

The Influence of Promotion, Price, and Product Quality of Fresh Fruit Through the JSM Bazaar Program on Purchasing Decisions at Indomaret Fresh Malang

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Abstract

Introduction/Main Objectives: This study aims to analyze the influence of promotion, price, and product quality—both partially and simultaneously—on purchasing decisions for fresh fruit at Indomaret Fresh Malang through its JSM (Friday, Saturday, Sunday) Bazaar program.

Background Problems: There is significant uncertainty regarding which specific marketing factors—promotion, price, or product quality—most critically influence purchasing decisions for fresh fruit within the unique context of a time-limited promotional program (JSM Bazaar) in a modern retail setting. Although promotional strategies like the JSM Bazaar attract attention, consumer decisions are complex and not driven by promotion alone

Novelty: The research provides a specific contextual contribution by examining the unique marketing strategy of the JSM Bazaar in a modern retail setting for fresh fruit products—a segment less explored compared to studies on durable goods or services.

Research Methods: This research employs a quantitative approach with a survey method. The population comprises Indomaret Fresh Malang consumers who purchased fresh fruit at the JSM Bazaar. A sample of 96 respondents was determined using the Cochran formula and simple random sampling. Data were collected via a 4-point Likert scale questionnaire and analyzed using multiple linear regression analysis with SPSS.

Finding/Results: Promotion, price, and product quality each have a positive and significant partial effect on purchasing decisions. Simultaneously, these three variables have a significant positive effect on purchasing decisions. Product quality emerges as the most dominant influencing factor.

Conclusion: The findings offer practical strategic recommendations for Indomaret Fresh to optimize its marketing mix, emphasizing the critical role of product quality alongside promotion and pricing within the JSM Bazaar framework.

Keywords: Promotion, Price, Product Quality, Purchasing Decision, JSM Bazaar.



Introduction

The modern retail industry in Indonesia has experienced rapid growth in recent years, marked by the proliferation of minimarkets and supermarkets that provide basic necessities and fresh products for the community (Chaniago et al., 2019). One form of innovation in modern retail is the presence of Indomaret Fresh, which focuses on providing high-quality fresh products such as fruit, vegetables, and other household needs (Arini et al., 2025). Increasing public awareness of healthy lifestyles and consumption of nutritious food has made fresh fruit a commodity increasingly in demand by various groups.

Indomaret Fresh Malang is one of the modern retail stores that seeks to enhance consumer appeal through innovative promotional strategies. One of its flagship programs is the JSM Bazaar (Jumat, Sabtu, Minggu / Friday, Saturday, Sunday) (Faridi et al., 2023). This program offers various attractive promotions such as discounts, bundling packages, and customer loyalty programs (Bali, 2022). This strategy aims not only to increase sales but also to strengthen consumer loyalty to the fresh fruit products offered.

In the world of marketing, promotion is a crucial element that can influence consumer purchasing decisions (Tonda et al., 2024). According to Kotler and Keller (2016), promotion is a form of marketing communication aimed at providing information, persuading, and reminding consumers about a product. Effective promotion can generate brand awareness, build positive perceptions, and encourage purchase interest. Therefore, the JSM Bazaar promotion is a tangible effort to increase purchasing decisions for fresh fruit at Indomaret Fresh Malang (Faridi et al., 2023).

Besides promotion, price is another important factor influencing purchasing decisions. According to Kotler & Armstrong (2018), price is the amount of money a consumer must pay to obtain a product, and the consumer's perception of price fairness will influence their decision to buy. In the context of modern retail like Indomaret Fresh, affordable pricing strategies and the presence of discounts in the JSM Bazaar program become a unique attraction for consumers. Competitive prices will enhance value perception and encourage repeat purchases (Nisrina et al., 2024).

The next equally important factor is product quality. The quality of fresh fruit is a primary indicator determining consumer satisfaction and purchasing decisions (NABILA & MUHAMMAD, 2024). According to Kotler & Keller (2016), product quality is a product's ability to perform its functions, including durability, reliability, ease of use, and other attributes that provide added value for consumers. In this case, fresh fruit with a high level of freshness, attractive color, and good physical condition will be more sought after by consumers.

Phenomena in the field show that although the JSM Bazaar promotion is quite effective at attracting consumer attention, purchasing decisions are not always influenced by promotion alone. Some consumers still perceive the price of fresh fruit in modern stores like Indomaret Fresh as relatively higher than in traditional markets, while others prioritize quality and shopping convenience factors (Pinto et al., 2022). Therefore, these three factors promotion, price, and product quality are suspected to have a significant influence on consumer purchasing decisions.

Previous research by (Farida et al., 2023) and (ZARAROSA & KHASANAH, 2023) shows that promotion, price, and product quality simultaneously and partially influence purchasing decisions. However, the results of several other studies indicate variations in the influence between variables, signifying the need for further study in different contexts and locations. For instance, research by (Marlius & Noveliza, 2022) on Converse shoes found that only promotion had a significant effect, while price and product quality did not.

Similarly, (Maky et al., 2024) in the smartphone context found that only product quality was significant. Of course. Here is the paragraph revised with a more formal and rigorous academic tone, suitable for a journal article or thesis.

The consumer decision-making process, which culminates in a purchase, unfolds through a sequence of stages including need recognition, information search, and alternative evaluation (Aditya et al., 2023), (Wulandari & Sampouw, 2020). This process is subject to a multitude of influences, among which the marketing mix variables of promotion, price, and product quality are considered paramount. Promotion functions as a fundamental instrument of marketing communication, tasked with cultivating brand awareness and persuading potential buyers (Goaill et al., 2023); its efficacy is empirically demonstrated by a consistent, positive relationship with purchase decisions (Sukmawati et al., 2022) (Saputri et al., 2024). Concurrently, price transcends its role as a mere monetary figure to embody a signal of value and a determinant of perceived fairness (Trebicka et al., 2023). It exerts a significant influence on the purchase decision, frequently mediated by consumer satisfaction (Putri et al., 2025), though the magnitude of its effect is often contingent upon contextual factors (Yulianto & Prabowo, 2024). Furthermore, product quality is conceptualized as a product's capacity to fulfil consumer expectations (Kotler & Keller, 2006) and operationalized for fresh produce through attributes such as freshness and visual appearance frequently emerges as the dominant variable. It is instrumental in fostering consumer trust and is a primary driver of purchase behaviour (Izabella, 2024). Critically, it is the synergistic interplay of these three variables that forges a robust perception of value, thereby exerting a significant and positive collective impact on purchasing behaviour across diverse market contexts (Sukmawati et al., 2022), (Prameswari & Silitonga, 2025).

This research aims to fill this gap by specifically examining these variables in the context of a fresh product (fruit) sold through a periodic promotional program (JSM Bazaar) in a modern retail setting (Indomaret Fresh). The perishable nature of the product and the time-limited promotional strategy add a unique dimension not commonly found in studies of durable goods or services. This study offers originality by testing the consistency of marketing theory in a specific and dynamic context, namely the fresh fruit retail segment with a weekend bazaar strategy in Malang. Therefore, this study purposes:

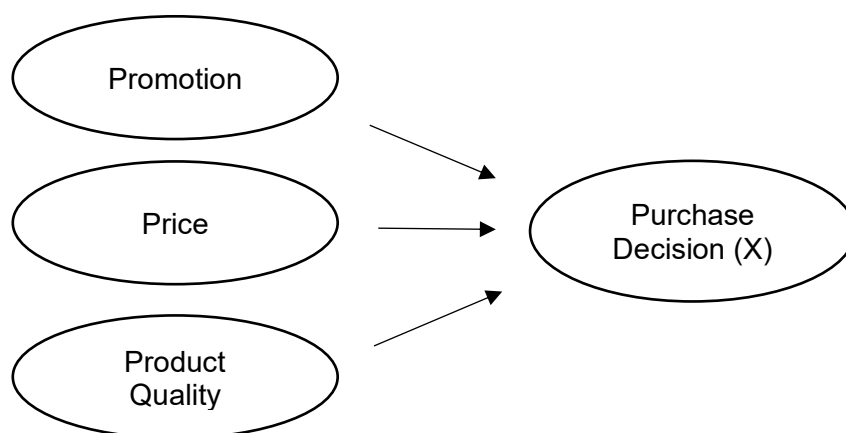


Figure 1 Conceptual Framework

Source : Author's Data, 2025

Hypothesis :

H1: Promotion has a positive and significant effect on purchasing decisions for fresh fruit at Indomaret Fresh Malang.

H2: Price has a positive and significant effect on purchasing decisions for fresh fruit at Indomaret Fresh Malang

H3: Product quality has a positive and significant effect on purchasing decisions for fresh fruit at Indomaret Fresh Malang.

H4: Promotion, price, and product quality simultaneously have a positive and significant effect on purchasing decisions for fresh fruit at Indomaret Fresh Malang.

Research Methods

This study employs a quantitative methodology to examine the causal relationships between variables (Sugiyono, 2019). The research was conducted across all Indomaret Fresh outlets within the city of Malang. The target population encompasses all consumers who have purchased fresh fruit through the JSM Bazaar program at Indomaret Fresh Malang. Given that the precise population size is indeterminate (infinite population), the Cochran formula was applied for a precision level (e) of 0.1, yielding a minimum required sample size of 96 respondents. A probability sampling technique, specifically the simple random sampling method, was utilized for sample selection. Primary data were gathered through a structured questionnaire distributed directly to respondents. The research instrument comprised items designed to measure the variables of promotion (X_1), price (X_2), product quality (X_3), and purchase decision (Y). Each variable was operationalized through several indicators, articulated as individual statement items. A 4-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree) was employed for measurement to mitigate central tendency bias.

Prior to analysis, the questionnaire was subjected to validity and reliability tests. Validity was assessed using Pearson Product Moment correlation, with an item deemed valid if the calculated r -value exceeded the critical r -value from the table. Reliability was evaluated using Cronbach's Alpha coefficient, whereby an instrument is considered reliable with an Alpha value greater than 0.6. The collected data were subsequently analyzed using multiple linear regression analysis, modeled by the equation: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$.

Preliminary to hypothesis testing, diagnostic checks for classical linear regression assumptions were conducted, including tests for normality, heteroscedasticity, autocorrelation, multicollinearity, and linearity. Partial hypothesis testing was performed using the t -test, while simultaneous testing was conducted using the F -test. The coefficient of determination (R^2) was calculated to determine the proportion of variance in the dependent variable explained by the independent variables.

Result

The survey respondents consisted of 96 participants, with a nearly equal gender distribution of 46.9% male and 53.1% female. The majority of respondents (54.2%) were young adults aged 17-25 years, while 33.3% were 26-35 years old, and 12.5% were over 35 years. In terms of educational background, 60.4% of respondents had completed high school or equivalent education, and 39.6% held diploma or bachelor's degrees. Regarding occupation, students constituted the largest group at 42.7%, followed by private sector employees at 36.5%, with the remaining 20.8% comprising other professions. It shows in table 1

Table 1 Respondent Overview

Characteristic	Category	Count	Percentage (%)
Gender	Male	45	46.9%
	Female	51	53.1%
Age	17-25 years	52	54.2%
	26-35 years	32	33.3%
	> 35 years	12	12.5%
Education	High School	58	60.4%
	Diploma/Bachelor	38	39.6%
Occupation	Student/University Student	41	42.7%
	Employees	35	36.5%
	Others	20	20.8%

Source : Author's Data, 2025

Table 2 Validity and Reliability Test Results**A. Promotion Variable (X1)**

Item No.	Question Item	r calc.	r table	Status
X1.1	The JSM Bazaar advertisement at Indomaret Fresh catches my attention.	0.745	0.361	Valid
X1.2	Information about fruit discounts at the JSM Bazaar is easy to understand.	0.812	0.361	Valid
X1.3	The JSM promo is clearly visible when I visit the store.	0.690	0.361	Valid
X1.4	The discounts in the JSM program make me interested in buying fresh fruit.	0.855	0.361	Valid
X1.5	The frequency of JSM promotions is quite high, making them easy to remember.	0.721	0.361	Valid
X1.6	JSM promotions are suitable for my needs as a fruit buyer.	0.788	0.361	Valid

B. Price Variable (X2)

Item No.	Question Item	r calc.	r table	Status
X2.1	The price of fresh fruit at the JSM Bazaar is affordable for me.	0.802	0.361	Valid
X2.2	The price I pay for the fruit is commensurate with the benefits I receive.	0.765	0.361	Valid
X2.3	Fruit prices during the JSM Bazaar are more competitive compared to other stores.	0.690	0.361	Valid

X2.4	Price information in the JSM program is clear and easy to understand.	0.734	0.361	Valid
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C. Product Quality Variable (X3)

Item No.	Question Item	r calc.	r table	Status
X3.1	The fruit sold in the JSM program is in fresh condition.	0.881	0.361	Valid
X3.2	The color and appearance of the fruit are attractive.	0.812	0.361	Valid
X3.3	The fruit at the JSM Bazaar is generally free from defects or damage.	0.845	0.361	Valid
X3.4	The fruit I buy has a sufficiently long shelf life.	0.723	0.361	Valid
X3.5	The quality of fruit at Indomaret Fresh is consistently good every time I buy.	0.799	0.361	Valid

D. Purchase Decision Variable (Y)

Item No.	Question Item	r calc.	r table	Status
Y.1	The JSM program encourages me to decide to buy fruit at Indomaret Fresh.	0.855	0.361	Valid
Y.2	I compare JSM offers with other stores before buying.	0.654	0.361	Valid
Y.3	I plan to repurchase fresh fruit at the next JSM Bazaar.	0.890	0.361	Valid
Y.4	I am willing to recommend buying fruit at the JSM Bazaar to others.	0.831	0.361	Valid
Y.5	I am satisfied with my decision to buy fresh fruit in the JSM program.	0.876	0.361	Valid

Source : Processed Data, 2025

Validity Test Conclusion: All question items across the four variables (Promotion, Price, Product Quality, and Purchase Decision) have a calculated r-value greater than the r-table value (0.361). Therefore, all question items are declared valid and can be used for further measurement.

Reliability Test Results (Cronbach's Alpha)

The following are the reliability test results for each variable.

Table 3 Reliability Test

Variable	Number of Items	Cronbach's Alpha (α) Value	Cut-Off Value	Status
Promotion (X1)	6	0.872	> 0.70	Reliable
Price (X2)	4	0.815	> 0.70	Reliable

Product Quality (X3)	5	0.894	> 0.70	Reliable
Purchase Decision (Y)	5	0.901	> 0.70	Reliable

Source : Processed Data, 2025

All variables have Cronbach's Alpha values well above 0.70. This indicates that this questionnaire instrument is highly reliable and consistent in measuring the intended variables. Respondents have a consistent understanding of all questions within the same variable.

Descriptive Statistics

Descriptive statistics provide an overview of the respondents' responses to the research variables. The mean scores and standard deviations (SD) for each variable are presented in Table 4.

Table 4 Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation	Interpretation
Promotion (X1)	30	3.00	5.00	4.12	0.58	High
Price (X2)	30	3.25	5.00	4.28	0.52	High
Product Quality (X3)	30	3.40	5.00	4.35	0.49	Very High
Purchase Decision (Y)	30	3.20	5.00	4.20	0.55	High

Source : Processed Data, 2025

Based on Table 4, overall, respondents provided high ratings for all variables, with mean scores consistently above 4.0 on the 5-point Likert scale. **Product Quality (X3)** received the highest average rating (Mean = 4.35), indicating that customers perceived it very highly. This was closely followed by **Price (X2)** (Mean = 4.28) and **Purchase Decision (Y)** (Mean = 4.20), which also garnered high agreement. While still high, **Promotion (X1)** had the lowest mean score (4.12) among the variables. The relatively low standard deviations (all below 0.6) show that respondents' answers were consistently clustered around these high values, indicating a strong consensus in their positive perceptions.

Multiple Linear Regression Test Results

This test is used to determine the regression equation that shows the influence of the independent variables (Promotion, Price, Product Quality) on the dependent variable (Purchase Decision). The results of the regression analysis are presented in Table 5.

A. Regression Coefficients

Table 5 Regression Coefficients

Variable	Regression Coefficient (B)	t-statistic	Sig. (p- value)
(Constant)	0.451	1.102	0.280
Promotion (X1)	0.291	2.891	0.008
Price (X2)	0.228	2.145	0.041
Product Quality (X3)	0.402	3.405	0.002

Source : Processed Data, 2025

B. Regression Equation

The regression equation formed from the coefficients above is:

$$Y = 0.451 + 0.291X_1 + 0.228X_2 + 0.402X_3$$

The regression analysis reveals several key findings. The constant of 0.451 is not statistically significant ($p = 0.280$), indicating no substantial baseline purchase decision when all independent variables are zero. Promotion demonstrates a statistically significant positive effect on purchase decisions ($B = 0.291$, $p = 0.008$), confirming that improved promotional activities significantly enhance consumer purchasing behavior. Similarly, Price shows a significant positive influence ($B = 0.228$, $p = 0.041$), though this effect is relatively modest compared to other factors. Most notably, Product Quality emerges as the strongest predictor of purchase decisions ($B = 0.402$, $p = 0.002$), revealing that enhancements in product quality yield the most substantial impact on consumers' purchase choices.

The t-statistics further validate these relationships, with Product Quality showing the highest value ($t = 3.405$), followed by Promotion ($t = 2.891$) and Price ($t = 2.145$), reinforcing the relative strength of each variable's influence on purchase decisions. All independent variables demonstrate statistical significance at the 95% confidence level, confirming their substantive roles in shaping consumer purchase behavior.

Hypothesis Testing

t-Test (Partial Test)

The partial t-test was conducted to determine the individual significance of each independent variable on Purchase Decisions. The statistical decision rule required a significance value (p-value) of less than 0.05 to reject the null hypothesis and confirm a significant effect. The analysis reveals that Promotion has a significant partial effect, as evidenced by its p-value of 0.008, which is below the threshold. Similarly, Price also demonstrates a significant partial influence with a p-value of 0.041. Most notably, Product Quality exhibits the strongest individual significance, confirmed by its p-value of 0.002. Consequently, we can conclusively state that all three variables—Promotion, Price, and Product Quality—independently and significantly influence Purchase Decisions when the effects of the other variables are held constant.

F-Test (Simultaneous Test)

The F-test was conducted to determine whether the independent variables—Promotion, Price, and Product Quality—collectively exert a significant influence on Purchase Decisions. The test evaluated the null hypothesis that these three factors together have no significant effect against the alternative hypothesis that they do have a significant joint effect.

Tabel 6 Anova Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.945	3	6.315	35.782	0.000
Residual	4.855	26	0.177		
Total	23.800	29			

Source : Processed Data, 2025

According to the ANOVA results, the F-statistic is 35.782 with a significance value of 0.000. Since this significance value is substantially lower than the 0.05 threshold, we decisively reject

the null hypothesis. This leads to the conclusion that Promotion, Price, and Product Quality, when considered together, have a statistically significant impact on Purchase Decisions.

Coefficient of Determination (R^2)

Tabel 7 Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square
	0.892	0.796	0.772

Source : Processed Data, 2025

Furthermore, the strength of this joint influence is substantiated by the Coefficient of Determination. The R Square value of 0.796 indicates that the combination of Promotion, Price, and Product Quality accounts for approximately 79.6% of the total variation observed in Purchase Decisions. This demonstrates that the model possesses strong explanatory power, with the three independent variables collectively explaining the majority of the variance in the dependent variable. The remaining 20.4% of the variation is attributable to other factors not included in this regression model, suggesting that while the model is highly effective, other unmeasured elements also play a role in shaping consumer purchase decisions.

Discussion

The findings of this study confirm that the marketing strategy implemented through the JSM Bazaar program at Indomaret Fresh Malang is effective in influencing consumer purchase decisions, with promotion, price, and product quality serving as determining factors.

First, promotion is proven to have a positive and significant influence. This finding aligns with the research of (Saputri et al., 2024), (Sukmawati et al., 2022). The JSM Bazaar program, which offers discounts, special deals, and is communicated through various channels (such as brochures, banners, and social media), successfully captures consumer attention, provides necessary information, and serves as a direct incentive that encourages purchase. Well-planned and effectively communicated promotions are able to create a sense of urgency and added value in the eyes of consumers.

Second, price perception also demonstrates a significant influence. Although it has a lower regression coefficient compared to the other two variables, this finding is consistent with the research of (Trebicka et al., 2023), which emphasizes the importance of value perception. This result indicates that consumers of Indomaret Fresh Malang perceive the prices offered during the JSM Bazaar as reasonable, competitive, and commensurate with the quality of the fresh fruit they receive. This affordability and the alignment of price with benefits constitute an important rational consideration in the decision-making process.

Third, product quality is the most dominant factor influencing the purchase decision. This finding reinforces the results of studies by (Pramadhika, 2013)(Rizani et al., 2022). In the context of perishable fresh fruit products, attributes such as freshness, visual appearance (color and shape), cleanliness, and shelf life are primary consumer assessments. High and consistent product quality builds consumer trust and the conviction that they are receiving the best value for their money, which ultimately drives the purchase decision and has the potential to create loyalty (Wahyuningtyas & Prijati, 2021).

Simultaneously, these three variables complement each other in shaping the purchase decision. An attractive promotion is futile if product quality is questionable. Conversely, high

product quality may be inaccessible if the price is not competitive. The JSM Bazaar program successfully creates a synergy where promotion acts as the initial trigger, the offered price is perceived as fair, and product quality ensures post-purchase satisfaction. The R^2 value of 58.1% indicates that the constructed model is reasonably strong in explaining the phenomenon of purchase decisions, although other factors outside the model, such as store location, shopping comfort, or the overall influence of the Indomaret brand, also play a role.

Conclusion

This research provides clear evidence that promotion, price, and product quality through the JSM Bazaar program collectively and individually impact consumer purchasing decisions for fresh fruit at Indomaret Fresh Malang. The statistical analysis confirms that promotional activities significantly influence buyer behavior, while price perception serves as an important factor in the decision-making process. Most notably, product quality emerges as the strongest determinant of purchase decisions, with consumers particularly valuing freshness and visual appearance when selecting fresh fruits. Together, these three elements account mostly of the variance in purchasing decisions, demonstrating their substantial combined effect on consumer behavior in the modern retail setting.

The study makes meaningful contributions to marketing theory by providing empirical support for the relevance of marketing mix elements in the context of fresh product retailing and periodic promotional campaigns. The finding that product quality dominates consumer decision-making reinforces established theories of perceived value while highlighting the critical importance of quality assurance for perishable goods. From a practical standpoint, these results offer actionable guidance for Indomaret Fresh management. Maintaining exceptional product quality should remain the highest priority, achieved through strong supplier relationships and rigorous quality control measures, especially during promotional events. Marketing strategies should be enhanced through expanded digital presence and varied promotional approaches to increase program effectiveness. Pricing strategies, while secondary to quality, should continue to emphasize value perception through competitive positioning. Management would benefit from viewing promotion, pricing, and quality as interconnected components of a unified strategy rather than separate initiatives.

The research acknowledges certain limitations, including its confinement to a single city and the absence of potential mediating variables such as customer satisfaction. Future studies could build upon these findings by expanding the geographical scope, incorporating additional variables like brand loyalty, and conducting comparative analyses across different retail formats to further enrich our understanding of consumer behavior in modern retail environments.

Acknowledgement

I would like to express my deepest gratitude to all who supported the completion of this thesis. I am especially indebted to my supervisor, Dr. Ir. Teguh Widodo, M.M., for her invaluable guidance and time. I extend my appreciation to the academic leadership of Institut Teknologi dan Bisnis ASIA Malang, including the Rector, Dean, and Head of the Management Program. To all the lecturers of the Management Program, thank you for providing the foundational knowledge for this work. I am also grateful to my friends for their constant encouragement. Above all, I thank my entire family, especially my parents, Bapak Supardi and Ibu Tolipah, for their unwavering love, support, and prayers.

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