

Investigating the Impact of Price and Promotion on Fashion Product Purchasing Decisions on TikTok Shop: A Case Study of Muhammadiyah Mamuju University Students

Investigasi Pengaruh Harga dan Promosi terhadap Keputusan Pembelian Produk Fashion pada TikTok Shop: Studi Kasus pada Mahasiswa Universitas Muhammadiyah Mamuju

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ABSTRACT

This study explores the influence of price and promotion on fashion product purchasing decisions on TikTok Shop among Muhammadiyah Mamuju University students. Quantitative and qualitative data were collected and analyzed. The results revealed that both price and promotion had positive and significant effects on purchasing decisions. Additionally, the simultaneous impact of these variables was found to be significant. The findings emphasize the significance of strategic pricing and effective promotional strategies in shaping consumer behavior within the digital marketplace. This research contributes insights for businesses aiming to enhance their marketing approaches on platforms like TikTok Shop, optimizing their strategies to engage and convert potential customers effectively.

Keywords: Price, Promotion, Purchase Decisions

ABSTRAK

Penelitian ini mengeksplorasi pengaruh harga dan promosi terhadap keputusan pembelian produk fashion di TikTok Shop di kalangan mahasiswa Universitas Muhammadiyah Mamuju. Data kuantitatif dan kualitatif dikumpulkan dan dianalisis. Hasil penelitian menunjukkan bahwa harga dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, dampak simultan dari variabel-variabel ini ditemukan signifikan. Temuan ini menekankan pentingnya penetapan harga strategis dan strategi promosi yang efektif dalam membentuk perilaku konsumen dalam pasar digital. Penelitian ini memberikan kontribusi wawasan bagi bisnis yang bertujuan untuk meningkatkan pendekatan pemasaran mereka pada platform seperti TikTok Shop, mengoptimalkan strategi mereka untuk melibatkan dan mengkonversi pelanggan potensial secara efektif.

Kata Kunci: Harga, Promosi, Keputusan Pembelian

1. Introduction

Today's technological advances make every human activity experience dynamic and continuous development. This has an impact on the methods used by humans in carrying out their daily activities. One aspect that has changed is the marketing system that exists in businesses carried out by companies or producers. The role of technological advances is very important because the existence of technology makes every producer able to interact easily with potential customers. In the business world, changes in systems such as systems in trade, marketing, ways of transacting, and conveying information will change. This change has an impact on online shop entrepreneurs in order to advance their products, services and develop marketing strategies by looking at changes in society that are still looking for information or communicating through online media and looking for service information via the internet, in order to compete with other similar companies.

TikTok is one of the social media that young people are interested in today. "Based on data in 2022, Indonesian internet users reached 204.7 million of the total Indonesian

population of 277.7 million, meaning the percentage of internet penetration in Indonesia reached 73.7%. Of the several social media accessed by the public, TikTok in Indonesia occupies the fourth position after Whatsapp, Instagram and Facebook". (We Are Social & Hootsuite, 2022). TikTok is a tool or social media that can be used as a tool to make it easier for producers to trade goods and services according to the products owned by the producers themselves.

At the beginning of the appearance of this application, it did not get a positive response from the public, because at the beginning of its appearance, social media could only be used as social media in general, but over time TikTok updated the features in the application, in order to make it easier for producers to carry out marketing activities that we know today is TikTok Shop. At present, consumers in making purchase transactions are very spoiled, where the ease of obtaining the goods needed can be accessed through the cellphone of each consumer by accessing the TikTok Shop itself, besides that the advantage of accessing this media is that there are several promos available every time the producer on TikTok broadcasts and there are several features that can make it easier for consumers to make choices according to the product they want.

TikTok continues to innovate and develop by presenting various types of promotions and attractive product offerings that are well packaged and promoted through creative content. To launch its marketing, TikTok collaborates with banking institutions and other companies such as Gopay, Dana, so that consumers can easily make payment transactions. People tend to shop more for their needs through online media, all kinds of transaction models are used. According to Watawaraks and Wang in Muchtar and Hasbullah (2020: 88), "Online purchasing decisions are product purchasing activities (both goods and services) through internet media".

This research activity is research on purchases that are used by consumers themselves, not reselling. Online purchasing activities are intended for retail transactions with individual buyers, so online purchases are related to a purchasing decision made by individuals online. Online purchasing decisions are generally influenced by many factors. The results of research from Turban, et al in Muchtar and Hasbullah (2020), "explain that with the increasing number and ease of internet facilities, online purchases are a new trend that feels simpler, more efficient and faster without encountering significant business obstacles. Transportation costs and shopping time feel very much more efficient and effective".

According to Kotler and Armstrong (2019), price is "the amount of money charged for a product and service or the amount of value that customers exchange to benefit from owning or using a product or service". Therefore, the first concern of consumers when they want to own a good or service is how much value consumers have to spend to get the goods offered, whether it is expensive, cheap, moderate or commensurate, this depends on the level of ability of each consumer, the background of the price is the environmental conditions and individual conditions of each consumer.

This price is certainly related to the emotional condition of each person such as the benefits obtained, the suitability of the price, and the quality of service after they make the decision to buy. "In general, consumers only consider price, considering that the products offered are not seen directly, so there is no guarantee that the price will match the product they expect". Sukawati (2018). In the process of making purchasing decisions, the thing that really matters is the feeling of satisfaction after making a purchase transaction. Then consumers will recommend to people in their environment so as to create a good impression of a company itself. According to Hawkins and Mothersbaugh in Suryani (2013), "consumers are interested and interested in a product through learning about the product from experience or observation of product use by other consumers, as well as asking other consumers who have bought it".

The object of this research is students of Universitas Muhammadiyah Mamuju who meet the characteristics in accordance with the behavior reflected through the purchase of fashion products at TikTok Shop. The initial survey of researchers found information on data on active students in the 2019 batch at Universitas Muhammadiyah Mamuju, totaling 317 consisting of 218 management study programs and 99 development economics study programs. Based on the results of temporary observations made by researchers, it was found that there are several factors that are closely related to the behavior of students who want to make purchase transactions at the Tiktok Shop, namely in terms of price where based on the information of several students who said that obtaining product needs on TikTok is very easy and most of the product prices offered are cheaper than several other media platforms, but the problem found by researchers is, sometimes the quality of the product does not match the price of the product provided so that, it does not meet the initial expectations of some students, and sometimes every promo that is displayed does not match when placing an order, where based on the information of students who say that sometimes when they want to order goods, when viewing instastory lists promos, but when the student asks the TikTok account owner he says that the product that has been posted no longer has a promo period.

Furthermore, there are factors that are closely related to consumer decisions in making purchase transactions at TikTok Shop, namely promotional factors, in carrying out sales information distribution strategy activities, producers have a very large opportunity, seeing that consumers have a place to get information (TikTok Shop) and TikTok is also one of the hottest conversations among students, where the goods offered through TikTok Shop look attractive and often offer relatively cheap prices, of course this can arouse the desire and desire to make purchases. This is in accordance with the statement of students who said that I made a purchase at TikTok Shop because of the low price and the producers displayed their goods by providing clear information. However, the shortcomings of these producers arise from the targets they want to distribute or the uneven coverage of information sharing, seeing that these producers only rely on promotions through TikTok users, so that the promotions conveyed only cover people who use the TikTok Shop application.

At the beginning of the emergence of TikTok Shop producers used a marketing strategy using the Cash On Delivery (COD) strategy, or commonly called free shipping, but in the last few months TikTok Shop producers have changed the strategy used by providing expensive prices (shipping costs) with cheap product prices, so that this can reduce the public or students in making purchases at TikTok Shop. And complaints also arise in terms of the relatively long time interval for delivery of goods. So that it can indirectly affect consumers in making purchase transactions.

2. Literature Review

According to Philip Kotler in Warnadi & Triyono (2019), "Marketing is a human activity directed at trying to satisfy wants and needs through the exchange process". According to Tjiptono & Anastasia (2020), Marketing is "the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment". According to Kertajaya in Alma (2021: 3), Marketing is "a strategic business discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders".

According to Sokolova and Titova in Handayani (2022), digital marketing is "technology in marketing products and services that must use digital media. The media used for digital marketing are websites, social media, e-mail marketing, video marketing, advertising, and search engine optimization (SEO)". Furthermore, according to Todor in Handayani (2022), digital marketing is "marketing activities including branding (brand recognition) that use

various web-based media such as blogs, websites, e-mail, adwords, social networks and of course digital marketing is not just talking about internet marketing but more than that".

According to Alma, B (2021), price is "The amount of a currency value that consumers exchange for using or consuming certain products or services which have the benefits that consumers need or want". Meanwhile, according to Kotler, P and Armstrong, G (2019: 23), price is "one of the elements in the marketing mix that generates revenue, while the other elements cost money". According to Kotler (2012), "Price is the amount of money that customers have to pay for the product. From this definition, price is a value that is made to be a benchmark for the value of a good or service".

In the context of the marketing mix, price plays an important role and requires careful consideration. First, price is not just a number, but also a statement of the value of a product, reflecting what the product provides to consumers. Second, the concept of value is a key factor, where value is a comparison between the benefits felt by consumers and the costs incurred to obtain the product. Third, price has a real impact on consumer perceptions of product quality, and is often considered an indicator of product quality or status. Fourth, price is closely related to the law of demand. In accordance with the principle of demand, price has an influence on the amount of demand.

A high price may result in a decrease in demand, while a lower price may encourage an increase in demand. Fifth, price has a direct impact on the company's revenue and profit. As one of the elements of the marketing mix, price contributes to the company's income, which in turn affects the amount of profit and market share that can be achieved. Sixth, price has high flexibility and can be adjusted quickly according to changing market dynamics. This allows manufacturers to respond to changes in demand and competition by adapting their prices. Seventh, price also affects the product's image and position in the market. In the context of service marketing, which emphasizes image and exclusivity, price is an important factor.

A high price is often interpreted as an indication of superior quality, while a lower price can affect that perception. Eighth, pricing is a major challenge for managers. Setting the right price requires a deep understanding of the market and consumers, as price has a direct impact on purchasing decisions. Finally, pricing policy is temporal and must be continuously monitored. Producers must monitor price developments in the market and understand the company's position in the overall market context.

As such, pricing strategies must always be adapted to the changing market situation to remain relevant and competitive. Price has an important role in purchasing decisions, but there are other factors that also influence. According to Tjiptono (2014), internal and external factors of the company play a role in pricing. Internally, factors such as profit maximization goals, maintaining company continuity, and gaining a large market share influence pricing. Pricing strategies must also be in line with other marketing strategies such as product, distribution, and promotion. Costs also form the basis of the minimum price to keep the company profitable. Organizations need to decide who is responsible for pricing. From the external side, market and demand play an important role. The company must understand the market and the demand it faces.

Competition in the market is influenced by five main forces: products, substitutes, suppliers, customers and threats from new entrants. These factors affect both consumers and producers, so proper pricing needs to consider these factors. In determining prices, the relationship between internal and external factors of the company is important, such as considering the demand and prices of products on the market. In the view of Kotler and Armstrong (2012), the price variable consists of key elements such as list prices, discounts, rebates, and payment periods. They also identify four important indicators related to price. First, price affordability which refers to the extent to which the price matches the consumer's ability to purchase the product. Second, price compatibility with product quality, which is the

extent to which the price reflects the value of the product in terms of its quality. Third, price competitiveness which measures the extent to which prices compete with the prices of similar products on the market. Finally, price-benefit fit, which indicates whether the price is proportional to the benefits received by consumers from the product.

Promotion is the most important activity that plays an active role in introducing, informing and recalling the benefits of a product in order to encourage consumers to buy the promoted product. To hold promotions, each company must be able to determine exactly which promotional tools to use in order to achieve success in sales. According to Swastha & Irawan (2008), promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Based on the above understanding, the authors conclude that promotion is the most important part of the marketing system. Promotion, as described by Swastha (2008: 245-246), serves several key purposes. Firstly, it functions as an informative tool, adding value to a product by delivering essential information to consumers. This information encompasses details about the product itself, its pricing, and other relevant particulars.

Without such informative promotion, consumers might lack awareness about a product's features. Additionally, promotion acts persuasively, particularly towards potential buyers, aiming to establish a perception that a certain product is superior to its counterparts. Furthermore, promotion plays a crucial role in shaping a distinct product image in the minds of prospective consumers. This is achieved through well-crafted advertising techniques, such as the use of captivating colors, illustrations, shapes, or layouts.

Lastly, promotion is instrumental in achieving objectives. It serves as a means to facilitate favorable exchanges through effective communication, ensuring that consumers' wants and needs are met. In this context, communication strategies demonstrate methods to establish mutually beneficial transactions. Asri (2003) identifies several key objectives of promotion: Firstly, promotion aims to inform potential buyers extensively about the product on offer. This entails providing information about the product's attributes, its manufacturer, availability, pricing, and more. The information can be presented through various means such as text, images, and words, tailored to the context.

Secondly, promotion seeks to persuade potential consumers to make a purchase. It's important to note that persuasion in this context doesn't involve coercing decisions. Instead, it focuses on encouraging a positive buying choice. Lastly, promotion serves the purpose of reminding consumers about specific products associated with a certain company, available at a specific location, and often at a specific price. This reminder is valuable as it alleviates the need for consumers to constantly search for desired items and their sources. Kotler and Keller (2016) identify several promotional indicators: Firstly, there's the Promotion Message, which measures the effectiveness of crafting and delivering the promotional message to the market. Secondly, there's Promotion Media, encompassing the mediums chosen by the company to execute its promotional strategies. Lastly, Promotion Timing refers to the duration throughout which the company engages in its promotional efforts.

Tjiptono (2015) states that consumer purchasing decisions are choices of actions from various alternatives. The level of purchasing involvement divides the buying process by end consumers into three types, as explained by Tjiptono (2015). First, nominal (habitual) purchasing decisions are when consumers simply choose their favorite brand without evaluating other alternatives. Second, limited decision making occurs when consumers identify a problem or need, evaluate several alternative products or brands based on their knowledge without seeking new information. Third, extended decision making is a more comprehensive type of decision making, starting from problem identification, searching for specific product or brand information, to evaluating alternatives and purchasing decisions.

Tjiptono (2017) explains that the factors that influence customer purchasing decisions include the emotional bond between customers and producers after using a product or service, which provides added value. This value dimension consists of four aspects. First, emotional value is the utility that arises from the positive feelings or emotions that arise when consuming the product. Second, social value is the utility associated with the product's ability to improve the consumer's social-self concept.

Third, quality value is the utility derived from the short- and long-term cost efficiency offered by the product. Finally, functional value is the value derived from product attributes that provide functional benefits or utility to consumers. These values directly influence the way consumers perceive and choose products. According to Kotler & Armstrong (2016: 188), purchasing decision indicators include several dimensions. First, product choice, where consumers decide whether to buy a product or use their money for something else. Second, brand choice, where consumers choose the specific brand they want to buy. Third, the choice of distributor, where consumers decide which seller to buy the product from. Fourth, the time of purchase, namely the decision when the product will be purchased. Fifth, the number of purchases, where consumers decide how many products to buy at one time. Sixth, the payment method, where consumers choose how they will pay for the purchased product or service. All of these decisions are influenced by environmental, family, and technological factors used in purchasing transactions.

3. Research Methods

This research was conducted at Universitas Muhammadiyah Mamuju, with the address at Jalan Baharuddin Lopa, Rimuku Village, Mamuju District, Mamuju Regency, West Sulawesi Province. In this study, two types of data were used: quantitative data and qualitative data. Quantitative data is data based on empirical evidence from the field or with a mathematical approach. This data makes it possible to identify patterns of relationships and provide in-depth information. Qualitative data, on the other hand, is in the form of words, sentences, schemes, or pictures, and is used to provide background and further details. Data sources consist of primary and secondary data.

Primary data is data collected directly from researchers' observations, while secondary data is data collected from sources that do not directly provide data to researchers, such as supporting documents and reports. The population in this study were all students of Universitas Muhammadiyah Mamuju class of 2019, with a total population of 317 people. The sample was determined using the Nonprobability Sampling method with the Slovin formula, and the calculation results showed a sample of 76 respondents. Data collection was conducted through several methods, including observation, interviews, documentation, literature study, and questionnaires. Data analysis involved testing research instruments, including validity and reliability tests. Hypothesis testing involved multiple linear regression, t test (partial), and F statistical test (simultaneous). Operational definitions are used to define the concepts involved in the research, such as price, promotion, and purchasing decisions. The indicators of each concept have been explained in this study.

4. Results and Discussions

The data analysis process in this study was carried out using IBM SPSS (Statistical Package for Social Science) software version 24. The following is an explanation of the results of data processing through multiple linear regression equations in this study:

Table 1. Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	4,318	1,079	0,284

Price	0,541	4,165	0,000
Promotion	0,507	3,080	0,003
F Square		29,518	.000 ^b

The partial test results on the price variable resulted in a tcount value of 4.165, which is greater than the t table of 1.993. In this context, this shows that the price variable has a significant partial effect on purchasing decisions for fashion products at the TikTok Shop of Muhammadiyah Mamuju University students. In addition, the regression coefficient value for the price variable is 0.541 with a positive direction. This indicates that an increase in price will be related to an increase in purchasing decisions for fashion products at TikTok Shop. Furthermore, the significance value of 0.000, which is smaller than the significance threshold value of 0.05, indicates that this relationship is statistically significant.

Thus, the results of this analysis conclude that the price variable has a positive and significant influence on purchasing decisions for fashion products at TikTok Shop for students of Universitas Muhammadiyah Mamuju. The first hypothesis proposed in this study can be accepted based on these findings.

In a business context, this finding provides important insights for TikTok Shop and similar entities in the fashion industry. It confirms that higher prices may not always be a barrier to purchase decisions by consumers, especially if consumers perceive the value provided by the product to be in line with the price offered. Therefore, businesses can use these findings to design more effective and relevant pricing strategies in an effort to increase purchase decisions.

The results of partial testing of the promotion variable show a tcount value of 3.080, which is greater than the t table of 1.993. This indicates that the promotion variable has a significant partial effect on purchasing decisions for fashion products at TikTok Shop for students of Universitas Muhammadiyah Mamuju. In this case, the regression coefficient for the promotion variable is 0.507 with a positive direction. This shows that an increase in promotional activities will correspond to an increase in purchasing decisions for fashion products at TikTok Shop.

Furthermore, the significance value of 0.003, which is smaller than the significance threshold of 0.05, indicates that this relationship has strong statistical significance. Thus, the conclusion from the analysis results is that the promotion variable has a partially positive and significant effect on purchasing decisions for fashion products at TikTok Shop for students of Universitas Muhammadiyah Mamuju. This supports the second hypothesis proposed in this study. From a business perspective, these findings provide valuable insights. Promotional activities have an important role in influencing consumer purchasing decisions. This result confirms the importance of an effective promotional strategy in attracting consumers' attention and encouraging them to make purchases. Businesses can use these findings to better direct their promotional efforts, create engaging campaigns, and increase interactions with consumers through the TikTok Shop platform or similar platforms.

The results of simultaneous testing of the price and promotion variables in table 1 resulted in an Fcount value of 29.518, which is greater than the Ftable of 3.122. This shows that together (simultaneously), the price and promotion variables have a significant influence on purchasing decisions for fashion products at TikTok Shop for students of Universitas Muhammadiyah Mamuju. Furthermore, the significance value of 0.000, which is smaller than the significance threshold of 0.05, indicates that the simultaneous relationship between price and promotion with purchasing decisions has strong statistical significance.

Thus, the conclusion from the analysis results is that together, the price and promotion variables have a positive and significant influence on purchasing decisions for fashion products

at TikTok Shop for students of Universitas Muhammadiyah Mamuju. This finding supports the third hypothesis proposed in this study. In a business context, this finding underscores the importance of an effective combination of price and promotion in driving consumer purchasing decisions. Marketing strategies that combine appropriate prices and attractive promotions can increase product attractiveness and stimulate consumer interest in buying. Businesses can utilize these findings to design holistic and effective marketing campaigns that take both factors into account.

5. Conclusion

In conclusion, the study aimed to investigate the impact of price and promotion on fashion product purchasing decisions on TikTok Shop among students at Muhammadiyah Mamuju University. The analysis of the collected data revealed significant findings. Firstly, the results of the partial testing for the variable "price" indicated a positive and significant influence on the purchasing decisions of fashion products on TikTok Shop. The coefficient regression value of 0.541 with a significance level of 0.000 highlighted that an increase in product price was associated with an increase in purchasing decisions. Secondly, the partial testing for the variable "promotion" showed that it also had a positive and significant impact on the purchasing decisions of fashion products on TikTok Shop.

With a coefficient regression value of 0.507 and a significance level of 0.003, it was evident that effective promotional activities led to higher purchasing decisions. Thirdly, the simultaneous testing of both price and promotion indicated that they collectively influenced fashion product purchasing decisions significantly. The F-test yielded a significant result, with a high F-value of 29.518 and a significance level of 0.000, reinforcing the combined impact of price and promotion on purchasing decisions. In summary, the findings underscore the importance of both price and promotion in shaping purchasing decisions within the context of TikTok Shop for fashion products among Muhammadiyah Mamuju University students. Businesses can leverage these insights to develop targeted strategies that align with consumer preferences, combining competitive pricing and compelling promotional campaigns to maximize the appeal and attractiveness of their offerings. Ultimately, this study contributes to a better understanding of consumer behavior in the digital marketplace and provides valuable implications for businesses aiming to succeed in this dynamic environment.

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