

The Influence of Product Factors, Price Factors, and Promotional Factors on Purchasing Decisions for Janji Jiwa Coffee in Banjarmasin City

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ABSTRACT

This research aims to investigate the influence of product, price and promotional factors on purchasing decisions for "Janji Jiwa" coffee products in Banjarmasin City, considering the development of coffee drinking culture and increasingly competitive competition in the region. In this research, quantitative methods were used involving 110 respondents selected using non-probability sampling techniques. The results of data analysis show that product factors do not have a significant influence on purchasing decisions, while price and promotion factors have a partially significant influence. Simultaneously, product, price and promotion factors have a significant positive influence on the decision to purchase "Janji Jiwa" coffee in Banjarmasin City. The conclusion of this research is that product factors may need further attention to increase their influence on purchasing decisions, while price and promotional factors have a significant impact in influencing consumer preferences for these coffee products.

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1. INTRODUCTION

In the context of this research, coffee is a plantation commodity that has an important role in the Indonesian economy and culture. Coffee drinking culture has developed over time, encompassing various levels of society, including young people and women. Coffee shops are popular places to socialize and gather (Rodrigo Garcia Motta, Angélica Link, Viviane Aparecida Bussolaro et al., 2021). With rapid economic growth, many individuals are moving into the role of entrepreneurs, and the coffee shop business is becoming an attractive option. For coffee shop owners, an effective marketing strategy is the key to competing in a competitive market. In the context of Banjarmasin City, coffee shops are increasingly mushrooming, but there are also many cases of bankruptcy caused by fierce competition and lack of effective marketing strategies. (Fauzi, 2019).

Therefore, this research aims to investigate the influence of product, price and promotional factors on purchasing decisions for "Janji Jiwa" coffee in Banjarmasin City, with the aim of providing deeper insight into the dynamics of the coffee market in that city. (Muzakar Isa, 2019).

Previous research, first research by Ayu Widyahastuti (2021), Title Analysis of factors that influence consumer decisions in buying coffee drinks at the Promise shop (study of customers of the "Jaji Jiwa Taman Dayu" outlet, Pndaan), The results of the first objective analysis show the characteristics of drink consumers The coffee shop at Janji Jiwa coffee shop is mostly men. In terms of education, the average consumer has a higher educational background (diploma to bachelor's degree). In terms of employment and monthly income, the average consumer is those who work and have an income of around Rp. 3,000,000 to Rp. 10,000,000 per month. The results of the second objective analysis using the logit regression model show that of the nine variables that are thought to influence consumers' decisions in purchasing coffee drinks at the Janji Jiwa coffee shop, four independent variables influence the purchasing decision. 1. The quality of coffee drinks has a significant positive coefficient, indicating that the quality of coffee drinks has a positive effect on consumer purchasing interest. 2. Employee friendliness and politeness also has a significant positive coefficient, indicating that good service in terms of employee friendliness and politeness at the Janji Jiwa shop has a positive impact on the decision to purchase coffee drinks. 3. Comfort and feelings of safety when at the Janji Jiwa shop also have a significant influence on consumers' decisions when buying coffee drinks. 4. The promotion variable has an exp (B) result of 2.08, which indicates that consumers who receive promotions have twice the opportunity to respond by purchasing coffee drinks. Promotions help consumers evaluate new products and offer better prices.

Second research (Ayu Wulandari, 2020). This research focuses on the influence of location and price on consumer buying interest at the Warpindo coffee shop. The research results show that price has a significant effect on consumer buying interest. This shows that prices that are affordable for consumers can increase buying interest. Location variables also have a significant influence on buying interest. This research shows that a location that is easily accessible to consumers can increase consumer buying interest at the Warpindo coffee shop. Meanwhile, the R-square test results show that location and price together have an influence of 53.7% on consumer buying interest, while the rest is influenced by other factors. This research provides important insights for coffee shop owners in designing their marketing strategies.

Third research (Putri, Febri Suryaning, 2018). This research investigates the influence of student lifestyle on decisions to purchase Starbucks coffee in Malang City. The results of the analysis show that activity, interest and opinion are three independent variables that have a significant influence on purchasing decisions. Activities such as lectures, hobbies, group memberships and communities influence purchasing decisions. Interests, including lectures, drinks, and media interests, also influence purchasing decisions. Opinions about oneself and social relationships have an influence on purchasing decisions, although the influence is smaller. In conclusion, student lifestyle can influence the decision to purchase Starbucks coffee.

Fourth Research (I Gede Marendra, 2018). This research focuses on the influence of the marketing mix (product, price, location and promotion) on consumer purchasing decisions at minimarkets (Alfamart or Indomaret) at Pamulang University. The research results show that product variables have a significant influence on consumer purchasing decisions in minimarkets. In addition, together, product, price, location, and promotion also have a significant influence on purchasing decisions. In other words, the marketing mix plays an important role in consumer purchasing decisions in minimarkets.

Fifth Research (Muhammad Maksum, R. Budhi Satrio, 2018). This research investigates the influence of price, product, location and promotion on purchasing decisions at Wingstop restaurants. The research results show that the variables price, product, location and promotion together have a significant effect on purchasing decisions. Wingstop restaurants with competitive prices, quality products, easy-to-reach locations and active promotions can increase consumer purchasing decisions. This shows the importance of these factors in restaurant marketing strategies.

Sixth Research (Dyah Sri Wulandari, Nuril Huda, 2017) This research focuses on the influence of environmental, psychological and individual factors on the decision to purchase gold jewelry in Banjarmasin City. The research results show that environmental, psychological and individual factors significantly influence the decision to purchase gold jewelry in the city. The suggestion from this research is that marketers can consider psychological factors as a marketing strategy, especially in Banjarmasin.

Future research could test other variables and expand the scope of the study. Current research continues to develop and explore various issues that are relevant to current developments. Comparison with previous research will provide an idea of how research has changed or developed. The following are some developments or novelties in current research when compared with previous research. Research Methodology, one of the main changes in research is the use of more advanced methodologies. Research methods such as Machine Learning, Deep Learning, and big data analysis (Big Data) have become the main focus in various scientific disciplines. Current research often uses more sophisticated and complex data analysis approaches, allowing researchers to extract deeper insights from the data.

2. RESEARCH METHODS

This research is entitled "The Influence of Product Factors, Price Factors, and Promotional Factors on Purchasing Decisions for Janji Jiwa Coffee in Banjarmasin City". This research uses research methods with a quantitative approach (Sugiono, 2017), which is used to test the relationship between independent variables (product, price, and promotion) and the dependent variable (purchasing decisions) in this research population. The location of the research was carried out in Banjarmasin City, mainly focusing on Janji Jiwa coffee products, because it is near the center of Banjarmasin city, the research time was carried out from October 2022 to February 2023.

The population in this study are people who buy Janji Jiwa coffee products in Banjarmasin City, the exact number is not known, but it can be seen from the population data per sub-district in 2021. The total number of samples used in this study was 1,171,840, the sample was selected using nonprobability sampling technique with purposive sampling method. Sample selection criteria include age over 16 years, people who live in Banjarmasin, people who have purchased Janji Jiwa coffee products in the last six months, and people who have consumed Janji Jiwa coffee products in the last six months. (Karina, 2018).

A total of 100 samples were selected based on calculations referring to the number of indicator items. Research variables consist of product, price, promotion, and purchasing decisions. The Likert scale is used to measure respondents' perceptions of each variable with scores from strongly disagree (1) to strongly agree (5). Data sources include primary data obtained through questionnaires distributed to respondents and secondary data in the form of literature, journals and information from various sources, Dr Muhammad Yusuf, SPi, MSi and Dr Lukman Daris, SPi, (2018). Data collection was carried out by filling out questionnaires by respondents using the survey method and using a Google Form-based questionnaire. Data is processed using descriptive analysis and multiple linear regression analysis to determine the influence of product factors (Sholikhah, 2018), price, and promotion on purchasing decisions. A regression model is considered feasible if the statistical test results show sufficient significance, the regression coefficient is significant, there is no multicollinearity, and there is no autocorrelation. The general equation of multiple linear regression is: (Sutriyani, 2019). $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

Conceptual framework

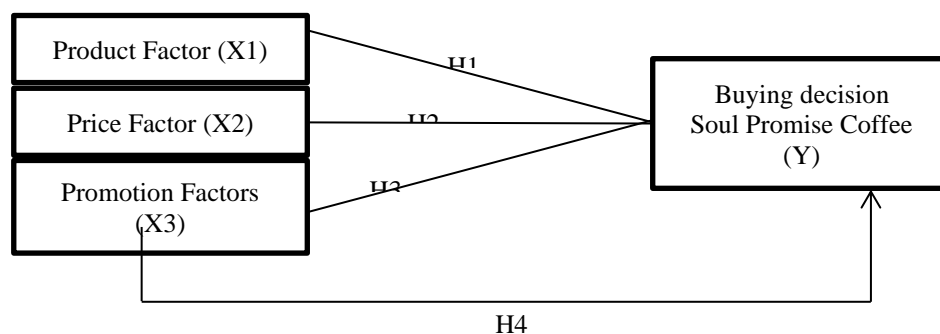


Figure 1. Research Conceptual Framework

Independent Variable X: Product Factor, Price Factor, Promotion Factor

Dependent Variable Y: Decision to Purchase Janji Jiwa Coffee

Hypothesis

H1 : It is suspected that the product factor partially influences the decision to purchase Janji Jiwa coffee in the city of Banjarmasin.

H2 : It is suspected that the price factor influences the decision to purchase Janji Jiwa coffee in the city of Banjarmasin.

H3 : It is suspected that promotional factors influence the decision to purchase Janji Jiwa coffee in the city of Banjarmasin

H4 : It is suspected that product factors, price factors and promotional factors simultaneously influence the purchase of Janji Jiwa coffee in the city of Banjarmasin.

3. RESULTS AND DISCUSSION

Validity and Reliability Test Results

Validity test

Product Factor Variable (X1)

Table.1. Validity Test Results

Variable	Indicator	Question Items	r-count	r-table	information
Product (X1)	Product	P1	0.867	0.186	Valid
		P2	0.868	0.186	
	Quality	P1	0.869	0.186	
		P2	0.868	0.186	
	Need	P1	0.938	0.186	
		P2	0.940	0.186	
Price (X2)	Desire	P1	0.850	0.186	Valid
		P2	0.873	0.186	
	Price	P1	0.752	0.186	
		P2	0.775	0.186	
		P3	0.260	0.186	
		P4	0.500	0.186	
Promotion (X3)	Competitor	P1	0.791	0.186	Valid
		P2	0.870	0.186	
		P3	0.575	0.186	
	Promotion	P1	0.792	0.186	
		P2	0.874	0.186	
		P3	0.887	0.186	
Purchase Decision (Y)	Interesting	P1	0.811	0.186	Valid
		P2	0.843	0.186	
		P3	0.900	0.186	
	Advertisement	P1	0.873	0.186	
		P2	0.863	0.186	
		P3	0.848	0.186	
Brand Choice	P1	0.966	0.186	Valid	
	P2	0.966	0.186		
	P1	0.965	0.186		
Dealer Choice	P1	0.806	0.186	Valid	
	P2	0.844	0.186		

Source: Data processed for thesis, 2023

Based on table 1, it is known that the variables are Product, Price, Promotion and Purchase Decision. Most of the r-calculated values are above the r-table so it can be concluded that all question items in the research are valid.

Reliability Test Product Factor Variable (X1)

Table 2. Product Reliability Test Results

Variable	Indicator	Cronbach's Alpha	Information
Product (X1)	Product	0.671	Reliable
	Quality	0.674	
	Need	0.866	
Price (X2)	Desire	0.652	Reliable
	Price	0.354	
	Competitor	0.610	
Promotion (X3)	Promotion	0.810	Reliable
	Interesting	0.811	
	Advertisement	0.825	
Purchase Decision (Y)	Product Selection	0.929	Reliable
	Brand Choice	0.930	
	Dealer Choice	0.676	

Source: Data processed for thesis, 2023

Based on table 2, it shows that the variables are Product, Price, Promotion and Purchasing Decisions. Has a Conbach's alpha value greater than 0.6. This shows that the question items in this research are reliable. So that each question item used will be able to obtain consistent data and if the question is asked again, an answer will be obtained that is relatively the same as the previous answer.

Classic Assumption Test Results Normality test

Table.3 Normality Test Results

	Tests of Normality		
	Kolmogorov-Smirnova		
	Statistics	Df	Sig.
X1	,065	110	,200*
X2	,069	110	,200*
X3	,074	110	,200*
Y	,061	110	,200*

*. This is a lower bound of the true significance.
a. Lilliefors Significance Correction

Source: Data processed for thesis, 2023

Based on the results of the normality test, it can be seen from the output above in the Kolmogorov-Smirnov column and it can be seen that the significance value for X1, X2, X3 and Y is 0.200. Because the significance for all variables is greater than 0.5, it can be concluded that the data populations X1, X2, X3 and Y are normally distributed.

Linearity Test

Table 4. Linearity Test Results

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Y*X1	Between Groups	(Combined)	1431.166	31	46,167	,790	,766
		Linearity	248,496	1	248,496	4,250	,043
		Deviation from Linearity	1182.670	30	39,422	,674	,886
Within Groups			4560.298	78	58,465		
Total			5991.464	109			

Source: Data processed for thesis, 2023

Based on the results of the Linearity test, it can be seen from the output above in the ANOVA table output for the purchasing decision variable (Y) and the Product factor variable (X1), it is found that the significance value for Linearity is 0.043, because the significance is less than 0.05, it can be concluded that between the variables X1 and Y there is a linear relationship.

Table 5. Linearity Test Results

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Y*X2	Between Groups	(Combined)	3631.345	40	90,784	2,654	,000
		Linearity	628,362	1	628,362	18,371	,000
		Deviation from Linearity	3002.982	39	77,000	2,251	,002
Within Groups			2360.119	69	34,205		
Total			5991.464	109			

Source: Data processed for thesis, 2023

Based on the results of the Linearity test, it can be seen from the output above in the ANOVA table output for the purchasing decision variable (Y) and the Price factor variable (X2), it is found that the significance value for Linearity is 0.00, because the significance is less than 0.05, it can be concluded that between variables X3 and Y have a linear relationship.

Table 6. Linearity Test Results

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Y*X3	Between Groups	(Combined)	5162.839	19	271,728	29,513	,000
		Linearity	4868.301	1	4868.301	528,764	,000
		Deviation from Linearity	294,538	18	16,363	1,777	,040
Within Groups			828,625	90	9,207		
Total			5991.464	109			

Source: Data processed for thesis, 2023

Based on the results of the Linearity test, it can be seen from the output above in the ANOVA table output for the purchasing decision variable (Y) and the promotion factor variable (X3), it is found that the significance value for Linearity is 0.00, because the significance is less than 0.05, it can be concluded that between variables X3 and Y have a linear relationship.

Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

			Correlations			
			X1	X2	X3	Unstandardized Residuals
Spearman's rho	X1	Correlation Coefficient	1,000	,624**	,724**	-.060
		Sig. (2-tailed)	.	,000	,000	,531
		N	110	110	110	110
	X2	Correlation Coefficient	,624**	1,000	,895**	-.051
		Sig. (2-tailed)	,000	.	,000	,597
		N	110	110	110	110
	X3	Correlation Coefficient	,724**	,895**	1,000	-.050
		Sig. (2-tailed)	,000	,000	.	,607
		N	110	110	110	110
Unstandardized Residuals	Correlation Coefficient	-.060	-.051	-.050	1,000	

Sig. (2-tailed)	,531	,597	,607	.
N	110	110	110	110

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

Source: Data processed for thesis, 2023

Based on the results of the Heteroscedasticity test which can be seen from the Correlations output above, it can be seen that the correlation between X1 and Unstandardized Residual produces a significance value of 0.531; The correlation between X2 and Unstandardized Residual produces a significance value of 0.597 and the correlation between X3 and Unstandardized Residual produces a significance value of 0.607. Because the correlation significance value is more than 0.05, it can be concluded that in the regression model there were no heteroscedasticity problems.

Multicollinearity Test

Table.8 Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,934	1,677		2,346	,021		
	X1	-.053	,070	-.034	-.753	,453	,693	1,442
	X2	,292	,061	,257	4,759	,000	,494	2,023
	X3	1,191	,078	,752	15,239	,000	,590	1,694

a. Dependent Variable: Y

Source: Data processed for thesis, 2023

Based on the results of the Multicollinearity test, it can be seen from the Coefficients output above, we look at the VIF column. It can be seen that the VIF value for X1 is 1,442, X2 is 2,023, and X3 is 1,694. because the VIF value is less than 5, it can be concluded that in the regression model there were no multicollinearity problems.

Regression equation

Table.9 Regression Equation Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	3,934	1,677			2,346	,021
	X1	-.053	,070	-.034		-.753	,453
	X2	,292	,061	,257		4,759	,000
	X3	1,191	,078	,752		15,239	,000

a. Dependent Variable: Y

Source: Data processed for thesis, 2023

Based on the test results above, the regression equation can be seen as follows:

$$\begin{aligned} Y' &= a + b_1 x_1 + b_2 x_2 + b_3 x_3 \\ Y' &= 3.934 + (-0.053) + 0.292 + 1.191 \\ Y' &= 3.934 + (0.053) X_1 + 0.292 X_2 + 1.191 X_3 \\ Y' &= 3.934 - 0.053 X_1 + 0.292 X_2 + 1.191 X_3 \end{aligned}$$

Information:

- Y** = Purchase decision
A = Constant
b1 b2 b3 = Regression coefficient
X1 = Product
X2 = Price
X3 = Promotion

The regression equation above can be explained as follows:

Constant of 3.934; This means that if the product (X1), price (X2) and promotion (X3) values are 0, then the purchase decision (Y) value is IDR 3,934.

The product variable regression coefficient (X1) is -0.053; This means that if the product increases by 1%, then the purchasing decision (Y) will increase by 0.053, assuming the value of the other independent variables remains constant. A negative coefficient means that there is a negative relationship between the product and the purchasing decision, the higher the product, the lower the price of the purchasing decision.

The price variable regression coefficient (X2) is 0.292; This means that if the price increases by 1%, then the purchasing decision (Y) will increase by 0.292, assuming the value of the other independent variables remains constant. A negative coefficient means that there is a negative relationship between the product and the purchasing decision, the higher the product, the lower the price of the purchasing decision.

The promotion variable regression coefficient (X3) is 1.191; This means that if the product increases by 1%, then the purchasing decision (Y) will increase by 1.191, assuming the value of the other independent variables remains constant. A negative coefficient means that there is a negative relationship between the product and the purchasing decision, the higher the product, the lower the price of the purchasing decision.

Discussion

Based on the results of partial tests that have been carried out, it shows that the product factors in Janji Jiwa coffee do not have a significant influence on purchasing decisions about Janji Jiwa coffee in Banjarmasin City. This is because the product factor has a significant value of $0.453 > 0.05$, meaning that the value has a negative sign which indicates that the relationship between the two is not in the same direction. So it can be concluded that the product factor of Janji Jiwa coffee is not the basis for consumer consideration in making a purchase, the better the quality of a product, the better the consumer's assessment of the product, which automatically increases consumer confidence in making purchasing decisions about products at Janji Jiwa Coffee, Banjarmasin City. , vice versa.

Furthermore, the results of the partial tests that have been carried out show that the price factor for Janji Jiwa coffee has a significant influence on the decision to purchase Janji Jiwa coffee in Banjarmasin City. This is because the price factor has a significant value of $0.000 < 0.05$, meaning that the value has a positive sign which indicates that the relationship between the two is in the same direction. So it can be concluded that the price of Janji Jiwa coffee is one of the elements that consumers really pay attention to when making purchasing decisions about Janji Jiwa coffee products in Banjarmasin City because it is used to measure how feasible the product is to buy at the price offered and is also used as a comparison with similar products. Currently Janji Jiwa coffee products have varying prices that can compete with similar products.

Furthermore, the results of partial promotional tests that have been carried out show that the promotional factors for Janji Jiwa coffee have a significant influence on purchasing decisions about Janji Jiwa coffee in Banjarmasin City. This is because the price factor has a significant value of $0.000 < 0.05$, meaning that the value has a positive sign which indicates that the relationship between the two is in the same direction. So it can be concluded that the promotion of Janji Jiwa coffee is also one of the elements that consumers really pay attention to when making purchasing decisions about Janji Jiwa coffee products in Banjarmasin City because if the promotion is more attractive, and the advertising media used is appropriate in attracting consumers' buying interest, it will have a high influence. buying decision.

Based on the simultaneous test results, the influence of product, price and promotion on purchasing decisions has a significant positive effect with the calculated F value being $196,542 > F$ table 2.69 and the significant column is 0.000, which means it is significantly positive because it is less than 0.05. Based on these results, if all independent variables, namely product, price and promotion, can be met, it will increase purchasing decisions made by consumers. So it can be concluded that product factors, price factors and promotional factors are interrelated, because the price and promotion of Jani Jiwa coffee follow and adjust to the product.

4. CONCLUSION

Based on test results and discussion regarding the influence of product factors, price factors and promotion factors on purchasing decisions for Janji Jiwa coffee in Banjarmasin City. So several conclusions can be drawn regarding this research, including:

There is no partial significant influence of the Product factor (X1) on the Purchasing Decision (Y) of Janji Jiwa Coffee in Banjarmasin City with a significant level of $0.453 > 0.05$ and an influence size of -03.4%. There is a partially significant influence of the Price factor (X2) on the Purchase Decision (Y) of Janji Jiwa Coffee in Banjarmasin City with a significant level of $0.000 < 0.05$ and an influence size of 25.7%. There is a partially significant influence of the Promotion factor (X3) on the Purchase Decision (Y) of Janji Jiwa Coffee in Banjarmasin City with a significant level of $0.000 < 0.05$ and an influence size of 75.2%. There is a simultaneous significant influence of Product Factors (X1), Price Factors (X2), and Promotion Factors (X3) on the Decision to Purchase Janji Jiwa Coffee in Banjarmasin City (Y) with a calculated F value of $196,542 > F$ table 2.69 and a large significant level $0.000 < 0.05$ and the effect size is 84.3%.

THANK-YOU NOTE

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