasingly popular trend, especially since the start of the Covid-19 pandemic in mid-2020 until now. Respondents felt that there was a strong connection for them to choose a location for a purchase transaction and online purchases through marketplaces were deemed to be a suitable reason for making transactions and deciding to buy.

3. There are interesting facts, especially in this study because there is no significant effect between the price variable on purchasing decisions. If we take it backwards, with a variety of underlying factors, the condition of the Covid-19 pandemic has changed people's behavior in viewing a condition and situation. An example is when the Covid-19 pandemic situation escalated, health support equipment such as medical masks, gloves, medicines, and even rhizomes became very expensive and the prices soared. However, due to the emergency situation that forced people to buy, the price factor was set aside and ignored in order to get the desired product.

Another example is health services such as swab tests and antigens which are really needed by the community even though they are very expensive. Once again, research results will depend heavily on the background and conditions of a community so that results will vary and differ. However, this actually provides new insights for the treasury of knowledge because it contradicts the general views of previous researchers and expert opinions that underlie the initial hypotheses of this study. For future researchers, hopefully this can be used as an alternative reference and can be re-examined using a variety of other indicators to enrich research results with new and useful findings.

4. In this study it was found that promotions have a significant influence on purchasing decisions which further strengthens expert opinion and previous research. Theoretically, promotional activities which are activities to persuade the market are activities that psychologically stimulate the market to buy an offer or product offered. However, as explained earlier, there are many factors that influence the decision to buy, and promotions are one of them.

Promotions currently being carried out place more emphasis on digital promotions through social media and other internet media which are easily accessible to the general public. Promotional media that are increasingly creative and closer to the public make the introduction of products and services faster. Media used for promotion can even be accessed free of charge and without charge, such as Instagram, Youtube, Tik-tok, Facebook, linked-in, websites and blogs as well as marketplaces such as shopee, Tokopedia, Bukalapak and others.

With quite a variety of choices, promotion and advertising is something that is affordable and easy. Specifically in this study, it is likely that respondents in general can understand that promotions will very easily influence purchasing decisions due to these factors. Suggestions for future researchers to be able to consider other underlying factors as well as other indicators and dimensions to obtain more diverse and varied research results.

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