

Consumer Behavior Trigger in Purchase Decision at PT Tirta Mumbul Jaya Abadi

Pemicu Perilaku Konsumen Dalam Keputusan Pembelian di PT Tirta Mumbul Jaya

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ABSTRACT

This study aims to determine the effect of product quality, brand image and service quality on purchasing decisions for bottled water products at PT Tirta Mumbul Jaya Abadi (Yeh Buleleng). A qualitative approach is used in this research. Data collection was carried out in this study using a technique in the form of a questionnaire with a measuring instrument in the form of a Likert scale with intervals of 1 to 5 where all 75 shops were selected as respondents selling products (Yeh Buleleng) in Singaraja. Determination of the sample of respondents in this study using non-probability sampling and the method used in this sampling is purposive sampling. Data analysis was performed using SPSS which included multiple linear regression analysis, normality analysis, multicollinearity, heteroscedasticity, coefficient of determination test, simultaneous F-test, and T-test, with a significance level of 5%. All relationships in the research studied showed positive and significant results related to product quality, brand image and service quality on purchasing decisions. Thus it can be concluded that (1) the better the quality of the product, the higher the decision to purchase water at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) (2) the better the brand image of the product, the higher the decision to purchase water at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) (3) the better the service quality, the higher the decision to buy water at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng).

Keywords: *Product Quality, Brand Image, Service Quality, Purchasing Decisions*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek dan kualitas pelayanan terhadap keputusan pembelian produk air minum dalam kemasan di PT Tirta Mumbul Jaya Abadi (Yeh Buleleng). Pendekatan kualitatif digunakan dalam penelitian ini. Pengumpulan data yang dilakukan pada penelitian ini menggunakan teknik berupa kuesioner dengan alat ukur berupa skala Likert dengan interval 1 sampai 5 dimana yang dipilih sebagai responden adalah seluruh toko yang menjual produk (Yeh Buleleng) di Singaraja sebanyak 75 toko. Penentuan sampel responden dalam penelitian ini menggunakan non probability sampling dan metode yang digunakan dalam pengambilan sampel ini adalah purposive sampling. Analisis data dilakukan menggunakan SPSS yang meliputi analisis regresi linier berganda, analisis normalitas, multikolonieritas, heteroskedastisitas, uji koefisien determinasi, uji simultan F-test, dan uji T-test, dengan taraf signifikansi 5%. Semua hubungan dalam penelitian yang diteliti menunjukkan hasil yang positif dan signifikan terkait dengan kualitas produk, citra merek dan kualitas pelayanan terhadap keputusan pembelian. Dengan demikian dapat disimpulkan bahwa (1) semakin baik kualitas produk maka semakin meningkat keputusan pembelian air di PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) (2) semakin citra merek produk maka semakin meningkat keputusan pembelian air di PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) (3) semakin baik kualitas pelayanan maka semakin meningkat keputusan pembelian air di PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng).

Kata Kunci: Kualitas Produk, Citra Merek, Kualitas Layanan, Keputusan Pembelian

1. Introduction

(AMDK) is bottled drinking water that is ready to drink immediately because it is now a daily necessity. Currently bottled drinking water is in great demand by the public because it is considered more practical and can consume clean water at an affordable price. For this reason, the decision to buy bottled drinking water must take into account various factors such as brand image, product quality as well as services provided by the company.

One of the main advantages in competition is the quality of a product that will meet consumer demand. The obligation to create a product is to maintain quality. According to (Ningsih Sakdanur; Syabrus, Hardisem, 2016) product quality can be interpreted as product quality for that product excellence is the level of superiority of a production which meets the needs, desires and expectations of consumers. Meanwhile, according to (Ariela, 2018) the primacy of a product is the ability of a product to be able to complement or satisfy the desires and wishes of consumers. This is the main key for every company to be able to run its business.

The requirement for products that have good quality is the main criterion for consumers, namely being able to provide more benefits for consumers. Kolter and Keller (2020) argue that the priority of a product is the privilege of having a product in order to produce output that is suitable and better as expected by consumers. For this reason, every company will definitely focus on the quality of its products, especially water companies, of course, they will always try to guarantee quality. products by checking continuously. Production quality assurance will start from raw materials, production processes and even to finished goods. The existence of quality control of a product that aims to provide standardization guarantees for the selected product is in accordance with the criteria for customer needs and can provide benefits for customers.

In addition to maintaining product quality, water companies must also maintain the brand image of the product itself which can affect product sales. One of the AMDK (Bottled Drinking Water) products manifested by the company PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng). According to (Djarmiko and Pradana 2018) argued that brand image is a picture that illustrates that the role of brand image is very important so that the product remains in the minds of customers and is considered a special product that is different from other products so that customers can experience more benefits. of the product. Brand image, which is a service or product marker that is intended to appear differentiating the product of one seller or group of competitors by using a name, sign or design or a combination of them, each institution will be able to make a brand impression have a positive effect on its product.

Factors on the other hand are brand image and product priority, there are services that companies should provide to consumers because they can become profit centers for companies. This research was conducted in order to assess how impactful brand image, product superiority and service are on purchasing policies at PT Tirta Bumbul Jaya Abadi (Yeh Buleleng), so the authors are interested in raising the title "TRIGGER OF CONSUMER BEHAVIOR IN PURCHASE DECISIONS AT PT TIRTA MUMBUL JAYA ABADI (YEH BULELENG)".

Table 1. Sales Data Of PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng)

Year	Product sale				
	330 ml bottle packaging	600ml bottle packaging	19 liter gallon packaging	250ml glass packaging	amount
2019	146,171,000	257,354,000	1.452,218,750	13,217.567,900	15,073,311,650
2020	34,027,500	74,968,500	1.069,073,500	4,346,059,100	5,524,128,600
2021	18,994,500	31,794,000	854,552,000	5,655,798,000	6,561,138,500

Data source: PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) (2021)

Judging from the data above, it shows that sales of bottled water products (ADMK) over the past three years have been unstable. The data above shows that from 2019 to 2021 there will be increases and decreases. When compared to sales from 2019 to 2020, the level of sales (Yeh Buleleng) has decreased in the 330 ml bottle section, 600 ml bottle production as well as 19 liter gallon packaging. And the least sales in 2020 are drinking water products in 250 ml glass packages. This makes the number of sales in 2020 experience a very drastic decline.

However, if you look at the number of sales in 2021, it has increased compared to 2020 because there was an increase in sales of bottled water products in 250 ml glasses, even though there was a very drastic decline in sales of bottled water products in 330 ml, 600 ml bottles, and 200 ml bottles. 19 liters The decline in sales at the bottled drinking water company (ADMK) (Yeh Buleleng) is inseparable from the Covid-19 pandemic which caused the level of sales to drop dramatically compared to the previous year.

Product Quality

Product quality is an understanding if the product obtained is not obtained by competing products and has a high selling value. So the company prioritizes product excellence and also compares through products from competing companies. However, displaying or displaying the product properly is not always the highest because what the market wants is not just the appearance but the best product quality. (Kafabih & Mukti, 2018) Stating that the superiority of the product is the expertise of a product when it is demonstrated its function, this includes all reliability, durability, accuracy and ease of operation as well as product repair along with its supporting product elements.

Brand Image

According to (Hallencreutz & Parmler, 2021) image will be related to brand names and associations, for example what consumers get from brands/products/institutions. The brand is a supporting factor in the marketing process. There are several things that need to be considered in making a brand, such as brand image, brand trust and brand loyalty.

Service

According to (Rahayu, 2018) argues that service is an individual or a combination of people who carry out activities in an effort to fulfill the interests of others.

Relationship Between Variables

a. Effect of Product Quality on Purchasing Decisions

Product superiority is a criterion that can be interpreted as ease of opening the package, feeling comfortable when consuming the product, attractive packaging logo, variety of

products, product durability, packaging durability, attractive design and others according to (Wulandari & Iskandar, 2018) Based on study results which was carried out by Rizky Desty Wulandari as well as Donant Alananto Iskandar. The variable, namely product priority, has significant implications for product purchasing policies.

b. The Effect of Brand Image on Purchasing Decisions

Regarding brand impressions, an image is created when a brand aims to instill an impression in the minds of consumers (Deviana, Rombe, & Mubaraq, 2018). The results of a previous study conducted by Iga Maghfirah Deviana et al (2018) had an effect on the variable (consumer decision), so the impression of packaging had a positive impact on the buyer's policy in adopting AQUA type mineral water at the Faculty of Economics, University of Tadulako.

c. The Effect of Service on Purchasing Decisions

Services which are a combination of several characteristics and characteristics of a product and service when it comes to achieving various needs that are to be targeted or are latent in nature. (Manado, 2017) Based on the results of research conducted by Wahyu Nurul Faroh in his research, namely Analysis of the Effect of Promotional Prices as well as Services on Purchasing Policy.

Research Framework

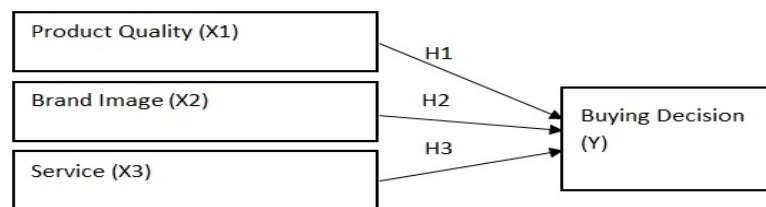


Figure 1. Framework

Hypothesis

H₁ : Product quality has positive and significant implications for Purchasing Policy at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng)

H₂ : Brand Image has a positive and significant impact on Purchasing Policy at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng)

H₃ : Service has positive and significant implications for Purchasing Policy at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng)

2. Methods

Regarding the source of data obtained during this study, it is in the form of primary data as well as secondary data: Regarding primary data, namely data covered concretely through research objects (respondents) which can be covered by observations, questionnaires, and tests (Sugioyo, 2017). Primary data is obtained from the score of the answers to the questionnaire results of the respondents' answers, then secondary data, namely data covered by other parties. Regarding secondary data obtained from preliminary studies related to research problems that can be obtained through literature studies (Sugiyono, 2017).

When this research, the data obtained through books, theses, journals, and sources obtained through manuscripts in the form of manuscripts from the Personnel Section of PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) regarding the title of the research being conducted. This study

uses the documentation method to uncover data related to the profile of the drinking water company PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng). The questionnaire method is a tool used to collect primary data using a survey method to obtain respondents' opinions. The questionnaire is a list of statements that are well prepared and valid, where the responses are likely to provide answers or responses related to something being measured. Regarding the Likert Scale, it is interpreted as ordinal because the Strongly Agree question contains a preference or "higher" level of Agree, also "higher" Agree over "neutral". Through this research questionnaire it is shown for buyers who use drinking water products from PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) so that they try to give feedback on the list of questions themselves.

3. Results and Discussion

Validity Testing Results

Table 2. Correlation Coefficient Values

variable	indicator	r-count	r-table	information
Product Quality (H1)	H1 ₁	0,772	0,227	Valid
	H1 ₂	0,699	0,227	Valid
	H1 ₃	0,750	0,227	Valid
	H1 ₄	0,881	0,227	Valid
	H1 ₅	0,884	0,227	Valid
	H1 ₆	0,902	0,227	Valid
	H1 ₇	0,828	0,227	Valid
Brand Image (H2)	H1 ₁	0,866	0,227	Valid
	H1 ₂	0,845	0,227	Valid
	H1 ₃	0,880	0,227	Valid
	H1 ₄	0,875	0,227	Valid
Service Quality (H3)	H1 ₁	0,880	0,227	Valid
	H1 ₂	0,898	0,227	Valid
	H1 ₃	0,935	0,227	Valid
	H1 ₄	0,875	0,227	Valid
	H1 ₅	0,865	0,227	Valid
Buying Decision (Y)	H1 ₁	0,925	0,227	Valid
	H1 ₂	0,907	0,227	Valid
	H1 ₃	0,943	0,227	Valid
	H1 ₄	0,878	0,227	Valid

Source: SPSS Analysis Results for Windows 18.0

The gain in the validity test in table 2 above for all research instruments to measure all variables is stated to be so large above 0.227, it can be stated that all statement items are said to be valid and feasible to use.

Reliability Test Results

Table 3. Reliability Test Results

No.	Variabel	Cronbach's Alpha	Informatio
1	Product quality (H1)	0,914	Reliabel
2	Brand Image (H2)	0,885	Reliabel
3	Service quality (H3)	0,935	Reliabel
4	Buying decision (Y1)	0,932	Reliabel

Source: SPSS Analysis Results for Windows 18.0

The results of the reliability test presented in Table 3 show that Cronbach's Alpha is above 0.6, which means that all variables have been covered. syrata beauty.

Classical Assumption Testing Results

Table 4. Multiple Linear Regression Coefficient Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.141	1.477		-.772	.442
	Product quality (H1)	.252	.053	.398	4.805	.000
	Brand Image (H2)	.420	.129	.331	3.262	.002
	Service (H3)	.188	.079	.235	2.388	.020

a. Dependent Variable: Buying decision (Y1)

Based on table 4, the results of multiple linear regression analysis when Table 4 itself can be made multiple linear regression modeling as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = -1.141 + 0.252 + 0.420 + 0.188 + e$$

Table 5. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.44719776
Most Extreme Differences	Absolute	.096
	Positive	.096
	Negative	-.092
Test Statistic		.096
Asymp. Sig. (2-tailed)		.086 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Analysis Results for Windows 18.0

In table 5 it can be seen that the p score (Asymp.sig) for all variables is $p > 0.05$. Based on the table above, it includes a significance of 0.086, which is so high as 0.05 ($0.086 > 0.05$). Therefore it can be revealed that the data is normally distributed.

Table 6. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality (H1)	.711	1.406
	Brand Image (H2)	.472	2.120
	Service (H3)	.503	1.990

a. Dependent Variable: Buying Decision (Y1)

Source: SPSS Analysis Results for Windows 18.0

In table 6 VIF is so small over 10 and it is found that all variables have a greater tolerance of 0.1. Likewise, it can be said that there is no multicollinearity.

Classical Assumption Testing Results**Table 7. Heteroscedasticity Test Results**

Table 1. Hierarchical Regression Test Results						
Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.674	.751		.898	.372
	Product Quality (H1)	.022	.027	.116	.829	.410
	Brand Image (H2)	.007	.065	.020	.114	.909
	Service (H3)	-.007	.040	-.030	-.183	.855

a. Dependent Variable: ABS

Source: SPSS Analysis Results for Windows 18.0

Based on table 7 above, it is known that the significance of each independent variable is > 0.05. Finally, it can be revealed that the four independent variables themselves do not have heteroscedasticity

Classical Assumption Testing Results**Table 8. Autocorrelation Criteria**

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.114 ^a	.013	-.029	.75082	1.998

Based on Table 8, it can be seen that the Durbin Waston score (d-count) is 1.998. With a significant number of 0.05 and N = 75, then covered by a score of 2 = 1.7092, the gain (4 - 2) is 4 - 1.7092 = 2.2908. The reason is that the Durbin Watson score (d-count) of 1.998 is covered between 1.7092 and 2.2908 so that it can be concluded that it does not have positive and negative autocorrelation.

Model Feasibility Test Results**Table 9. Test of the coefficient of determination (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.640	1.477

Source: SPSS Analysis Results for Windows 18.0

Based on table 9, it can be seen that the adjusted R2 value is 0.640. In this case it shows that the variables of product quality, brand image as well as service amount to 64.0% of the purchasing policy towards purchasing drinking water at PT. Tirta Jaya Abadi (Yeh Buleleng). While the remaining 36.0% was caused by several external factors when this study was conducted.

Model Feasibility Test Results

Table 10. Simultaneous Significance Test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.362	3	97.787	44.798	.000 ^b
	Residual	154.984	71	2.183		
	Total	448.347	74			

Source: SPSS Analysis Results for Windows 18.0

Based on the above results, the significance level is 0.000 < 0.05. This shows a significance score of 0.000 when the 0.05 significance level itself is so small over 0.05 that H1 is accepted or can be said to be significant. With the positive direction of the coefficient, it is found that the hypothesis which reveals that brand image, product quality as well as service quality together have significant implications for purchasing policy.

Model Feasibility Test Results

Table 11. T test (partially)

Coefficients ^a						
Model		Unstandardized		Standardized t		Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-1.141	1.477		-.772	.442
	Product quality (H1)	.252	.053	.398	4.805	.000
	Brand Image (H2)	.420	.129	.331	3.262	.002
	Service (H3)	.188	.079	.235	2.388	.020

a. Dependent Variable: Buying Decision (Y1)

Source: SPSS Analysis Results for Windows 18.0

Based on the results of the analysis obtained in table 11 above, it can be partially covered when this study is able to provide the conclusion that each variable used has both positive and significant implications for purchasing policies at PT. Tirta Mumbul Jaya Abadi Yeh Buleleng.

Effect of Product Quality on Purchasing Decisions

Obtaining data processing shows a significant value from the results of the partial t-test on product quality, which states that there is a positive and significant impact between product priority and purchasing policy, so that the hypothesis is that the better the product quality, the higher the purchasing policy of drinking water at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) is acceptable. In line with the quality of the study conducted by Kotler and Keller (2017) which revealed that a product is the ability of a service or item to provide performance or performance that is aligned to exceed what consumers expect.

The Effect of Brand Image on Purchasing Decisions

Regarding the results of data processing, it shows that the significance value of the partial test results of the brand image t-test unravels the presence of positive and significant implications between purchasing decisions and brand image, so the hypothesis triggers a good brand impression to increase drinking water purchasing policies at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) is acceptable. In line with the study conducted by Nela Evelina's study results in 2017, this reveals that brand image has a positive and significant impact on purchasing decisions.

The Effect of Service on Purchasing Decisions

The acquisition of data processing shows the significance value of the acquisition of the partial test t-test of service quality indicating that there are also significant positive implications including purchasing decisions with service excellence, so that the hypothesis triggers a good priority of service which increases so much in the purchasing policy of drinking water at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) is acceptable. This is in line with Tirta Imarrye Manoy's 2021 research. Based on the results of the test that was completed for respondents at CV Ake Maumbi, the quality of service has positive and significant implications for purchasing policy.

4. Conclusions

Based on the data analysis accompanied by the discussion that has been disclosed, it can be interpreted that the conclusion of the results is that the data analysis carried out obtained the overall results of the acceptable hypothesis which shows the impression of the brand, product quality as well as service which has positive implications as well as significant for purchasing policies at PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng). Researchers hope that the company will continue to maintain product quality and commitment to service to consumers, so that product purchasing policies can be improved, institutions should be able to further improve service quality and the response formed for consumers, for example finding out consumer expectations for PT. Tirta Mumbul Jaya Abadi (Yeh Buleleng) because compared to looking for new consumers to become customers it is better if retaining customers will be more profitable because companies need to be able to pay attention to customer service and for future researchers, can conduct studies through other independent variables which can have implications Purchasing policies can be identified so many.

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