

Analysis of the Influence of Prices and Promotions on Consumer Behavior in Decision Making for Study Program Selection at Universitas Dhyana Pura

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ABSTRACT

The study aims to analyze the influence of prices and promotions on consumer behaviour, and how consumers' behaviours influence consumer decisions in decision making choosing a study program at Universitas Dhyana Pura. The research methods used in this research are quantitative methods and associative research designs. The total sample in this study was 97 respondents. Data collection techniques are questionnaires, observations and interviews (Path analysis). Research results show that prices and promotions have a significant and positive influence on consumer behavior. Prices also have a significant positive influence on decision-making for the selection of study programmes at Universitas Dhyana Pura. Promotions have a positive but non-significant impact on the choice of study programme decisions at the University. In addition, prices and promotions have a positive and significant influence on the decision to choose a course of study through consumer behavior mediation, which suggests that competitive pricing strategies and effective promotions can influence consumers' behaviour in choosing a course at Universitas Dhyana Pura.

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1. INTRODUCTION

Education is the most important thing for everyone, especially to increase knowledge and insight. Education has certain levels or levels. Education pathways including higher education are the level of education after secondary education which includes diploma, bachelor's, master's, specialist and doctoral education programs

organized by higher education (National Education System Law No. 20 of 2003). At the university level, there are currently many programs or majors on offer which can create challenges for prospective students in choosing the right program. There are many factors that prospective students must consider when choosing the university, they are interested in. Before deciding on a study program, prospective students will usually set

goals, develop existing alternatives or options, and finally determine the best choice. This selection process involves careful consideration of various factors such as interests, talents, career goals, and also the availability of programs that suit individual needs [1]. This decision is ultimately influenced by consumer behavior, where prospective students as consumers look for added value from the chosen study program. Therefore, universities and educational program providers must understand the dynamics of consumer behavior in order to provide offers that suit the needs and expectations of prospective students [2].

Universitas Dhyana Pura is one of the private universities in the Badung area of Bali.

Universitas Dhyana Pura was founded in 2011 (RI Minister of National Education Decree. Number 142/E/O/2011) and has accepted students from various provinces in Indonesia. Universitas Dhyana Pura has 3 Faculties consisting of 15 study programs and 1 Postgraduate Management (S2) Program. Several study programs at Universitas Dhyana Pura have been very well accredited. Having a vision of an exemplary and superior university, Universitas Dhyana Pura continues to improve and strives to gain a place in society as a trusted and quality university. Data on the number of active students for the 2019-2023 academic year is presented in Table 1 below.

Table 1. Data on the number of active students for the 2019-2023 academic year

| Study program | Number of Students/Year | | | | | Accreditation Status |
|--|-------------------------|------|------|------|------|----------------------|
| | 2023 | 2022 | 2021 | 2020 | 2019 | |
| Faculty of Economics, Business and Humanities | | | | | | |
| Management | 688 | 790 | 872 | 948 | 999 | Good |
| Accountancy | 281 | 253 | 224 | 164 | 81 | Good |
| PKK | 83 | 85 | 84 | 70 | 56 | Good |
| Early Childhood Education Teacher Education | 92 | 87 | 77 | 55 | 40 | B |
| English literature | 99 | 93 | 83 | 88 | 79 | B |
| Faculty of Health, Science and Technology | | | | | | |
| Physiotherapy | 188 | 225 | 240 | 247 | 238 | B |
| Health Records and Information | 235 | 266 | 283 | 323 | 349 | Very well |
| Public health | 208 | 229 | 231 | 261 | 263 | Very well |
| Nutrition | 75 | 71 | 69 | 78 | 85 | Very well |
| Psychology | 228 | 250 | 245 | 252 | 229 | Good |
| Biology | 70 | 79 | 76 | 54 | 45 | Very well |
| Informatics Systems | 48 | 42 | 34 | 29 | 22 | Good |
| Informatics Engineering | 163 | 135 | 119 | 105 | 77 | Very well |
| Vocational Faculty | | | | | | |
| Hotel management | 192 | 230 | 228 | 185 | 127 | Good |
| Digital Marketing Management | 41 | 34 | 36 | 23 | 22 | Good |
| Graduate program | | | | | | |
| Master of Management | 30 | | | | | In the process |

Source: websites pddikti.kemdikbud.go.id and banpt.or.id (2023)

In the last five years at the Faculty of Economics and Humanities the number of students enrolled in the Management study program has been greater than in other study programs. At the Faculty of Health Science and Technology, the Health Recording and Information study program has more students than other study programs. Meanwhile, at the Vocational Faculty, the

Hospitality Management study program has the largest number of students compared to the Digital Marketing Management study program. The data above provides an illustration that of the many study programs offered, it shows that there are a small number of study programs that have quite a large number of applicants. Several other study

programs have applicants who can be categorized as relatively less attractive.

To anticipate a decrease in the number of registrants in certain study programs as well as increasingly stringent levels of competition in the management of educational services, educational units, especially study program managers, must be more proactive and make various breakthroughs in the management of study program management.

One strategic approach that can be taken to solve the problems faced by study program managers is to use an analytical approach to find out whether the role of prices and promotions influence consumer behavior and decision making in selecting study programs. Consumers tend to measure the value of a product or service based on the price paid. Price perception is how customers view and assess the price of the product or service offered, so that consumers compare the value received from their purchase with the price paid [3]. Consumer behavior has a significant role in the purchasing decision process. This is influenced by various factors, including consumer needs and desires. The need for products or services drives consumers to look for solutions that meet their needs, while desires can be triggered by factors such as advertising, brands, or trends [4]. Through various factors that influence consumer behavior, companies can design more effective marketing strategies to influence purchasing decisions and build long-term relationships with consumers [5].

Several previous studies have tested the influence of price and promotion on selection decision making directly or through mediation models. Research conducted by [3], [6], and [7] proves that price influences purchasing decisions. The price offered by the company is the main factor that attracts consumers to buy the services or products offered, thus influencing the decision to choose to buy something. Price is used as a basis for consumers to compare the quality and benefits of the product whether it matches the price offered or not. Different results were found by [8] showing that promotions do not have a significant influence on consumers'

choice decisions. This means that there is a need for a good and well-targeted promotional strategy in order to persuade consumers to choose the product or service being offered.

Research conducted by Isa and [9] and [5] proves that price influences purchasing decisions through consumer behavior as a mediating variable. This shows that if the price gets better on the market, it will influence consumer behavior which can later influence the choice decisions made by consumers. This is in line with research conducted by [10], [11], and [2] proving that consumer behavior influences purchasing decisions. Because consumer behavior includes all actions and attitudes carried out during purchasing activities and using the products or services offered, factors such as needs, desires, experiences and knowledge as well as psychological factors including perceptions, attitudes, motivation and emotions will influence consumers' decisions to choose products or services. Research conducted by [4], and [12] proves that promotions influence purchasing decisions through consumer behavior as a mediating variable. Effective promotions can influence consumer behavior so that consumers who have a positive attitude towards products or services are more likely to make purchases.

This research aims to analyze the influence of price and promotion on consumer behavior in making decisions about choosing a study program. Through this understanding, it is hoped that the results of this research will be used as input for Universitas Dhyana Pura Bali to design competitive prices that can compete with other universities and pay attention to promotional methods on social media on a regular basis so as to improve students' decisions in choosing to study at Universitas Dhyana Pura Bali

2. METHODS

The research method used in this research is a quantitative method and an associative research design. The number of samples in this study was 97 respondents. Data collection techniques are questionnaires,

observation and interviews. The data analysis technique uses path analysis. In path analysis, the measure of association used is the β coefficient (standardized) with an assessment of the goodness of fit value using the Root Mean Square Error of Approximation (RMSEA).

3. RESULTS AND DISCUSSION

The data analysis technique in this research uses path analysis. This can be seen from the indirect relationship between the independent variable and the dependent variable due to mediation from the mediator variable and the direct relationship between the independent variable and the mediator variable. In path analysis, the measure of association used is the β coefficient (standardized) with an assessment of the goodness of fit value using the Root Mean Square Error of Approximation (RMSEA).

3.1 Results

a. Results of Descriptive Analysis of Research Subjects

After distributing and collecting questionnaires, the data is summarized and mapped to meet criteria that allow further analysis.

Based on age range, the majority of research respondents were in the 17-20 year age range, amounting to 53 people (54.6%). Furthermore, the age range of respondents aged 21-25 was 35 people (36.1%) and the fewest were respondents with an age range of >25 years amounting to 9 people (9.3%).

Most of the research respondents were 77 people (79.4%) and 20 men (20.6%). Research respondents came from 3 faculties at Universitas Dhyana Pura. The largest number of respondents were in the Faculty of Business and Humanities, amounting to 54 people (55.7%), followed by the Faculty of Health and Science, amounting to 35 people (36.1%) and the fewest came from the Faculty of Technology and Informatics, amounting to 9 people (8.2%). Respondents were taken from various departments at Undhira including 25 people (25.8%) from the Bachelor of Management study program, 10 people (10.3%) from the Bachelor of Accounting study program, 8 people each (8.2%) from the Bachelor of Science study program. Psychology and PIK study programs, 7 people (7.2%) each from the D4 Hospitality Management study program, Bachelor of IKM and Bachelor of Physiotherapy study programs, 6 people (6.2%) from the IT study program, 4 people (4.1%) from the English Literature, 3 people each from the S1 PG-PAUD study program, S1 PKK and S1 Nutrition study programs, 2 people each (2.1%) from the SI study program and Biology study program and 1 person each (1%) from Master of Management and D3 Marketing Management study programs.

Table 2. Characteristics of Research Subjects

| Variable | n = 97 |
|--|------------|
| Age | |
| 17-20 years old | 53 (54.6%) |
| 21-25 years old | 35 (36.1%) |
| >25 Years | 9 (9.3%) |
| Gender | |
| Man | 20 (20.6%) |
| Woman | 77 (79.4%) |
| Faculty | |
| Faculty of Business, Tourism, Education and Humanities | 54 (55.7%) |
| Faculty of Health and Science | 35 (36.1%) |
| Faculty of Technology and Informatics | 8 (8.2%) |

| | |
|-------------------------------------|------------|
| Study program | |
| Bachelor of Management | 25 (25.8%) |
| Bachelor of English Literature | 4 (4.1%) |
| S1 PG-PAUD | 3 (3.1%) |
| S1 PKK | 3 (3.1%) |
| D3 Marketing Management | 1 (1%) |
| D4 Hospitality Management | 7 (7.2%) |
| S1 Accounting | 10 (10.3%) |
| Masters in Management | 1 (1%) |
| Bachelor of Psychology | 8 (8.2%) |
| S1 SMI | 7 (7.2%) |
| Bachelor of Science in Nutrition | 3 (3.1%) |
| S1 PIK | 8 (8.2%) |
| Bachelor of Physiotherapy | 7 (7.2%) |
| Bachelor of Information Engineering | 6 (6.2%) |
| Bachelor of Information Systems | 2 (2.1%) |
| S1 Biology | 2 (2.1%) |

Source: Data processed in 2024

b. Path Analysis Results

From the research results, it can be seen that the price variable has a significant influence on consumer behavior ($p=0.000$) and decision making ($p=0.000$) because the p value is less than 0.05. The price variable also has a significant relationship with consumer behavior ($p=0.004$) because the p value is less than 0.05 but does not have a significant relationship with decision making ($p=0.751$) because the p value is more than 0.05. Apart from that, consumer behavior has a significant relationship with decision making ($p=0.000$) because the p value is less than 0.05.

In the indirect relationship between price variables and decision making, which is mediated by consumer behavior, it was found that consumer behavior can mediate the relationship between price and decision making because $p = 0.000$, where the p value is less than 0.05,

which means there is a significant relationship. Apart from that, consumer behavior can also mediate the relationship between promotion and decision making because $p = 0.025$ where the p value is less than 0.05, which means there is a significant relationship.

Total influence is obtained from direct influence and indirect influence. The price variable has a direct effect ($p=0.000$) on consumer behavior and decision making because the p value is less than 0.05. This is different from the promotion variable which has no direct influence on decision making ($p=0.140$) because the p value is more than 0.05, but promotion has an effect on consumer behavior with a p value of 0.004 because the p value is less than 0.05. Apart from that, consumer behavior has a direct influence on decision making because the p value of 0.000 is less than 0.05

Table 3. Results of Calculation of Direct, Indirect and Total Variable Effects

| Relationship between variables | Direct | Indirect | Total |
|--------------------------------|---------|----------|---------|
| | P value | P value | P value |
| Price→consumer behavior | 0,000 | - | 0,000 |
| Promotion→consumer behavior | 0.004 | - | 0.004 |
| Price→Choice decision | 0,000 | - | 0,000 |
| Promotion→Choice decision | 0.751 | - | 0.140 |

| | | | |
|---|-------|-------|-------|
| Consumer behavior→choosing decision | 0,000 | - | 0,000 |
| Price→consumer behavior→choosing decision | - | 0,000 | - |
| Promotion→consumer behavior→choosing decision | - | 0.025 | - |

Source: Data processed in 2024

Table 4. Test Results for Variable Relationship Values

| Variable | Path Coefficient |
|---|------------------|
| Price→consumer behavior | 0.693 |
| Promotion→consumer behavior | 0.211 |
| Price→Choice decision | 0.446 |
| Promotion→Choice decision | 0.027 |
| Consumer behavior→choosing decision | 0.453 |
| Price→consumer behavior→choosing decision | 0.341 |
| Promotion→consumer behavior→choosing decision | 0.095 |

Source: Data processed in 2024

3.2 Discussion

a. The Effect of Price on Consumer Behavior

Testing the analysis of the direct influence of the price variable (X1) on consumer behavior (Y1) obtained research results showing that price has a significant influence on consumer behavior. This is proven by testing the hypothesis of the price variable on consumer behavior and obtaining a significant p value of 0.000. In the path analysis test, the price variable shows a positive influence on consumer behavior as indicated by a path coefficient value of 0.693. The results of the hypothesis test mean that H1 is accepted, namely that there is an influence of price on consumer behavior in choosing a study program at Universitas Dhyana Pura. This means that prices that are understood or interpreted positively by consumers can have an impact on their behavior as consumers. Consumers will always consider the price in accordance with the quality and perceived benefits of choosing the study program. If a study program has a good brand image, and the benefits are great, consumers will not hesitate to pay money to use the products or services offered.

The results of this research strengthen a number of previous studies, namely research conducted

by [13], and [14] proves that price influences consumer behavior. When consumers make a decision to buy something, they will tend to choose a product or service that is very affordable. Thus, the price set will influence consumers' decisions to buy something.

b. The Effect of Promotion on Consumer Behavior

Testing the analysis of the direct influence of the promotional variable (X2) on consumer behavior (Y1) obtained research results which showed that promotions had a positive influence on consumer behavior. This was proven by the results of the path analysis test and obtained a path coefficient value of 0.211. Promotion has a significant effect on consumer behavior as proven by the results of hypothesis testing and a significant p value of 0.004. The results of the hypothesis test mean that H2 is accepted, namely that there is an influence of promotion on consumer behavior in selecting study programs at Universitas Dhyana Pura.

The results of this research strengthen a number of previous studies, namely Research conducted by [10] and [4] also shows the influence between promotions and consumer behavior. Promotions carried out by companies are very

important to increase the number of sales of products or suits offered, so promotions must be carried out more intensively to attract more consumers. Consumer behavior is greatly influenced by promotional activities, the more promotions carried out by Undhira, the more attractive students will be to choose this study program. Promotion can build communication and have a positive impact on the university by increasing student trust so that it can help students understand the benefits and value of the services offered by Undhira, thereby increasing consumer behavior towards these products or services.

c. The Influence of Price on Selection Decision Making

Testing the analysis of the direct influence of the price variable (X1) on the decision to choose (Y2) obtained research results that showed that Price has a significant influence on decision making in choosing a study program at Universitas Dhyana Pura. This is proven by testing the hypothesis of the variable Price and obtaining a significant p value of 0.000. Price also has a positive influence on decision making in selecting study programs at Universitas Dhyana Pura, this is proven by the path analysis test and a path coefficient value of 0.446 was obtained. The results of the hypothesis test mean that H3 is accepted, namely that there is an influence of price on decision making in choosing a study program at Universitas Dhyana Pura.

The results of this research strengthen a number of previous studies, namely research conducted by [3], [15], and [7] proves that price influences purchasing decisions. The price offered by the company is the main factor that attracts consumers to buy the services or products offered, thus influencing the decision to

choose to buy something. Price is used as a basis for consumers to compare the quality and benefits of the product whether it matches the price offered or not.

d. The Effect of Promotion on Selection Decision Making

Testing the analysis of the direct influence of promotional variables (X2) on the decision to choose (Y2) obtained research results that showed that.

Promotion does not significantly influence decision making in selecting study programs at Universitas Dhyana Pura. This is proven by hypothesis testing with a significance p value of 0.751. Meanwhile, in the path analysis test, the path coefficient value was 0.027. The results of the hypothesis test mean that H4 is rejected, namely that there is no influence of promotion on decision making in selecting study programs at Universitas Dhyana Pura. Promotion is a way for companies to interact with their markets or consumers to introduce the services or products they sell, thereby triggering consumers' decision to buy or use the goods or services offered. But in this study promotion did not have a significant effect.

The results of this research strengthen a number of previous studies, namely research conducted by [8] showing the results that promotions do not have a significant influence on consumers' choice decisions. This means that there is a need for a good and well-targeted promotional strategy in order to persuade consumers to choose the product or service being offered.

e. The Influence of Consumer Behavior on Decision Making

Testing the analysis of the direct influence of consumer behavior variables (Y1) on the decision to choose (Y2) obtained research results

that showed that Consumer behavior has a significant and positive influence on decision making in choosing a study program at Universitas Dhyana Pura. This is proven by hypothesis testing with a significance p value of 0.000. Meanwhile, in the path analysis test, the path coefficient value was 0.453. The results of the hypothesis test mean that H5 is accepted, namely that there is an influence of consumer behavior on decision making in choosing a study program at Universitas Dhyana Pura.

The results of this research strengthen a number of previous studies, namely Research conducted by [10], [11], and [2] proves that consumer behavior influences purchasing decisions. Because consumer behavior includes all actions and attitudes carried out during purchasing activities and using the products or services offered, factors such as needs, desires, experiences and knowledge as well as psychological factors including perceptions, attitudes, motivation and emotions will influence consumers' decisions to choose products. or services.

f. The Influence of Price on Selection Decisions Through Consumer Behavior as a Mediating Variable

Testing the indirect influence of the Price variable (X1) on selection decisions (Y2) through mediation of consumer behavior (Y1) obtained research results showing that there is a significant and positive relationship between price and purchasing decisions through consumer behavior as a mediating variable. This is proven by hypothesis testing with a significance p value of 0.000. Meanwhile, in the path analysis test, the path coefficient value was 0.341. The results of the hypothesis test mean that H6 is accepted, namely that there is an influence of price on

decision making in choosing a study program through the mediation of consumer behavior at Universitas Dhyana Pura.

The results of this research strengthen a number of previous studies, namely Research conducted by [11] and [5] proves that price influences purchasing decisions through consumer behavior as a mediating variable. This shows that if the price gets better on the market, it will influence consumer behavior which can later influence the choice decisions made by consumers. Consumers determine the price of a product or service and consumer behavior will influence perceptions about the product or service. In the end, price and consumer behavior will influence consumer choosing decisions.

g. The Influence of Promotion on Selection Decisions Through Consumer Behavior as a Mediating Variable

Testing the indirect influence of the promotion variable (X2) on the selection decision (Y2) through the mediation of consumer behavior (Y1) obtained research results showing that consumer behavior can mediate the relationship between promotion and the selection decision because it shows a significant and positive relationship. This is proven by hypothesis testing with a significance p value of 0.025. Meanwhile, in the path analysis test, the path coefficient value was 0.095. This means that consumer behavior can be influenced by promotions to improve consumer choice decisions. The results of the hypothesis test mean that H6 is accepted, namely that there is an influence of promotion on decision making in choosing a study program through the mediation of consumer behavior at Universitas Dhyana Pura.

The results of this research strengthen a number of previous

studies, namely Research conducted by [4], and [12] proves that promotions influence purchasing decisions through consumer behavior as a mediating variable. Effective promotions can influence consumer behavior so that consumers who have a positive attitude towards products or services are more likely to make purchases. Promotion is a communication activity that can form information awareness among consumers which will then influence consumer behavior in purchasing a product or service.

4. CONCLUSIONS

Based on the results of the analysis and discussion, it can be concluded that price has a positive and significant effect on

consumer behavior, as well as a positive and significant effect on the decision to choose a study program at Universitas Dhyana Pura. Promotion has a positive and significant effect on consumer behavior but does not have a significant effect on decision making in choosing a study program at Universitas Dhyana Pura. These results mean that promotional activities need a better and more targeted strategy. Consumer behavior has a positive and significant influence on decision making in choosing a study program. Prices and promotions through consumer behavior have a positive and significant influence on the decision to choose a study program at Universitas Dhyana Pura. This shows that effective promotional strategies and supported by better prices on the market encourage prospective students to choose study programs at Universitas Dhyana Pura.

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