



Analysis of Price Perceptions, Product Quality and Location on Purchasing Decisions for Kenangan Coffee at the Binjai Store

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ABSTRACT

This research aims to analyze the influence of price perceptions, product quality and location on purchasing decisions at Kopi Kenangan. A quantitative approach was used with accidental sampling technique and the sample size was 99 respondents, calculated using the Slovin formula. Data were analyzed using multiple linear regression with SPSS. The results show that price and location perceptions have a significant effect on purchasing decisions, while product quality does not show a significant effect. The F test confirms that simultaneously, these three variables have a significant effect on purchasing decisions

INTRODUCTION

Kopi Kenangan is a modern coffee brand that offers various flavors of coffee and non-coffee drinks, as well as providing a unique experience in enjoying coffee. Founded by Edward Tirtanata in 2017, amidst the growing trend in the Food and Beverage industry. Kopi Kenangan offers various types of coffee with prices ranging from IDR 18,000 to IDR 24,000, and several products with prices between IDR 25,000 to IDR 30,000. It is estimated that daily sales could reach around 250 to 300 glasses. In 2023, the most popular drinks will be palm sugar milk coffee, Thai tea and caramel macchiato, although there are other tea and coffee variants that are rarely purchased. In the last 7 months, Kopi Kenangan Store Binjai has succeeded in achieving 86% of the expected sales target of 100%. The sales data obtained by researchers is as follows:

Table 1. Sales Data Table for June to December 2023

No	Month	Revenue (%)	Sales Target (Per Pcs / Cup)	Realization
1.	June	94 %	9000 cups	8460 cups
2.	July	90 %	9000 cups	8100 cups
3.	August	92 %	9000 cups	8280 cups
4.	September	89 %	9000 cups	8010 cups
5.	October	84 %	9000 cups	7560 cups
6.	November	80 %	9000 cups	7200 cups
7.	December	80 %	9000 cups	7200 cups

Based on the table above, it can be seen that the actual sales of drinks per cup shows a fluctuating graph every month. This fluctuation is of course influenced by consumer preferences in purchasing Kopi Kenangan products. However, on average, daily sales reach around 250 to 300 cups. The drink variants purchased are also varied, with palm sugar milk coffee, Thai tea and caramel macchiato being the most favorite drinks in 2023. However, there are several other tea and coffee variants that are never purchased. Therefore, the conclusions from this table can be explained as follows:

Table 2. Table of Favorite and Unfavorite Drinks in 2023

No	Favorite/Frequently Purchased Drinks	Unfavorite Drink / Rarely Purchased
1.	Palm Sugar Milk Coffee	Earl Gray Tea
2.	Thai Tea	Freeze Latte
3.	Caramel Machiato	Oatside Latte

Based on the table above, it can be seen that Thai tea is one of consumers' favorite drinks, even though in terms of type, Thai tea does not contain caffeine which is the main identity of Kopi Kenangan. On the other hand, there are other tea and caffeine variants that are rarely purchased. HRD at Kopi Kenangan Store Binjai explained that consumers enjoy the caffeinated drinks at Kopi Kenangan more than the tea variants, because they are satisfied with the quality of the coffee taste. However, this contradicts the fact that Thai tea is one of the favorite drinks. Several factors make Thai tea a favorite, including the price which is more affordable compared to coffee drinks, even though the quality of the tea is still standard. This is why several other tea variants are less popular.

Palm Sugar Milk Coffee, which is also popular, has a higher price and is less affordable for students, although the taste quality is not in doubt.

A pre-survey on price perceptions revealed that prices at Kopi Kenangan vary but do not always match consumer purchasing power and are not cheaper than other well-known coffee brands. Discounts only apply on certain days and not always during national holidays. The pre-survey on product quality showed that the product was not good for health, especially for people with stomach acid, the size of the product did not meet expectations, and the taste quality decreased if it was not stored in the refrigerator. A pre-site survey indicated the Kopi Kenangan sign was difficult to find, parking was tight, and there were competitors with better parking facilities nearby.

LITERATURE REVIEW

1. Buying Decision

According to Tjiptono (2018), a purchasing decision is a process where consumers recognize a problem, then look for information about a particular product or brand that they believe can solve the problem, and evaluate it before making a purchasing decision. Based on this definition, a purchasing decision is the final step in problem solving carried out by consumers after considering various existing alternatives. By deciding to buy a product, consumers feel confident that the decision is the right action to fulfill their needs and solve the problems they face, after going through the decision making process.

2. Price Perception

According to Prasetyo (2022), price perception is the customer's view of the price, whether it is considered high, low or reasonable. This price perception is a comparison between the price consumers receive from the information they get and the price in accordance with the desired benefits and expectations. Consumers who have a positive perception of the price of a product tend to immediately decide to buy it because they feel the price is in line with their expectations.

3. Product Quality

According to Tjiptono in Kuspriyono (2016), "Product quality is an effort to meet or exceed customer expectations; includes product, service, human, process and environmental aspects; and is a condition that continues to change (what is considered quality today may no longer be considered quality in the future)." Based on this definition, product quality refers to all aspects offered to the market, which can be assessed from the durability, reliability and accuracy of a product in carrying out its functions, as well as showing how long the product can last.

4. Location

According to Tjiptono (2017), location is the place where a company carries out its operations or produces goods and services by considering economic factors. From this definition, location is one of the main factors that determines the success of a business, because it can influence consumers' decisions in choosing the place they will visit.

METHODS

In this research, the author applies associative research methods with a quantitative approach. Sugiyono (2013) states that associative research aims to determine the influence or relationship between two or more variables. This kind of research can produce theories that are useful for explaining, predicting, and controlling a phenomenon. Apart from that, Sugiyono (2018) stated that quantitative research is based on concrete data, in the form of numbers which are analyzed using statistics to solve the problem being studied and produce conclusions. Therefore, this research aims to obtain conclusions through statistical analysis.

RESULTS

1. Research Result

a. Validity Test

Table 3. Prince Perception Validity Test Table (X¹)

No	Question Items	r'Count	r'Table	Conclusion
1	X1.1	0,482	0,197	Valid
2	X1.2	0,795	0,197	Valid
3	X1.3	0,694	0,197	Valid
4	X1.4	0,780	0,197	Valid
5	X1.5	0,812	0,197	Valid
6	X1.6	0,652	0,197	Valid
7	X1.7	0,210	0,197	Valid
8	X1.8	0,706	0,197	Valid
9	X1.9	0,519	0,197	Valid

Source: Primary Data Processed with SPSS 26 (2024)

Based on this table, the number of research samples is $n = 99$, resulting in an r_{table} value of 0.197. This shows that all items in the variable (X¹) meet the validity requirements, namely $r_{count} > r_{table}$. Thus, the indicators for this research can be used and this research is declared valid.

Table 4. Product Quality Validity Test Table (X²)

No	Question Items	r'Count	r'Table	Conclusion
1	X2.1	0,678	0,197	Valid
2	X2.2	0,757	0,197	Valid
3	X2.3	0,729	0,197	Valid
4	X2.4	0,437	0,197	Valid
5	X2.5	0,765	0,197	Valid
6	X2.6	0,692	0,197	Valid
7	X2.7	0,754	0,197	Valid
8	X2.8	0,776	0,197	Valid
9	X2.9	0,816	0,197	Valid
10	X2.10	0,659	0,197	Valid
11	X2.11	0,517	0,197	Valid
12	X2.12	0,325	0,197	Valid
13	X2.13	0,637	0,197	Valid
14	X2.14	0,580	0,197	Valid
15	X2.15	0,711	0,197	Valid

Source: Primary Data Processed with SPSS 26 (2024)

Based on this table, with a sample of $n = 99$ and an r_{table} value of 0.197, all items in the variable (X2) meet the validity criteria, namely $r_{count} > r_{table}$. So, this research indicator is valid for measuring this variable.

Table 5. Location Validity Test Table (X³)

No	Question Items	r Count	r Table	Conclusion
1	X3.1	0,640	0,197	Valid
2	X3.2	0,820	0,197	Valid
3	X3.3	0,802	0,197	Valid
4	X3.4	0,689	0,197	Valid
5	X3.5	0,576	0,197	Valid
6	X3.6	0,437	0,197	Valid
7	X3.7	0,763	0,197	Valid
8	X3.8	0,531	0,197	Valid
9	X3.9	0,792	0,197	Valid

Source: Primary Data with SPSS 26 (2024)

Based on the table, with a sample of $n = 99$ and an r_{table} value of 0.197, all items in the variable (X3) meet the validity criteria ($r_{count} > r_{table}$). Thus, this research indicator is valid for measuring this variable.

Table 6. Purchasing Decision Validity Test Table (Y)

No	Question Items	r'Count	r'Table	Conclusion
1	Y.1	0,776	0,197	Valid
2	Y.2	0,732	0,197	Valid
3	Y.3	0,690	0,197	Valid
4	Y.4	0,758	0,197	Valid
5	Y.5	0,579	0,197	Valid
6	Y.6	0,700	0,197	Valid
7	Y.7	0,515	0,197	Valid

Source: Primary Data Processed with SPSS 26 (2024)

Based on the table, with a sample of $n = 99$ and an r_{table} value of 0.197, all items in the variable (Y) meet the validity criteria ($r_{count} > r_{table}$). Thus, this research indicator is valid for measuring this variable.

a. Reliability Test

Table 7. Questionnaire Reliability Test Table

Variable	Cronbach Alpha	Conclusion
X1	0,812	Reliable
X2	0,897	Reliable
X3	0,827	Reliable
Y	0,805	Reliable

Source: Primary Data Processed with SPSS 26 (2024)

Based on the table, the Cronbach's Alpha value for each indicator is more than 0.6, so that the variables X1, X2, X3, and Y are declared reliable or reliable.

b. Normality Test

Table 8. Normality Test Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	99	
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.03728820
Most Extreme Differences	Absolute	.068
	Positive	.039
	Negative	-.068
Test Statistic	.068	
Asymp. Sig. (2-tailed)	.200 ^{a,d}	

Source: Primary Data Processed with SPSS 26 (2024)

Based on the normality test results in the table above, the significance value obtained is 0.200. This shows that the residual is normally distributed because the value is greater than 0.05 ($0.200 > 0.05$). Thus, the regression model can be used for hypothesis testing.

c. Multicollinearity Test

Table 9. Multicollinearity Test Table

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1 (Constant)	-3.168	1.968		1.610	.111			
X1	.230	.060	.279	3.819	.000	.634	1.577	
X2	.095	.051	.167	1.874	.064	.423	2.362	
X3	.460	.082	.496	5.612	.000	.432	2.313	

a. Dependent Variable: Y

Source: Primary Data Processed SPSS 26 (2024)

Based on the table, the tolerance value for the price perception variable is 0.634, for the product quality variable is 0.423, and for the location variable is 0.432, all of which are greater than 0.10. In addition, the VIF value for the price perception variable is 1.577, for the product quality variable is 2.362, and for the location variable is 2.313, all of which are less than 10. Thus, it can be concluded that there is no multicollinearity problem in this research.

d. Heteroscedasticity Test

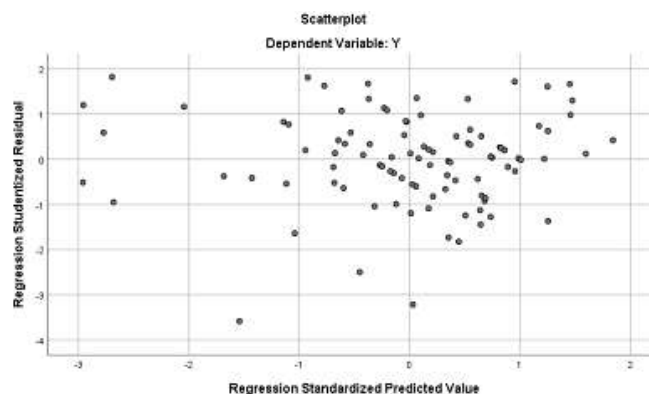


Figure 1. Heteroscedasticity Test Image

Source: Primary Data Processed with SPSS 26 (2024)

Based on the image, the resulting points are randomly distributed without a particular pattern or trend line, and the data distribution is around the zero point. Thus, it can be concluded that the variables tested do not show symptoms of heteroscedasticity.

e. Multiple Linear Regression Analysis

Table 10. Table of Multiple Linear Regression Test Result

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1	(Constant)	-3.168	1.968		-1.610	.111		
	X1	.230	.060	.279	3.819	.000	.634	1.577
	X2	.095	.051	.167	1.874	.064	.423	2.362
	X3	.460	.082	.496	5.612	.000	.432	2.313

a. Dependent Variable: Y

Source: Primary Data Processed with SPSS 26(2024)

Based on the table, the three independent variables have significance values below 0.05. Therefore, it can be concluded that the dependent variable (audit concentration decision making) is influenced by the three independent variables, with the following equation:

$$Y = 3.168 + 0,230 X_1 + 0,095 X_2 + 0,460 X_3 + \varepsilon$$

Based on the multiple linear regression equation above, it can be concluded that:

1. The constant value describes the magnitude of the Purchase Decision at Kopi Kenangan Store Binjai when the Perception of Price, Product Quality and Location is worth (X=0).
2. The Price Perception Coefficient shows that everyone (1) unit increase in Price Perception will cause an increase of 23% in Purchasing Decisions (Y), according to the coefficient value.
3. The Product Quality Coefficient shows that everyone (1) unit increase in Product Quality will result in an increase of 0.9% in Purchasing Decisions (Y), according to the coefficient value.
4. The Location Coefficient shows that everyone (1) unit increase in Location will cause an increase of 46% in Purchasing Decisions (Y), according to the coefficient value.

f. t Test (Partial Test)

Table 11. T Test Table (Partial Test)

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1	(Constant)	-3.168	1.968		-1.610	.111		
	X1	.230	.060	.279	3.819	.000	.634	1.577
	X2	.095	.051	.167	1.874	.064	.423	2.362
	X3	.460	.082	.496	5.612	.000	.432	2.313

a. Dependent Variable: Y

Source: Primary Data Processed with SPSS 26(2024)

Based on the table, the decision is taken as follows: if $T_{count} > T_{table}$ (influential), then H_0 is rejected and H_a is accepted. Conversely, if $T_{count} < T_{table}$ (no effect), then H_0 is accepted and H_a is rejected. With a significance level of 5%, a T_{table} value of 1.98, and degrees of freedom ($df = N - K - 1$) of 95, the explanation for each independent variable is as follows:

1) Price Perception

The t test results for variable X1 show a tcount value of 3.81 and ttable 1.98 ($df = 95$). Because tcount is greater than ttable ($3.81 > 1.98$) and the significance value is less than 0.05 ($0.00 < 0.05$), price perception has a partially significant influence on purchasing decisions.

2) Product Quality

The t test results for variable X2 show a tcount value of 1.87 and ttable 1.98 ($df = 95$). Because tcount is smaller than ttable ($1.87 < 1.98$) and the significance value is greater than 0.05 ($0.06 > 0.05$), product quality does not have a partially significant influence on purchasing decisions.

3) Location

The t test results for variable X3 show a tcount value of 5.61 and ttable 1.98 ($df = 95$). Because tcount is greater than ttable ($5.61 > 1.98$) and the significance value is less than 0.05 ($0.00 < 0.05$), location has a partially significant influence on purchasing decisions.

g. F Test (Simultaneous Test)

Table 12. F Test Table (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1918.120	3	639.373	67.186	.000 ^b
	Residual	904.062	95	9.516		
	Total	2822.182	98			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						

Source: Primary Data Processed with SPSS 26 (2024)

Based on the table, the Fcount value is 67.18, while the Ftable value of df_1 of 95 is 3.09 (calculated with $=FINV(0.05;2;95)$). Because $F_{count} > F_{table}$ ($67.18 > 3.09$) and the significance value of 0.00 is smaller than 0.05 ($0.00 < 0.05$), it can be concluded that simultaneously the variables Price Perception (X1), Product Quality (X2), and Location (X3) have a significant effect on Purchasing Decisions. Thus, the hypothesis that these three variables have a significant positive effect on Purchasing Decisions is accepted.

h. Coefficient of Determination (R2)

Table 13. Coefficient of Determination Test Table (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.680	.670	3.085
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				

Source: Primary Data Processed with SPSS 26 (2024)

Based on the table, the R Square value is 0.680, which shows that 68% of the variability in Purchasing Decisions is influenced by the variables Price Perception (X1), Product Quality (X2), and Location (X3), while the remaining 32% is influenced by other factors that not researched.

DISCUSSION

1. The Influence of Price Perception on the Decision to Purchase Kenangan Coffee at the Binjai Store

The results of the regression test for hypothesis 1 aim to assess whether price perception influences purchasing decisions for Kopi Kenangan. According to Kotler and Armstrong (2016), Price Perception influences purchasing decisions: the higher the price perception, the lower the purchasing decision, and vice versa, the lower the price perception, the higher the purchasing decision. Based on table 4.16, the Price Perception variable shows a tcount of 3.81 and a ttable of 1.98 (df = 95), with tcount > ttable (3.81 > 1.98) and a significance value of $0.00 < 0.05$. This shows that price perception has a partially significant effect on purchasing decisions for Kenangan coffee. According to Kotler and Armstrong's (2016) theory, one of the indicators of Price Perception is price competitiveness. In the questionnaire, indicator X1.6 (The price of Kopi Kenangan is cheaper than other well-known coffee brands) obtained the lowest score of 238 with a percentage of 48.08%, indicating that many consumers feel the price of Kopi Kenangan is cheaper than well-known coffee brands. Thus, the first hypothesis (H1) can be accepted.

2. The Influence of Product Quality on the Decision to Purchase Kenangan Coffee at the Binjai Store

The results of the regression test for hypothesis 2 aim to assess whether product quality influences purchasing decisions for Kopi Kenangan. According to Kotler and Keller (2017), product quality includes the product's ability to fulfill its function, including durability, reliability, accuracy, ease of use and repair, as well as other valuable attributes. Based on table 4.16, the Product Quality variable shows a tcount of 1.87 and ttable 1.98 (df = 95), with tcount < ttable (1.87 < 1.98) and a significance value of $0.06 > 0.05$. This shows that product quality does not have a partially significant effect on the decision to purchase Kopi Kenangan. According to Kotler and Keller (2017), one indicator of product quality is the suitability of price to product quality. The questionnaire shows that indicator However, it is recommended for stomach acid sufferers to reduce coffee consumption. Thus, the second hypothesis (H2) is rejected.

3. Pengaruh The Influence of Location on the Decision to Purchase Kenangan Coffee at the Binjai Store

The results of the regression test for hypothesis 3 aim to assess whether location influences purchasing decisions for Kopi Kenangan. According to Tjiptono (2017), location is where a company operates or where goods and services are produced by considering economic aspects. Based on table 4.16, the tcount value for the Location variable is 5.61, while ttable is 1.98 (df = 95), with tcount > ttable (5.61 > 1.98) and a significance value of $0.00 < 0.05$. This shows that location has a partially significant effect on purchasing decisions for Kopi

Kenangan. According to Tjiptono (2017), one of the location indicators is traffic, including facilities such as parking lots. The questionnaire on indicator Thus, the third hypothesis (H3) is accepted.

5. The Influence of Price Perceptions, Product Quality and Location on Purchasing Decisions for Kenangan Coffee at the Binjai Store

The results of the regression test for hypothesis 4 aim to determine whether Perception of Price, Product Quality, and Location influence Purchasing Decisions simultaneously at Kopi Kenangan Store Binjai. According to Tjiptono (2018), purchasing decisions involve identifying problems, searching for information about products, and evaluating before purchasing. Based on table 4.17, the three variables simultaneously influence purchasing decisions, with an Fcount value of 67.18 which exceeds the FTable 3.09, and a significance value of 0.00 which is less than 0.05. This shows that Perception of Price (X1), Product Quality (X2), and Location (X3) have a significant influence on Purchasing Decisions. Therefore, the alternative hypothesis (H4) is accepted. In line with Tjiptono's theory (2018), purchasing decision indicators such as product quality are strengthened by questionnaire results which show that indicator Y.2 (Kopi Kenangan is considered better than competing products) obtained a low score of 308 or 62.22%, indicating that consumers believe Kopi Kenangan products are superior to competitors, although competitors also offer high quality products.

CONCLUSIONS AND RECOMMENDATIONS

Based on research regarding the influence of price perception, product quality and location on purchasing decisions for Kenangan coffee at the Binjai store with a sample of 99 respondents, it was found that price perception and location have a partially significant influence on purchasing decisions. On the other hand, Product Quality does not show a partially significant influence on purchasing decisions.

FURTHER STUDY

This research still has limitations, so further research is needed related to the topic of Analysis of Price Perceptions, Product Quality and Location on Purchasing Decisions in order to perfect this research and increase insight for readers.

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