



Analysis Of The Marketing Mix And Its Influence On Purchasing Decisions On The Prasetya Products

Tien Yustini ¹, Yuliza Betty Harleoni ², Marzuki Alie ³

^{1,2,3} Universitas Indo Global Mandiri Palembang, Indonesia

Email: ¹⁾ yulizabettyharleoni@gmail.com, ²⁾ tien_yustini@uigm.ac.id, ³⁾ tien_yustini@uigm.ac.id

How to Cite :

Harleoni, B, Y., Yustini, T., Alie, M. (2024). Analysis Of The Marketing Mix And Its Influence On Purchasing Decisions On The Prasetya Products . EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(4). doi: <https://doi.org/10.37676/ekombis.v12i4>

ARTICLE HISTORY

Received [19 Agustus 2024]

Revised [30 September 2024]

Accepted [17 Oktober 2024]

KEYWORDS

Marketing Mix And Its Influence, Purchasing Decisions, Prasetya Products

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This study aims to identify, study and analyze the marketing mix of The Prasetya and The Influences in Customer Decisions to by product of The Prasetya. This study used qualitative research methods, with data collection techniques observation, interviews and explore theh types of open-ended questions where information is free to provide in depth information to be used as research data. The data analyzed is the result of interviews with employees, customers and experienced human resourch of UMKM using analytical techniques including data reduction, data presentation and levers or conclusions. The result of this study that marketing mix of The Prasetya has been able to influence consumer purchasing decisions and increase sales turnover and customers always make repeat purchases for the product and also increase the company's profits so that the company's goals can be achieved.

INTRODUCTION

In this globalization era, with the development of the economy, rapid advances in technology and science have given rise to intense competition, specially in the business world today. To be able to compete in the market, business people or companies must have a good strategy so that the company's goals can be achieve. he purpose of these study to Analyse the marketing mix and it's influence on The Prasetya in attracting consumers in making decisions to buy the products. The Prasetya has practically implemented the 7P marketing mix in it's business processes. The business world today has many companies that produces or sells goods for Muslims or Muslimah needs, especially in hijab fashion which is one of the business oppurtunities that generates income from marketing activities.

Marketing mix is a tool that the Company uses to achieve its marketing goals in the market. Some of the components in the marketing mix are products, prices, distribution places and promotions that support the company's continuity. There are so many resons for consumen to buy products. Before buying, consumers will first make several alternative choices, whether to buy or not. If the consumer then decides on one of them, then the consumer has made his decision (Sumarwan, 2003: p.289). To understand consumer decision-making, it must first be understood the nature of consumer involvement with products or services (Sutisna,

2003: p.11). By Adopting Marketing Mix 7P methods, this researches explore how marketing mix can influence consumers in making purchasing decisions. In context of The Prasetya is not only strengthens the local economic structure, but also provides a strong moral foundation for business practices. It is hoped that this research will not only provide new insights into the marketing of local products, but also become a basis for developing a more inclusive and sustainable economic model in This business can develop not only in the local area but also expand to the national and even international.

The product sold must consider the product life cycle to overcome any challenges that may arise once it is in the hands of consumers. A product is a set of attributes both tangible and intangible, including the problem of color, price, good name of the factory, good name of the seller (retailer), and factory services and retailer services, which are received by the buyer to satisfy his desires (Alma, 2004: p.139). Price is the cost of buying a product. Price is the amount of money (possibly plus some goods) needed to obtain some combination of a product and its accompanying services (Angipora, 2002: p.268). Pricing depends on the value customers perceive from the product, and it can dramatically change your marketing strategy. Lower prices make products accessible to more customers, while higher prices appeal to customers looking for exclusivity. The selling price must be greater than the cost of production so that your business can make a profit or profit. Promotion refers to all activities carried out to make a product or service known by users (consumers) and commerce. Promotion is the art of seducing customers and potential consumers to buy the company's products (Tandjung, 2004: p.83). Advertising, direct marketing, and sales promotion. TV ads, internet ads, catalogs, trade shows, billboards, and even ads on taxis are all types of promotion. This category also includes public relations, such as the distribution of press releases or ongoing relationships with the media.

Place provides an influence that is also important in distributing or selling products according to the desired target market. Any physical location where customers can use, access, or purchase a product. This includes distribution centers, transportation, warehousing, inventory decisions, and franchising. Place also refers to the point of sale. In every industry, grabbing the consumer's attention and making it easy to buy it is the main goal of a good distribution or 'place' strategy. People is considers the role of employees and customer service including those who interact directly with customers (such as sales, customer service, or delivery people) as well as staff recruitment and training. This category includes how well employees do their jobs, how they look to customers (for example, what their uniforms look like), and how customers feel about their experience. Process is refers to the procedures and systems used to deliver the product or service. Any process in an organization also has an impact on how a product or service is handled by employees and delivered to consumers. The process is also a result that does not go unnoticed. Distribution is a path that is passed by the flow of goods from producers to intermediaries and finally reaches users (Angipora, 2002: p.295). If the distribution process and the purchase of the goods provided can take place in a timely and accurate manner, it can also affect consumer judgment in carrying out the purchase process. products or services offered. Anything tangible related to the product or the physical environment in which the service takes place. Physical evidence can include product packaging, shipping receipts, or physical store layouts, among others.

Therefore, research on marketing mix strategies in The Prasetya is very relevant. By conducting this research, it is hoped that a deeper understanding of the potential and obstacles that exist in muslimah's fashion business marketing mix strategies at the local level can be obtained. In addition, this research is expected to be able to investigate how marketing mix can be applied concretely and effectively in The Prasetya's business practices. Through this approach, it is hoped that marketing mix implementation will influence customers in making decisions to buy products and also increase sales turnover and customers make repeat purchases for the products, increase the company's profits so that the company's goals can be achieved.

LITERATURE REVIEW

Management

Management is an art or way of managing something to be done by others. In general, management focuses on the important thing, namely making decisions to achieve goals. Literally, management is defined as a way for goals to be achieved in an orderly and directed manner.

Management Theory

Management is an important thing that must exist and be applied in a company. Management has a function and has a strong influence on the company in achieving its goals. By implementing good, effective and efficient management, it can have a positive impact on the company to be able to run according to the set strategy. Management provides us with an understanding of the process of planning, organizing, managing, researching, analyzing, controlling and finding solutions in solving problems related to resources so that they can run effectively and efficiently. Companies can survive, grow well and improve their quality or excellence so that they are able to compete in the market.

Definition of Management

Management comes from the Latin language, namely from the origin of the word manus which means hand and agree which means to do. The words are combined into managere which means to handle. Managere translates into English to manage (verb), management (noun), and manager for the person who does it. Management is translated into Indonesian as management (management). Management is a science and art that regulates the process of utilizing human resources and other resources effectively and efficiently to achieve a certain goal (Syafrina, 2019).

Management Function

According to Henry Fayol, (Hendri Fayol, 2013), there are five main functions in management science, namely designing (Think about what to do with the available resources), organizing (breaking down a large activity into smaller activities), regulating or commanding (provide direction, advice, instructions or directions to subordinates in the implementation of their respective duties so that the task can be carried out properly and correctly), coordinating (The function of carrying out various activities so that there is no chaos or activities by uniting and harmonizing the work of subordinates) and controlling (monitoring employee activities, determining whether the organization can achieve its targets, making corrections if necessary, and evaluating the implementation of activities).

Management Levels

Management Levels are hierarchical structures that exist in an organization or company that divide managerial roles and responsibilities into several different levels or levels. Each level has specific roles and functions that contribute to the overall operation and achievement of organizational goals. The management hierarchy structure is important for regulating communication, decision-making, and coordination between different parts of the organization. It also aids in a clear division of duties and responsibilities, allowing managers to focus on areas relevant to their positions. There are typically three main categories:

1. Top-level management: Responsible for overall strategic decisions and policy-making.
2. Middle-level management: Coordinates and implements the decisions made by top management.
3. Lower-level management (Operational level): Directly supervises employees and day-to-day operations.

Figure 1 Management Levels

Source : managementstudyguide.com

Organizational Theory

Organizational theory is a theory to study cooperation in each individual in a group to achieve organizational goals. In running an organization, managers who have competence and credibility as well as adequate performance are needed to be able to run the steering wheel of the organization as well as possible (Rubana, 2018).

Marketing Management

Marketing management is a series of processes for analyzing, planning, implementing, supervising, and controlling a marketing activity. The goal of marketing management is to achieve the company's targets efficiently and effectively.

Marketing Mix

The marketing mix is a collection of tools that can be used by management to influence sales. Therefore, the broad scope of activities must be simplified into seven important variables commonly referred to as the marketing mix or 7P, which consists of seven components: Product, Price, Promotion, Place, People, Process, and Physical evidence.

Consumer Behavior

According to Kotler and Keller (2016, p.179), consumer behavior is the study of how individuals, organizations, and groups act in buying, choosing, and using ideas, products, and services to satisfy customer needs and desires. Meanwhile, Sadikin et al. (2020, p. 212) revealed that the definition of consumer behavior is a dynamic interaction that arises due to thoughts, feelings, behaviors, in each consumer, target consumer groups, and social relationships that are bound to change.

Purchase Decision

A purchase decision is a stage where the consumer has a choice and is ready to make a purchase or exchange between money and a promise to pay with the right to own or use a good or service (Kotler & Keller, 2016).

Purchase Decision Process

A company that seeks to understand the overall customer purchase decision process through all of the company's experience in learning, selecting, using, and even getting rid of products to attract consumers to make a purchase. According to Kotler & Keller (2013), the purchase decision process consists of five stages: 1. Recognize the problem, 2. Search of consumer information, 3. Evaluation of information alternatif, 4. Manufacturers must understand that consumers have their own way of handling the information they obtain by limiting the alternatives that must be selected or evaluated to determine which product to buy, 5. Post-Purchase Behavior, if the purchased item does not provide the expected satisfaction, then the buyer will change his attitude towards the brand of the item to a negative attitude and may even refuse from the selection list.

The Relationship Of Marketing Mix With Purchase Decisions

Marketing stimulation consisting of products, prices, places, promotions, people, processes and physical evidence is a company's strategy. This strategy is carried out by the company to encourage consumers to respond positively to the products offered in the market. In addition to other stimuli from the environment that can include economic, technological, political and cultural factors.

Previous Research

Some articles discussing issues related to the marketing mix and its influence on purchasing decisions already exist and have been discussed by various researchers in the form of journals, articles and other publications. Some of this literature covers themes that are relevant to this research, such as analysis of the application of the marketing mix, factors that support the marketing mix, and their impact on purchasing decisions. This literature provides a foundation that supports and helps in exploring the topics that will be discussed in this research.

The first article belongs to Firmansyah (2015), in his research entitled "Analysis of the application of Marketing Mix in Tip Top Supermarket marketing management from the perspective of Islamic business ethics" using a qualitative approach with a descriptive-normative type of research. This research reveals that the marketing mix strategy implemented by Tip Top Supermarket is in accordance with the principles of Islamic business ethics, especially in terms of standardizing halal and high quality products as well as friendly and satisfying service. However, there are several elements in the marketing mix that still need improvement, such as promotion. The similarity with this research lies in the use of qualitative research methods which include interviews, observation and documentation, while the difference lies in the research subject which focuses on supermarkets and a perspective based on Islamic business ethics. The second article, taken from research by Saeful Bahri (2015) which found that product, price, promotion, place and people variables did not have a significant impact on purchasing decisions at the Al-Hakim Muslim Clothing Store. This is because the products offered are still general in nature and there are many similar products on the market, the prices offered are still at a standard level and similar to similar shops in the surrounding area, the promotions carried out are limited to word of mouth methods, and the shop location is lacking. Spacious and the arrangement of goods is not well organized. Apart from that, the human factor has no influence because the employees at the shop are not as competent and do not wear uniforms as employees at competing shops.

However, two variables, namely physical evidence and process, are proven to influence purchasing decisions at the Al-Hikmah Muslim Clothing Store. In the discussion of the journal raised by the author above, it has similarities with the author states that the products offered are related to Muslim fashion, while the difference lies in the quantitative research approach.

METHODS

This research uses a descriptive qualitative method with an interview approach to explore the Analysis of the Marketing Mix and Its influence on Purchasing Decisions on The Prasetya Products. This research uses qualitative research methods both in terms of objectives, types and methods of research. Qualitative research is research used to research on the condition of natural objects, where researchers are the key instruments (Sugiyono, 2017). By taking a single case study on the Muslim fashion business, especially The Prasetya hijab in Palembang. This research aims to obtain a complete and holistic picture of the phenomenon and is suitable for research, because it is abstract, complicated, complex and dynamic.

This study uses explanatory research because it aims to obtain information and data on things that are not yet known, because it is fundamental. The goal is to answer the question of 'how' or 'why', when the researcher has almost no control over the events described. This type of

case study focuses on phenomena in the context of real-life situations. The research approach used in this study is a deductive approach. This research is a deductive approach.

Deductive research is a type of research method that is carried out by applying a deductive approach or reasoning, which is a way of thinking from general things to more specific things. Informally, it is called the top-down approach (Wibowo, 2022). This study takes a single case study so that the segmentation is more focused, namely Muslimah fashion companies, especially hijab, which use a marketing mix in making purchasing decisions at The Prasetya. A case study is a study that focuses on only one problem. To illustrate the issue, it is only used for limited cases. This study uses the snowball sampling technique or snowball technique (Subagyo, 2021), The snowball sampling technique is a sampling technique with the help of key informants. The target populations in this research are internal key: 6 employees, and external key informant like 10 loyal customers and 1 expert resource person. This key informant helps or will be able to develop based on the clues given by him. In this case, the researcher only revealed the criteria as a requirement to be used as a sample.

This finding are then interpreted and used to draw conclusions regarding an effective marketing mix for processed fashion Muslimah businesses in improving the influence customers decisions to buy products and repurchases and increase sells turnover by adjusting to current business developments. In qualitative research, the researcher acts as a key informant, who opens, examines and explores the data in depth. Data was collected from interviews, field notes, personal documents and other official documents. A distinctive feature of qualitative research is the direct involvement of the researcher, which influences the entire research scenario. Researchers plan, look for initial data, make observations, analyze and conclude based on the data obtained regarding the marketing mix and customer purchasing decisions . Research findings can also be disseminated through presentations or scientific publications to contribute to academic knowledge and economics-based business marketing practices.

RESULTS

The Prasetya has used marketing mix in running its business which is one of the important factors that can influence customer purchase decisions, with the target market from the middle to upper class customers. Marketing mix can be a management tool that is expected to help the company to grow and develop professional and is an expectation and goal of the company to get sympathy or interest from potential customers to buy products. Not only attaching importance to the profit, The Prasetya also always provides needs and wants, according to the target market it will target, and adjusted to the purchasing power of the community. The marketing mix used by The Prasetya in increasing sales is 7P: product, price, promotion, place, people, process, physical evidence:

Product

The products offered by The Prasetya produces premium products including hijab or scarf, bergo, pashmina, prayer robe set, etc. The Prasetya is committed to providing products with the best quality in its class.

Price

In determining the selling price, The Prasetya first observes the price in the market in accordance with the quality offered. The Prasetya is committed to providing the best quality at competitive prices that are expected to be able to compete with other brands that are already famous. Thus, it is hoped that consumers will consider preferring hijab or The Prasetya products.

Promotion

Product promotion is carried out by offline shopping with joined in some exhibitions and online shopping through various communication channels, including social media. Promotional programs such as discounts or additional prizes will be used to increase consumers interest and influence making decisions to buy products.

Place

A place is the location where a company or industry is located, which is considered to have an important value that affects sales and profit disbursement both in the short and long term.

People

The Prasetya realizes that sales marketing employees have a great influence on the progress of their business, these employees must really understand and have a vision and mission that is in sync with the company in developing the business.

Process

The process includes how the company serves consumers from ordering to product delivery. The Prasetya is committed to providing satisfactory service through personal communication and ensuring products are well received.

Physical Evidence

Physical Evidence includes the physical environment and atmosphere that supports interaction with consumers. The Prasetya ensures the storefront and business environment is attractive to enhance the customer experience.

Consumer Purchase Decisions

Purchasing decisions involve product evaluation based on available information, brand preferences, needs, and recommendations. The Prasetya focuses on ensuring products and services meet consumer expectations.

Marketing Mix Analysis Of The Prasetya

The Prasetya applies a marketing mix to improve purchasing decisions by maintaining customer trust through quality services and products. They seek to influence consumer decisions with effective promotions and continuous evaluation of customer satisfaction. Most of The Prasetya's employees don't really understand the importance and how the marketing mix can influence consumers' decisions in purchasing products.

DISCUSSION

This research aims to analyze the marketing mix implemented at The Prasetya, its impact on consumer purchasing decisions, and how the company overcomes obstacles in its implementation. The research results are expected to provide theoretical contributions in the form of additional theories in management and marketing, as well as analysis of marketing strategies specifically for hijab companies. Apart from that, this research is expected to provide practical benefits by providing insight for practitioners in decision making and becoming a reference for further research in the field of Muslim fashion.

Marketing is an important element for business success, especially in the highly competitive hijab industry in Indonesia and globally. The Prasetya used marketing mix methods to develop their business, including product, price, promotion, place, people, process, and physical evidence, to attract middle to upper class customers. Apart from that, by utilizing online platforms, The Prasetya can save time and costs and reach a wider market. To face this digital

market era, with technological developments and understand market needs The Prasetya should improve their marketing online system.

The Prasetya offers premium Muslim fashion products and committed produces high quality product. The Prasetya product strategy includes the use of clear branding, premium packaging and a focus on quality. Product indicators such as variety, quality, design and size are also consideration that must be thought through carefully taken into account. Price reflects the value of the product and influences purchasing decisions. The Prasetya adjusts product prices to quality and the market. Promotion includes advertising on social media, short-term sales promotions, public relations, and personal sales with a personal approach. Place relates to strategic location and product distribution. The Prasetya chose a strategic location and participated in the exhibition. People, or human resources, influence customer perceptions. The Prasetya is selective in recruiting employees to ensure good service. The process includes services from ordering to delivery.

The Prasetya is committed to satisfactory service. Physical evidence includes the environment and atmosphere that supports interaction with consumers. The Prasetya ensures an attractive display case. Purchasing decisions are based on information, brand, and need. The Prasetya focuses on meeting consumer expectations with quality products and services. The Prasetya marketing mix analysis shows efforts to increase purchasing decisions through quality services and products as well as effective promotions. They continuously evaluate customer satisfaction and overcome market challenges, including the COVID-19 pandemic, by improving service and quality. Qualitative data was collected through direct interviews with internal informants and customers.

CONCLUSION

The Marketing Mix carried out by The Prasetya has been implemented and can be used, but it needs to be updated from various aspects. Renewal and socialization regarding the marketing mix to employees must be carried out immediately so that they can understand the importance of implementing the Marketing Mix in this business. Apart from that, The Prasetya actively communicates with employees, customers, partners and partners to ensure effective and efficient collaboration. This company also try in utilizes various digital marketing platform to develop their marketing network with social media like facebook, WhatsApp, Instagram, Tik-Tok, Shopee and Tokopedia.

In terms of marketing mix implementation, The Prasetya has succeeded in offering products that suit market needs, as evidenced by the increasing number of customers. The prices offered are considered affordable by customers and comparable to product quality. However, promotions are still less active especially in online shopping, mainly due to limited human resource knowledge regarding technology and digital marketing. The shopping place provided by The Prasetya is comfortable and makes customers feel happy. However, it is necessary to increase the number of human resources to improve performance and service quality. The business processes at The Prasetya run well, from production to after-sales service. The physical evidence of the product is also designed to be attractive, with a display case that can attract consumers' attention and can influence customer's decision to buy product.

The Prasetya faces several obstacles in implementing the marketing mix, including a lack of human resources who understand the marketing mix and less effective online promotion technology. To overcome this, it is recommended that companies improve their marketing strategies by focusing on effectiveness and efficiency, improve training for employees, and improve aspects of promotion and information technology. Apart from that, companies must continue to improve the quality of human resources and services to retain and attract customers.

SUGGESTION

In qualitative research regarding The Prasetya's marketing mix, there are several limitations that influence the research results. First, researchers face obstacles related to the limited abilities of informants. Some informants did not fully understand the concept of marketing mix, which is a crucial element in the company's strategy to influence consumer decisions. As a result, researchers must provide a more in-depth explanation of the meaning of the questions asked. This deficiency is caused by the lack of socialization and training from the company to employees regarding the marketing mix implemented, so that many employees still apply conventional approaches in carrying out their duties without adequate guidance from leadership.

Second, another limitation is the lack of human resources who understand technology, especially online promotion, which is still not effective. The lack of supporting data caused by company administration which is not yet fully organized, especially in the last three years since the pandemic. During this period, the administrative in the company was still in the learning process to improve the accuracy of recording and periodically checking data, so that the company's development process can run in accordance with the company's goals.

REFERENCES

- Alie, J. (2019). Formulation of Relationship Marketing Strategy in Creating Customer Value at Pгри University, Palembang. Formulation of Relationship Marketing Strategy in Creating Customer Value at Pгри University Palembang (Doctoral dissertation, Pasundan University).
- Andriyanto, Lilik, Siti Syamsiar, Indah Widowati, Agribusiness Study Program, and Faculty of Agriculture. 2019. The Effect Analysis Of Marketing Mix (7P) On Purchase Decision In Thiwul Ayu Mbok Sum. Vol. 20.
- ANNISA, S. (2020). Archives Management in Administration at MIN 3 Pringsewu (Doctoral dissertation, UIN Raden Intan Lampung).
- Auliya, NH, Andriani, H., Fardani, RA, Ustiawaty, J., Utami, EF, Sukmana, DJ, & Istiqomaah, RR (2020). Qualitative & quantitative research methods. CV. Science Library.
- Azzahara, RV, Yafiz, M., & Aisah, S. (2024). The Influence of the Marketing Mix of Gacoan Noodles in Increasing Students' Buying Interest with Brand Image as a Moderating Variable. Al-Azhar Journal of Islamic Economics, 69-82.
- Buditama, ILE (2024). The influence of Marketing Mix (product, price, place & promotion) on consumer buying interest with religiosity as a moderating variable: Study on Qoni Latansa Ponorogo (Doctoral dissertation, Maulana Malik Ibrahim State Islamic University).
- Chaedar, Fadlulloh Bilal Chibran (2019) The Influence of Marketing Mix on Purchasing Decisions for Dac Hijab Yogyakarta Products. Bachelor thesis, Faculty of Economics, Yogyakarta State University.
- DIANTI, YI (2017). The Influence of Marketing Mix on Consumer Purchasing Decisions for Adzkiya Hijab Syar'i Gamis (Case Study of Consumers in Tulungagung).
- Dwinanda, G., & Nur, Y. (2020). The 7p marketing mix in influencing consumer purchasing decisions in the Makassar Giant Express retail industry. *Mirai Management Journal*, 5(3), 120-136.
- Fadila, HA, & Astuningsih, SE (2021). The Influence of the Marketing Mix on the Decision to Purchase the Rabbani Hijab for Female Students of the Faculty of Economics and Islamic Business Iain Tulungagung. *Indonesian Journal of Management and Business*, 7(1), 108-119.

- Fanto, E., & Mashariono, M. (2021). The Influence of Marketing Mix on Samsung Smartphone Purchasing Decisions (Case Study of Stiesia Surabaya Students). *Journal of Management Science and Research (JIRM)*, 10(7).
- Faustina, S., & Maryati, DE (2023). The Influence of Marketing Mix on Consumer Purchasing Decisions in Wholesale Stores. *Digital Business and Entrepreneurship (MEKANISDA)*, 1(1).
- Firdaus, Salma, Tiara Oktarienza, Vicky F Sanjaya, Faculty of Economics and Business, and Raden Intan State Islamic University. "The Influence of Marketing Mix on Interest in Buying Muslim Clothing at Cordi Boutiques from an Islamic Perspective." *Journal of Economics, Management and Accounting* 3, no. 1 (2022): 2022.
- Godin, S. (2018). *This is marketing: you can't be seen until you learn to see*. Penguin.
- Harahap, N. (2020). *Qualitative research*.
- Heryana, A. (2020). *Organizations and organizational theory*. Tangerang: AHeryana Institute.
- Immawati, SA, & Budi, A. (2020). The Influence of Product Quality, Price, and Promotion on Purchase Decisions for Hijabs Produced by Pt. Hijab Alila. *Comparative Journal: Economics and Business*, 2(1), 117-136.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Mayasari, I., Sugeng, NW, & Ratnaningtyas, H. (2021). The Role of the Marketing Mix on Millennial Generation Purchasing Decisions: Study of Traditional Snacks. *At-Tadbir: management scientific journal*, 5(2), 135-147.
- Mediator. *International Journal of Management Research and Economics*, 2(1), 183-192.
- Nagara, DN, & Mulyaningsih, HD (2022, January). The Influence of Marketing Mix on Clothing Product Purchasing Decisions with Service Quality as a Moderating Variable. In *Bandung Conference Series: Business and Management (Vol. 2, No. 1)*.
- Poluan, J., Karuntu, MM, & Samadi, R.L. (2024). THE INFLUENCE OF DIGITAL MARKETING ON DECISIONS TO PURCHASE TRADITIONAL CULINARY PRODUCTS (STUDY ON GEN Z CONSUMER IN TOMOHON CITY). *JMBI UNSRAT (Scientific Journal of Business Management and Innovation, Sam Ratulangi University)*., 11(1), 119-127.
- Rahmawati, Hj. *Marketing Management*. Mulauarman University Press.
- Ramadani, AR, & Santoso, RP (2023). The influence of the marketing mix on the decision to purchase hijabs at CV Zam Zam Candimulyo Jombang. *Journal of Business Economics and Management*, 1(4), 175-188.
- Subagyo, WH, & Safitri, Y. (2019). The Influence of Marketing Mix on Online Purchasing Decisions for Muslim Clothing in the Nanad Hijab Industry, Cibinong Bogor. *Economicus*, 13(2), 178-188.
- Sudir, F., Santoso, A., Sobir, OZ, Wahdi, N., & Suseno, S. (2024). Determinants of Online Purchasing Decisions for Shopee Application Users. *BBM (Business & Management Bulletin)*, 10(1), 43-55.
- Terry, G.R. (2008). *Management principles*.
- Triadinda, D., & Masruriyah, AFN (2024). Impact of Digital Marketing Features on Consumer's Purchase Decision in High End Brand "ButtonScarves": Brand Image as a Mediator. *International Journal of Management Research and Economics*, 2(1), 183-192.
- Sarnining, S. (2022). The Influence of Islamic Marketing Mix on Hijab Purchasing Decisions at Big Mall Samarinda.
- Shiroth, A., & Citraningsih, D. (2023). Marketing Management Concepts in Improving the Image of Educational Institutions. *Saliha: Journal of Islamic Education & Religion*, 6(1), 114-138.
- Sugiyono. 2017. *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Wardani, R.K., & Manalu, M. (2021). The influence of marketing mix on purchasing decisions on the Shopee marketplace. *Journal of Economics, Social & Humanities*, 3(04), 88-95.