



# The Effect Of Product, Price, Promotion and Place On Consumer Purchasing Decisions MBBAH Kitchen In Pontianak

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## ABSTRACT

This study aims to determine the effect of product variables, price, promotion, and location on consumer purchasing decisions. This study uses a quantitative approach and involves a population consisting of respondents who act as consultants MBBAH Kitchen in Pontianak. In this study, the number of samples used was 100 respondents. Data collection was conducted by providing questionnaires to respondents, then analyzed using the method of validity, reliability, normality. Hypothesis testing is done through simultaneous test (F test) and Partial Test (t test). The results showed that taken together, the variables of product, price, promotion, and location had a significant effect on consumers purchasing decisions. However, when partially analyzed, only products, promotions, and locations were shown to have a significant influence on purchasing decisions, while prices showed no significant influence.

## INTRODUCTION

Competition in the culinary business world is getting tougher and filled with innovation. Business people in this sector are required to maximize the company's performance in order to compete in the market. It is important for companies to learn and understand the needs and desires of customers, so that it can provide valuable insights in designing effective marketing strategies. Thus, the company can create greater satisfaction for consumers. Consumer behavior is the study that focuses on how individuals, groups, or organizations conduct the process of selecting, acquiring, using, and discontinuing products, services, experiences, or ideas to meet their needs. In this context, culinary business people need to understand the psychological aspects of consumers when they make purchasing decisions (Utami, 2017).

Mbaah kitchen has been established since March 17, 2018 and is now one of the most popular restaurants, especially by home cooking lovers. This place offers home-cooked dishes that provide a unique taste, different from some other restaurants. In running its business, Mbaah kitchen owners are committed to providing the best so that every consumer feels

satisfaction. To achieve these goals, kitchen owners implement effective marketing strategies, designed to create superior products for their businesses. This excellent product is realized through the preparation of different and interesting food menus, both in terms of taste, affordable prices, and the use of quality raw materials. This strategy is expected to provide the necessary advantages to maintain business competitiveness in the midst of intense competition.

Product refers to everything that can be offered in the market to attract attention, use, or consumption with the aim of satisfying a desire or need. These products include various categories, such as physical goods, services, individuals, locations, organizations, as well as ideas (Kotler and Keller, 2016). Ranging et al (2022) revealed that product quality can be understood as the ability of a product to provide performance that meets or even exceeds consumer expectations and needs. This quality is very influential on the product or service, and has a close relationship with customer value and satisfaction. Therefore, it can be concluded that product quality is the notion of the value of a product that distinguishes it from other products. Thus, companies need to focus attention on the products they offer in order to compete effectively in the market and attract consumer interest. If companies succeed in this endeavor, then they will be able to increase the number of consumers and continue to satisfy customers with the products they have. Research conducted by Kusumaningrum and Christian (2023) shows that products have a positive and significant impact on purchasing decisions, research findings conducted by Rombon et al. (2021), it was found that product variables have a significant influence on purchasing decisions.

Price is the amount of money paid by consumers to obtain the desired goods or services (Juniardi et al, 2021). The price offered by Mbaah kitchen is comparable to other similar stores. Furthermore, promotion is a strategy to inform customers and potential customers about new products and the benefits that can be obtained from their use (Safitri, 2021). Until now, Mbaah kitchen relies more on direct sales techniques and the use of social media, especially Instagram, in promotional efforts. In addition, location has a significant effect on various marketing activities that can facilitate and facilitate the delivery process and distribution of goods and services to consumers (Gandi and Lestari, 2021).

## **LITERATURE REVIEW**

### **Purchasing Decisions**

According to Wijaya et al. (2020), the purchase decision is a stage that must be passed by consumers before finally making a choice towards a product. The process of choosing a product from a variety of existing options is influenced by a number of factors. One very important factor is the marketing strategy that must be delivered appropriately to consumers. Consumer purchase decision is a stage or process in which consumers consider various alternatives before finally deciding to buy a product or service (Fatmaningrum et al. , 2020). This purchase decision can also be interpreted as a series of stages in the decision-making process that consumers face when choosing a product (Budi and Khuzaini, 2019). Thus, the consumer's purchase decision can be summed up as a series of stages related to the purchase decision regarding the product to be purchased. Research by Anggraeni and Soliha (2020) supports this statement by showing indicators of consumer purchasing decisions for a product or service, which include: 1) product choice, including product advantages, product benefits, and product selection; 2) brand choice, which includes brand interest and brand habits.

H1: Product, price, promotion and location influence consumer purchasing decisions

### **Product**

According to Tjiptono (2019), a product can be defined as everything that is offered by a manufacturer to attract the attention of the market. This product can be searched, purchased, used, and/or consumed by consumers in an effort to meet their needs and desires. Meanwhile,

Kotler and Armstrong (2019) emphasize that product quality is the ability of a product to perform its function. These include durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. On the other hand, Maulana and Lestariningsih (2022) highlight that product quality reflects the physical condition, benefits, and variety of products and services offered, combined with the level of value, durability, reliability, and ease of use. All these components are presented to meet the needs and desires of consumers.

H2: Product influence consumer purchasing decisions

### **Price**

The price is a certain amount of money that will be given to the seller to get the right to try the purchased product or service (Nahra Putra and Nurmahdi, 2020). Price can also be interpreted as the value that consumers will exchange to benefit from the consumption, use, or ownership of the products or services they buy (Noviyanti et.al, 2019). According to Kotler and Armstrong (2016), price indicators include: affordable prices, prices in accordance with product quality, price competitiveness, as well as prices proportional to the benefits obtained.

H3: Price influence consumer purchasing decisions

### **Promotion**

According to Sunyoto (2012), promotional activities not only serve as a means of communication between companies and consumers, but also as a tool to influence consumer decisions in making purchases or using products according to their needs and desires. Kotler and Keller (2016) explain that promotion is an activity that aims to convey the benefits of a product and convince potential buyers to make a purchase. Examples of promotional tools include sales promotion activities, public relations, as well as word of mouth recommendations. In addition, marketing and direct marketing publications also fall into this category (Lupiyoadi and Hamdani, 2016). Firmansyah (2020) added that promotion is an effort to introduce goods and services so that they can be accepted and known by the community.

H4: Promotion influence consumer purchasing decisions

### **Location**

Location, according to Tjiptono (2015), refers to various marketing activities that aim to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. Meanwhile, according to Lupiyoadi (2018), location is a decision taken by a company or educational institution regarding the place where their activities and staff will be located. On the other hand, Ghanimata and Kamal (2012) emphasize that the selection of the right business location will largely determine the success of the business in the future. Location can also be interpreted as a distribution channel for the production of the manufacturing industry, while in the context of the service industry, the location serves as a place for the delivery of services.

H5: Location influence consumer purchasing decisions

## **METHODS**

This study uses a quantitative approach. Quantitative research focuses on testing various theories through measuring variables, using numbers, and subsequently analyzing data with statistical procedures (Budi & Khuzaini, 2019). The population includes all individuals who are the focus of the study, while the sample is part of the population to be studied further. The population in this study includes all consumers who have purchased products in the kitchen Mbaah. This study used a non-probability sampling technique involving 100 respondents. Because the population size is unknown, the sample size is calculated using the formula quoted from Dwi Indah Utami and Hidayah (2022).

## RESULTS

### Validity Test

The validity test is done by correlating the score of each question item or statement with the total score of all these items. The test results, which are referred to as R count, are then compared with the R values of the table. To determine the value of R of the table, the formula of degrees of freedom (df) is used, which is calculated based on the number of samples. In this case, df is obtained by the formula  $n - 4$ , so for 100 samples it becomes  $100 - 4 = 96$ . With a significance level of 0.05, the R value of the table obtained is 0.198.

**Table 1 Validity Test Results**

Research Variable	Indicator	r count	r table	Result
Product (X1)	X 1.1	0,735	0,198	Valid
	X 1.2	0,823		
	X 1.3	0,709		
	X 1.4	0,759		
	X 1.5	0,676		
Price (X1)	X 2.1	0,666	0,198	Valid
	X 2.2	0,596		
	X 2.3	0,693		
	X 2.4	0,501		
	X 2.5	0,571		
Promotion (X3)	X 3.1	0,683	0,198	Valid
	X 3.2	0,726		
	X 3.3	0,754		
	X 3.4	0,491		
	X 3.5	0,751		
	X 3.6	0,817		
Location (X4)	X 4.1	0,786	0,198	Valid
	X 4.2	0,612		
	X 4.3	0,789		
	X 2.11	0,162		
	X 2.12	0,112		
	X 2.13	0,087		
	X 2.14	0,212		
Purchasing Decisions (Y)	Y.1	0,656	0,198	Valid
	Y.2	0,677		
	Y.3	0,654		
	Y.4	0,888		
	Y.5	0,661		
	Y.6	0,703		
	Y.7	0,888		
	Y.8	0,680		
	Y.9	0,679		
	Y.10	0,719		
	Y.11	0,840		
	Y.12	0,658		
	Y.13	0,365		
	Y.14	0,517		

Source: Processed Data, 2025

Based on Table 1, all data are considered acceptable if the calculated value (estimated correlation coefficient) exceeds the critical value (R of the table) indicated in the table. This ensures that the data collected from the survey is accurate.

### Reliability Test

Reliability testing was performed using cronbach's alpha analysis technique. According to Siregar (2017), research instruments are considered reliable if the coefficient ( $r_{11}$ ) is greater than 0.6.

**Table 2 Reliability Test Results**

Variable	Cronchbach Alpha	Terms	Conclusion
Product	0,791	0,600	Reliable
Price	0,565	0,600	Reliable
Promotion	0,790	0,600	Reliable
Place	0,568	0,600	Reliable
Purchasing Decision	0,913	0,600	Reliable

Source: Processed Data, 2025

In the table above can be seen Cronbach's Alpha value greater than 0.60. Thus, the results of this survey can be considered consistent and worthy of further analysis and interpretation.

### Normality Test

The method used in this study to assess normality is the Kolmogorov-Smirnov test. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05, then the assumption of normality can be considered valid.

**Table 3 Normality Test Results**

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	0,056
Asymp.Sig.(2-tailed)	0,200

Source: Processed Data, 2025

The normality test results shown in the table indicate a significance value of 0.200, which is greater than 0.05. Thus, it can be concluded that the distribution of data is normal.

### Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in the table below:

**Tabel 4 Multiple Linear Regression Analysis Result**

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	1.146	0,731	0,467
Product	0,316	6,092	0,000
Price	0,038	0,680	0,498
Promotion	0,433	5,742	0,000
Place	0,186	3,219	0,002
Dependent Variable: Purchase Decision			

Source: Processed Data, 2025

From the table above, we can construct a multiple linear regression equation as follows:  $Y = 1,146 + 0,316X_1 + 0,038X_2 + 0,433X_3 + 0,186X_4$ . This equation can be described in the following way:

- The constant (a) of 1.146 indicates that if the variables Product (X<sub>1</sub>), price (X<sub>2</sub>), promotion (X<sub>3</sub>), and place (X<sub>4</sub>) are 0 (Zero), then the purchase decision (Y) is estimated at 1.146.
- The regression coefficient (b<sub>1</sub>) for the product variable shows a value of 0.316. That is, if the product variable increases by 1 (one) unit, then the purchase decision will increase by 0.316 units.
- Regression coefficient (b<sub>2</sub>) for the price variable was recorded at 0.038. This means that if the price variable increases by 1 (one) unit, then the purchase decision will increase by 0.038 units.
- The value of regression coefficient (b<sub>3</sub>) for the promotion variable is 0.433. This indicates that if the promotion variable increases by 1 (one) unit, then the purchase decision will increase by 0.433 units.
- Finally, the regression coefficient (b<sub>4</sub>) for the place variable has a value of 0.186. This shows that if the place variable increases by 1 (one) unit, the purchase decision will increase by 0.186 units.

### Coefficient Determination (R<sup>2</sup>)

The coefficient of determination, often referred to as Adjusted R<sup>2</sup>, is a measure of how well the dependent variable can be described by the model. Values close to 1 indicate greater strength against Adjusted R<sup>2</sup>, with a range of values varying between 0% to 100%. The Adjusted value of R<sup>2</sup> can be seen in the following table.

**Tabel 5 Coefficient Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,927 <sup>a</sup>	0,859	0,853	.13958
a. Predictors: (Constant), Place, Promotion, Price, Product				
b. Dependent Variable: Purchasing Decisions				

Source: Processed Data, 2025

The analysis showed that the value of R<sup>2</sup> reached 0.859. This figure indicates that the contribution of Product, Price, Promotion, and Place variables to the purchase decision reached 85.9%. Meanwhile, the remaining 15.1% were influenced by other variables that are not the focus of this study.

### Simultaneous Effect Test (F Test)

The results of the simultaneous test (F-test) in this study can be seen in the table below:

**Table 6 Simultaneous Effect Test Result**

Model	Sum of Squares	Mean Square	F	Significance Value
Regression	11.239	2.810	144.210	.000 <sup>b</sup>
Residual	1.851	.019		
Total	13.090			
Dependent Variable: Purchasing Decisions				
Predictors: (Constant), Place, Promotion, Price, Product				

Source: Processed Data, 2025

The table above shows that the Fcount value is 144,210 is greater than the table value of 2,47, and has a significance level of 0.000. From this, it follows that H<sub>0</sub> is rejected, which means

that H1 is accepted. This shows that products, prices, promotions and places together have an influence on consumer purchasing decisions MBBAH Kitchen in Pontianak.

### Partial Effect Test (T test)

The results of the partial test (T-test) in this study can be seen in the table below:

**Tabel 7 Partial Effect Test Result**

Research Variables	Coefficients	T Statistic	Significance Value
(Constant)	1.146	0,731	0,467
Product	0,316	6,092	0,000
Price	0,038	0,680	0,498
Promotion	0,433	5,742	0,000
Place	0,186	3,219	0,002
Dependent Variable: Purchasing Decisions			

Source: Processed Data, 2025

Based on the table, the results of the Partial Test (T-test) can be described as follows:

- The calculated t value for the product variable reaches 6.092 which is greater than the table t value of 1.98472. Thus, we can conclude that  $H_0$  is rejected and  $H_a$  is accepted, which means that the product partially influences the purchase decision.
- The calculated t value for the price variable is 0.680, which is less than the tabular t value of 1.98447. Therefore, we can conclude that  $H_0$  is accepted and  $H_a$  is rejected, which indicates that the price partially has no effect on the purchase decision.
- The calculated t value for the promotion variable is 5.742, which is greater than the tabular t value of 1.98447. The conclusion that can be taken is that  $H_0$  is rejected and  $H_a$  is accepted, which indicates that the promotion partially affects the purchase decision.
- The calculated t value for the place variable reaches 3.219, which is greater than the table t value of 1.98447. Thus, it can be concluded that  $H_0$  was rejected and  $H_a$  was accepted, which indicates that the place partially influenced the purchase decision.

## DISCUSSION

### Influence of Product, Price, Promotion and Place on purchasing decision

Based on the results of hypothesis testing using a simultaneous test (F test), the calculated F value of 144.210 is obtained, which far exceeds the F value of the table which is only 2.47. Moreover, the significance value obtained is 0.000, which is clearly lower than 0.05. This indicates the simultaneous influence of product, price, promotion and venue on purchasing decisions. The results of the F test also indicate a positive relationship between the four variables. Thus, we can conclude that H1, which states that products, prices, promotions and venues have a jointly positive and significant effect on purchasing decisions, is acceptable.

### Influence Of Product On Purchasing Decisions

The results of this study indicate that H2, which states that the product has a positive and significant influence on purchasing decisions, is acceptable. A product is anything that is offered to attract attention, bought, used, or consumed that can satisfy needs and desires (Kotler and Armstrong, 2016). Mbaah kitchen specializes in heavy food sales, providing various types of food preparations ranging from local to international culinary for various events, such as weddings, birthdays, Thanksgiving, meetings, seminars, religious activities, as well as daily catering services, according to customer demand. In this study, product aspects are measured through indicators of diversity and variety of products, quality, and taste. The variety of menus or product variations

refers to the large number of choices offered to consumers. Based on the results of the study, Mbaah kitchen consumers are satisfied because the company is able to present a wide variety of delicious, quality, and quality food for various events. In addition, attractive and hygienic presentation is a plus for Mbaah kitchen Sutaguna et al (2023) in their research show similar results, where the menu or variety of products and taste influence the purchase decision. Latief (2022) also found that the variety of menus has a positive and significant influence on purchasing decisions. Thus, the Mbaah kitchen needs to continue to innovate to bring new menus to attract the attention of consumers. From all these findings, it can be concluded that the products have a positive and significant influence on consumer purchasing decisions in Mbaah kitchens.

### **Influence Of Price On Purchasing Decisions**

The results of this study show that H3, which states that price has a positive but insignificant influence on purchasing decisions, means that H3 can be rejected. The price aspect is one of the most complex factors in realizing customer satisfaction and consumer satisfaction. In catering, prices do not change with respect to consumer purchasing decisions for several reasons. When the price is compared with other variables, such as the product, the outcome of the price compared to the purchase decision becomes insignificant. People already understand the taste, shape, and quality of the products produced, resulting in any resulting price, become available for use. This finding is in line with research conducted by Lamanuk and Ferrinadewi (2020) which states that prices do not change with the results of the study, but it is different from the research conducted by sari and fachri (2019) which shows that prices have a significant influence on consumer purchasing decisions. The people who conducted a re-investigation of the incident were satisfied that they could no longer trust the price. From this, it can be concluded that the price does not have a positive and significant influence on the purchase decision in Mbaah kitchen.

### **Influence Of Promotion On Purchasing Decisions**

The results of this study indicate that H4, which states that the product has a positive and significant influence on purchasing decisions, is acceptable. Promotions are carried out with the aim of raising public awareness, encouraging the sale of certain foods at special moments, as well as introducing new menus. Promotion Success is measured through several indicators, such as the message conveyed, the media used, promotional activities carried out regularly, as well as attractive offers such as discounts or discounts. The findings of this study are in line with studies conducted by Windasari and Wilandari (2022) and Sutaguna (2023), which show that promotions have a positive and significant impact on purchasing decisions. According to Windasari and Wilandari's (2022) research, changes in promotional aspects do not affect purchasing decisions, which means consumers are still more likely to make repeat purchases. Instagram, WhatsApp, and Facebook have proven to be very effective in promoting activities carried out by Dapur Mbaah. Mbaah kitchen owners routinely carry out promotions almost every day, so that consumers always get the latest information about the products offered and the promotions available. Through social media, Mbaah kitchen is also able to reach a wider market. The more often promotional activities are carried out, the more likely consumers are to make purchasing decisions. Thus, it can be concluded that the promotion has a positive and significant influence on purchasing decisions in Mbaah kitchens.

### **Influence Of Place On Purchasing Decisions**

The results of this study indicate that H5, which states that the product has a positive and significant influence on purchasing decisions, is acceptable. Previous research by Ningrum (2018) has also shown that location plays an important role in purchasing decisions. In the study, it was explained that location is included in the strategic category that can influence consumer

behavior in making these decisions. Mbaah kitchen is known as a place that is easy to find and access is very good. This finding is in line with research conducted by Sahri and Khuzaini (2019), which showed that location variables contribute positively and significantly to purchasing decisions. The study confirms that consumers tend to be more interested in visiting locations that provide convenient and spacious parking lots and easy access.

## CONCLUSION

The results of research that has been done show that products, promotions and places have a positive and significant impact on the results of the study but only the price that has a positive impact on the results of the study. Positive and significant variables were mostly considered to ensure survival. Meanwhile, for variables that do not change, it is necessary to make a constructive evaluation so as not to interfere with the kitchen operations Mbaah. Mbaah kitchen can also innovate by developing variations of other heavy processed food products to add to the menu options. In addition, pricing must be adapted to market conditions in order to remain competitive. Promotional aspects need to be done regularly to maintain brand image in the eyes of consumers. It can also help to work with influencers or food-reviewers on promotions to improve these promotions.

## SUGGESTION

For subsequent studies, it is advisable to explore other variables in addition to those studied in order to add new variations in similar studies. Variables such as trust, promise, programming, and partnership can be interesting options. In addition, it is also advisable to use different research variables so that the responses of the respondents can be more accurate. It is important to adapt the variables used to the facts and conditions present in the field, so that the results of the study can reflect the events that occurred more precisely.

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