

THE INFLUENCE OF MARKETING MIX ON USED CAR PURCHASING DECISION AT JAYA MOBIL JAKARTA

Rafi Alfiando Zaki^{1*}, Ida Anggriani², Muhammad Rahman Febliansa³

Faculty of Economics and Business, Dehasen University, Bengkulu, Indonesia ^{1, 2, 3}

rafialfiandozaki@gmail.com¹, ida.anggriani26@gmail.com², rahmanfebliansa@unived.ac.id³

Abstract

This study aims to analyse the effect of marketing mix on used car purchasing decisions at Jaya Mobil Jakarta. The research method used is quantitative with a survey approach through questionnaires distributed to 115 respondents. The data analysis method in this study uses multiple linear regression, validity and reliability tests, hypothesis testing using the F test and t test, and the coefficient of determination. Testing the model as a whole resulted in an F-count of 613.582, far exceeding the F-table value of 2.45. This proves that simultaneously, all independent variables have a significant influence on purchasing decisions. Among all the variables studied, the promotion variable (X4) has the most dominant influence, indicated by the standardised beta coefficient of 0.473 and the highest t-count value of 6.881. Meanwhile, partial testing for the effect of product and place has no significant effect on purchasing decisions for used cars at Jaya Mobil Jakarta, but partial testing for price and promotion has a significant effect on purchasing decisions for used cars at Jaya Mobil Jakarta. The coefficient of determination (R^2) analysis shows a very high value of 0.957 or 95.7%, indicating that the four independent variables have a very large contribution in influencing purchasing decisions. Only a small portion, namely 4.3%, is influenced by other variables not included in this study. This research is still limited to the four main elements of the marketing mix, namely: product, price, place (distribution), and promotion that influence purchasing decisions. The marketing mix through integrated elements of product, price, place, and promotion must be maintained and improved because together they have a huge influence on purchasing decisions. Companies need to consider these four factors in formulating marketing strategies to improve purchasing decisions and competitiveness in the market.

Keywords: *Marketing mix*, Purchasing Decision, Jaya Mobil Jakarta.

INTRODUCTION

The evolution of technology makes the world move faster than ever before. Its influence on business, particularly marketing techniques, is significant. The trend is dynamic from old-fashioned marketing techniques to new approaches where digital channels currently play an important role. Moreover, a considerable shift from outbound marketing strategies to inbound marketing methods has taken place. Digital marketing is seen as a revolutionary form of marketing that offers businesses new ideas to try their hand at doing business. Marketing activities conducted through digital channels allow marketers to communicate directly with potential customers regardless of their geographical location. The understanding of how to use digital channels has grown rapidly, as has the web, email, mobile phones and digital TV in promotion, and marketers today use these channels for a variety of functions (Omar & Atteya, 2020). For example, some use them to acquire new customers, while others specialise in serving higher-level customers. Digital marketing communications generally include information about merchandise, online advertising, and marketing via email and mobile phones (e.g. social media). It is likely that digital marketing channels and ideas are used individually and operationally, while recognising the influence of various digital channels on customer purchase decisions is still evolving. E-mail continues to be a good marketing strategy (Statista, 2018).

In addition, in the midst of social media development, marketing using digital media today is

also very likely to have a major impact on the world of marketing. For example, by 2024, there are an estimated 5.17 billion social media users worldwide, with the average person using 6.7 different social networks per month. Social media ad spend is projected to reach \$219.8 billion by 2024, with mobile generating \$255.8 billion of this total by 2028. 44% of people prefer to learn about new products or services through short video content. 87% of marketers say that video marketing directly increases sales. Short-form videos offer marketers the highest returns of all social media marketing strategies, with 30-60 videos being the most successful (Social, 2024).

In the context of this research, the marketing mix consists of four main elements: product, price, place (distribution), and promotion. These elements serve as tools to achieve marketing objectives and influence consumer purchasing decisions. Product In the automotive context, product includes the features, design, and quality of the car. Digital marketing should highlight product advantages to attract consumer attention (Kotler & Armstrong, 2007). Price Competitive pricing strategies can influence consumer decisions. Discounts or special offers promoted digitally can also attract buyers (Kotler & Keller, 2016). Digital Points of Distribution through dealer websites and e-commerce platforms make it easier for consumers to access information and make purchases. Information accessibility is key in purchasing decisions (Assauri, 2014). Promotion Promotion through online advertising and social media can increase brand awareness and attract consumer attention. The effectiveness of various promotional channels needs to be analysed to understand their impact on purchasing decisions (Mtarget, 2023).

Marketing that seeks to increase sales also needs to know how consumers behave towards a product or brand. Consumer behaviour refers to the way individuals search for, select, purchase and use products or services. With the increasing use of the internet and social media, consumers are now more likely to do online research before buying a car. They look for reviews, price comparisons, and information about vehicle features (Kotler & Keller, 2016). Research needs to explore how consumers use digital information to shape their preferences in the decision-making process. Here, it is also necessary to understand if the combination of elements such as effective promotion and competitive pricing can produce a greater impact than if each element is applied separately (Kotler & Armstrong, 2007).

Regarding purchasing decisions, it is also necessary to know the relationship of each element in the digital marketing mix to consumer purchasing decisions in the context of the literature review. The relationship between product attributes and consumer purchase decisions has been extensively studied in the marketing literature. Key factors that influence these decisions include product quality, price, online reviews and corporate social responsibility. Numerous studies emphasise that product quality significantly influences purchase decisions. High-quality products tend to fulfil customer needs and expectations, leading to positive purchase intentions. For example, one study concluded that product quality has a significant positive influence on purchasing decisions, indicating that consumers tend to choose products that are perceived as high quality over others (Aghitsni & Busyra, 2022; Andriyani & Zulkarnaen, 2017; Rajasa, Manap, Ardana, Yusuf, & Harizahayu, 2023). This is in line with the notion that consumers judge products based on their durability, reliability, and overall performance before making a decision (Prihartono, 2021).

Price is another important factor influencing purchasing decisions. Research consistently shows that competitive prices can increase consumer interest and desire to buy. Research reveals that lower prices can increase purchase intention, as consumers often consider perceived value compared to cost (Azis & Ali, 2023; Prihartono, 2021; Rajasa et al., 2023). In addition, pricing strategies can shape consumers' perceptions of product quality; for example, higher prices may indicate higher quality, thus influencing the decision-making process (Nurfauzi, Taime, Hanafiah, Yusuf, & Asir, 2023).

The influence of place on consumer purchasing decisions is an important aspect of marketing management. Place refers to the physical location where the product is offered and displayed to potential customers. Place serves as a medium for introducing products and placing employees in a way that attracts customers. Places that are easily visible and accessible significantly influence purchasing decisions, regardless of product quality (Masruri, Basalamah, & Wahono, 2021). Previous

research has also shown that in car sales, the atmosphere of a place, in this case the showroom, has a major influence on purchasing decisions (Beddu & Bhakti, 2023; Pitri, 2023; Tamsil, Arfah, Semmaila, & Arifin, 2022).

The literature on the relationship between car showroom promotions and purchase decisions is consistent in highlighting the significant impact of promotional activities on consumer purchasing behaviour in the automotive sector. Research consistently shows that promotions have a positive and significant influence on car purchase decisions. For example, a study on Wuling car showrooms in Fatmawati, South Jakarta, and Summarecon Bekasi found that promotions significantly influence purchasing decisions, with a statistical T-value indicating a strong positive relationship (Islahuben, Widayati, Yenita, & Budiawan, 2023). Various types of promotions, such as discounts and coupons, are very effective. These promotions encourage consumers to take advantage of the perceived value, which leads to an increase in purchase intention (Sodikin, 2020). Correlation and regression analyses support a strong relationship between promotions and purchase decisions. For example, several studies have found that promotional variables have a direct impact on purchasing decisions (Carsana & Kevin, 2020; Nurhalim, 2023).

Based on the explanation above, the authors are interested in examining “The Effect of Marketing Mix on Used Car Purchasing Decisions at Jaya Mobil Jakarta”.

LITERATURE REVIEW

Marketing Mix

The marketing mix is a collection of variables that can be controlled and combined by the company to produce the desired response in accordance with the target market. The marketing mix is a marketing tool used by companies to achieve company goals in target markets. These marketing tools are classified into four groups called the four P's of marketing: product, price, place and promotion (Kotler & Armstrong, 2007).

Product

Products are anything offered by producers to be noticed, bought, consumed or used by consumers and other producers as a fulfilment of needs or desires (Kotler & Armstrong, 2007). Product quality is closely related to purchasing decisions, because in deciding a purchase, one of the important aspects that is taken into consideration for consumers is the quality of the product itself. Products that have good quality will provide a sense of satisfaction to consumers which in turn will make these consumers loyal to the product. Thus, it is important for companies to be able to provide quality in accordance with the wants and needs of their consumers by paying attention to existing market quality standards. According to Kotler and Armstrong (2007) product indicators consist of product diversity, product quality and product packaging. Product diversity, is a collection of all products and goods that certain sales offer to consumers. Product quality, is a condition where the value of an item is in accordance with predetermined measurement standards. Product quality can indicate the size of the product's durability, product trustworthiness, product accuracy, ease of product operation, and maintenance and completeness of other attributes that are assessed. Product packaging is an important marketing tool to attract attention, describe the product, and make sales. In addition, product packaging also plays a role in creating instant company or brand recognition to consumers.

Price

According to (Sjaroni, Noveria, & Djunaedi, 2019) price is defined as the exchange value of an item expressed in money. Kotler and Armstrong (2007) state that price is the only element of the marketing mix that generates revenue, while other elements incur costs. In addition, price is also one of the most flexible elements of the marketing mix (can be changed quickly). At the same time, pricing and price competition are also major problems faced by companies. Pricing indicators are measures that characterise the success of pricing. According to Kotler and Armstrong (2007), price indicators consist of: Price affordability, price suitability, price competitiveness, price match with

benefits. This price affordability measures whether the price set by the company can be reached by the target market or not. Prices that are affordable by the target market will be a consideration for consumers to buy the products being sold. Price suitability measures whether the price set by the company is comparable to the quality of the product offered. Price competitiveness measures whether the price set is too low or too high compared to competitors. Because consumers tend to compare the prices of similar products with various brands. Price compatibility with these benefits measures whether the price that has been determined is comparable to the benefits of the product or not, because the product must also have a comparable relationship with the benefits.

Place (distribution)

Determination of the right location is an important factor that must be considered, because it can affect the development of a business and be able to increase consumer desires in making purchasing decisions Iskandarsyah & Utami (2017). This positioning and distribution channel is one of the variables in the marketing mix which is focused on being able to provide products and services to consumers at the right time and place. So it is important for companies to ensure the safety of their products (Ismanto, 2020). The following is a brief explanation of the location indicators according to Santoso & Widowat (2011), namely affordability, smoothness, proximity to the residence. Affordability refers to the ease of access that consumers have to reach the business location. The location must be reachable with reasonable time, cost, and effort by the target market. Smoothness relates to how smoothly access to the location is, including infrastructure such as roads, public transport, and conditions that minimise barriers for consumers to come to the establishment. Proximity to residence / A strategic location is one that is close to where consumers live, making it easier for them to visit. This proximity also reduces travelling time and costs for consumers.

Promotion

Promotion is the spearhead of marketing or business activities of a product or service to reach the target market. All business activities in all aspects are designed systematically, measurable and directed according to scientific principles, including promotional planning (Kotler and Armstrong, 2007). Promotional activities arranged through promotional strategies seek to communicate products, prices, and distribution channels to other parties to influence purchasing decisions (Suryati, 2015). Promotion indicators according to Kotler & Armstrong (2007), include:

1. Advertising; consists of a number of non-personal communications paid for by a specific sponsor, and the sponsor pays to one or more media (TV, radio, magazines, etc.).
2. Personal Selling; consists of verbal communication between a seller and one or more prospective buyers aimed at influencing purchases.
3. Sales Promotion; consists of a number of promotional activities, namely trade shows, contests, displays, etc.
4. Direct-Marketing; includes communications that allow companies to make direct contact with buyers.
5. Public Relations; consists of communications that are presented in commercial media but are not directly paid for by the sponsor.
6. Word of Mouth; efforts in which the company must also deal with the interests of the larger public, not only limited to consumer relations.

Purchase Decision

The decision-making process according to Iskandarsyah & Utami (2017) is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions. The consumer decision process does not end with the purchase, but continues until the purchase becomes an experience that can be used as a consideration for consumers in making future purchasing decisions. According to Kotler & Keller (2016), there are five stages that buyers go through to reach a purchase decision, namely: problem recognition, information search, alternative

evaluation, purchase decision, post-purchase behaviour.

RESEARCH METHODOLOGY

The research method used is quantitative with a survey approach through questionnaires distributed to 115 respondents. The data analysis method in this study uses multiple linear regression, validity and reliability tests, hypothesis testing using the F test and t test, the coefficient of determination.

RESULTS AND DISCUSSIONS

Respondent Characteristics

From the results of the study, the characteristics of respondents based on :

a) Gender

Based on the data, the respondents were dominated by men as many as 78 people or 68% of the total respondents. Meanwhile, female respondents totalled 37 people or 32%. This proportion shows that used car consumers at Jaya Mobil Jakarta are mostly male, which may be related to the perception that men are more dominant in vehicle purchases or have a higher interest in automotive. This is important information in developing a more targeted marketing strategy.

b) Age

In terms of age, the 30-40 age group is the largest, with 49 people or 43 per cent. This group is at a productive age, which generally has a steady income and high mobility needs. Furthermore, 36 people or 31% were in the 41-50 age group, which is also an age with a relatively high level of financial stability. 51-60 years old accounted for 21 people (18%), and the remaining 9 people (8%) were over 60 years old. This distribution reflects that the majority of Jaya Mobil Jakarta's used car customers are in the productive and financially mature age range, which is a potential target market.

c) Education

In terms of the latest education, respondents with a Bachelor's degree (S1) were the most numerous, as many as 54 people or 47%. This shows that Jaya Mobil Jakarta consumers are dominated by individuals who have a relatively high level of education, which is most likely also directly proportional to their purchasing power and preference for product quality. Then, 25 people (22%) are Diploma graduates, followed by 17 people (15%) who are high school graduates. Respondents who graduated from Masters (S2) were 14 people (12%), Doctoral (S3) were 3 people (3%), and the remaining 2 people (1%) came from other educational backgrounds. This indicates that consumers come from a fairly diverse educational background.

DATA ANALYSIS RESULTS

a) Validity and reliability test

Testing of this research instrument, both in terms of validity and reliability, was carried out on 115 respondents. The test results show that all research instruments used are valid, which can be seen from the correlation value between items which is greater than 0.195 ($\alpha = 0.05$, $N = 115$). In addition, the reliability coefficient (Cronbach's Alpha) obtained is greater than 0.60, which indicates that all instruments are reliable.

b) Analysis Results

The results of the regression analysis can be seen in the table below, which shows the coefficient values, t-count values, and significance levels for each variable.

Table 1. Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients		Sign
	B	Std. Error	Beta	t	
1 (Constant)	.824	.470		1.753	.082
X1	.117	.129	.072	.905	.368
X2	.261	.117	.218	2.225	.028
X3	.196	.120	.129	1.635	.105
X4	.473	.069	.573	6.881	<.001

a. Dependent Variable: Y

Based on the results of the regression analysis, the regression equation obtained is :

$$Y = 0.824 + 0.117X1 + 0.261X2 + 0.196X3 + 0.473X4 + e$$

Based on the results of the regression analysis, the regression equation obtained is:

For the product variable (X1), the coefficient obtained is 0.117, which indicates that if the product variable increases by one unit, the purchasing decision will increase by 0.117, assuming other variables remain constant.

Furthermore, for the price variable (X2), the coefficient obtained is 0.261, which indicates that if the price increases by one unit, the purchasing decision will increase by 0.261, assuming other variables are constant.

On the place variable (X3), the coefficient obtained is 0.196, which indicates that if the place increases by one unit, the purchasing decision will increase by 0.196, assuming other variables remain constant.

Finally, for the promotion variable (X4), the coefficient obtained is 0.473, which indicates that if the promotion increases by one unit, the purchasing decision will increase by 0.473, assuming other variables are constant.

c) Simultaneous Hypothesis Testing (F Test)

This F test aims to test whether the regression model as a whole can explain variations in the dependent variable.

Table 2. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1073.671	4	268.418	613.582	<.001 ^b
	Residual	48.121	110	.437		
	Total	1121.791	114			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X1, X2

Based on Table 2, hypothesis testing was carried out with the F Test, namely testing simultaneously (together) to see the effect of Product (X1), Price (X2), Place (X3), and Promotion (X4) on Purchasing Decisions (Y). The F-test results show that F-Count = 613.582, which is greater than F-Table = 2.45 at the 0.05 significance level. This shows that Ha is accepted and Ho is rejected, meaning that there is a significant influence together from Product (X1), Price (X2), Place (X3), and Promotion (X4) on Purchasing Decisions (Y). In other words, these variables have a considerable contribution in explaining variations in purchasing decisions.

d) Partial Hypothesis Testing (t test)

The t-test will then provide more detailed information about the individual contribution of each variable in this regression model.

Table 3. t Test

Model		Unstandardized Coefficients		Standardized Coefficients		Sign
		B	Std. Error	Beta	t	
1	(Constant)	.824	.470		1.753	.082
	X1	.117	.129	.072	.905	.368
	X2	.261	.117	.218	2.225	.028
	X3	.196	.120	.129	1.635	.105
	X4	.473	.069	.573	6.881	<.001

a. Dependent Variable: Y

Based on Table 3, hypothesis testing was carried out with the t test (Partial) obtained:

Product variable (X1) sign value. $0.368 > 0.05$ and t-count $(0.905) < t$ -table (1.984) with the status of H_a rejected and H_o accepted, meaning that the product variable does not have a significant effect on the purchasing decision of the former Jaya Mobil Jakarta.

Price variable (X2) Sign value. $0.028 < 0.05$ and t-count $(2.225) > t$ -table: 1.984 with the status of H_a accepted and H_o rejected, meaning that the price variable has a significant effect on purchasing decisions for used Jaya Mobil Jakarta.

Place variable (X3) sign value. $0.105 > 0.05$ and t-count $(1.635) < t$ -table (1.984) with the status of H_a rejected and H_o accepted, meaning that the place variable has no significant effect on the decision to purchase a used car Jaya Mobil Jakarta.

Promotion Variable (X4) Sig Value. <0.001 and t-count $(6,881) > t$ -table $(1,984)$ with the status of H_a accepted and H_o rejected, meaning that the place variable has a significant effect on purchasing decisions for used cars Jaya Mobil Jakarta.

e) Coefficient of Determination

Tabel 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.978 ^a	.957	.956	.661

a. Predictors: (Constant), X4, X3, X1, X2

From table 4, this regression model shows a strong relationship between the independent variable and the dependent variable. The value of $R = 0.978$ indicates a very high strength of relationship between the independent variables and the purchase decision. In addition, the R^2 value = 0.957 indicates that 95.7% of the variation in used car purchase decisions can be explained by the product, price, place, and promotion variables.

DISCUSSION

The Effect of Products on Purchasing Decisions for Used Cars at Jaya Mobil Jakarta

In general, products can have a positive effect on purchasing decisions. The better the quality and attractiveness of the products offered, the more likely consumers are to make purchasing decisions. Products that have good quality and meet consumer needs tend to be more desirable. This is in line with the opinion of Kotler and Keller (2016) who state that product quality and its ability to meet consumer needs and expectations are the main factors that influence purchasing decisions. In addition, according to Schiffman and Kanuk (2010), consumers tend to choose products that are not only of high quality but also have features that are relevant to their needs, and have a positive image in the minds of consumers. Therefore, companies need to ensure that the products offered have a quality that matches market expectations in order to increase purchasing decisions. In this study, products do not have a significant effect on purchasing decisions for used cars at Jaya Mobil Jakarta, this can be due to the unique characteristics of used cars, where customers focus more on vehicle condition, price, and usage history, not just general product attributes.

The Effect of Price on Purchasing Decisions for Used Cars at Jaya Mobil Jakarta

In this study, the price variable has a significant effect on purchasing decisions. This means that pricing in accordance with consumer purchasing power and the value perceived by consumers will influence their decision to buy the product. Pricing that is competitive and in accordance with the value of the product can attract buyers and increase the purchase rate. The price factor is often an important consideration in purchasing decisions. According to Kotler and Armstrong (2017), price reflects not only the cost of the product but also consumers' perceptions of the value they receive, which in turn will influence their purchasing decisions. Therefore, companies need to keep prices affordable but still reflect the quality of the products offered.

The Effect of Place on Purchasing Decisions for Used Cars at Jaya Mobil Jakarta

Place variables, which refer to the distribution and availability of products in strategic locations, can have an influence on purchasing decisions. The ease of access and availability of products in places that are easily accessible to consumers will influence their decision to buy. As stated by Perreault, Cannon, and McCarthy (2013), an effective distribution strategy is one of the factors that influence the marketing success of a product. If the product is available in a strategic and easily accessible location, then the likelihood of consumers making a purchase is greater. Therefore, companies must pay attention to efficient distribution channels to ensure that products can be easily reached by consumers. In this study, place does not have a significant effect on purchasing decisions for used cars at Jaya Mobil Jakarta, this can be due to the development of digitalisation allowing customers to buy cars online without the need to consider the location of the showroom directly.

The Effect of Promotion on Purchasing Decisions for Used Cars at Jaya Mobil Jakarta

In this study, the promotion variable has a significant effect on purchasing decisions. Effective promotions, whether through discounts, advertisements, or other marketing activities, can attract consumers' attention and increase their desire to buy products. Promotion plays an important role in creating awareness and consumer interest in the products offered. According to Schindler (2010), promotion serves to introduce products to the market and build stronger relationships with consumers. With the right promotion, companies can increase sales volume and strengthen product position in the market. Therefore, companies need to design the right promotional strategy in order to reach more consumers.

The Effect of Product, Price, Place, Promotion on Purchasing Decisions for Used Cars at Jaya Mobil Jakarta

Overall, the results of this study support the hypothesis that product, price, promotion, and place variables together have a significant effect on purchasing decisions. Therefore, companies need to consider these four factors in formulating their marketing strategies to improve purchasing decisions and competitiveness in the market.

CONCLUSION

1. Product, price, place, and promotion together have a positive effect on purchasing decisions for used cars at Jaya Mobil Jakarta. This is shown through the regression equation, namely $Y = 0.824 + 0.117X_1 + 0.261X_2 + 0.196X_3 + 0.473X_4 + e$, which describes the mathematical relationship between these variables.
2. Analysis of the coefficient of determination (R^2) shows a very high value of 0.957 or 95.7%, indicating that the four independent variables have a very large contribution in influencing purchasing decisions. Only a small portion, namely 4.3%, is influenced by other variables not included in this study.
3. Testing the model as a whole resulted in an F-count of 613.582, far exceeding the F-table value of 2.45. This proves that simultaneously, all independent variables have a very significant influence on purchasing decisions. Among all the variables studied, the Promotion variable (X_4) has the

most dominant influence, indicated by a standardised beta coefficient of 0.573 and the highest t-count value of 6.881. Meanwhile, partial testing for the effect of product and place has no significant effect on purchasing decisions for used cars at Jaya Mobil Jakarta, but partial testing for price and promotion has a significant effect on purchasing decisions for used cars at Jaya Mobil Jakarta.

4. Among all the variables studied, the Promotion variable (X4) has the most dominant influence, indicated by the standardised beta coefficient of 0.473 and the highest t-count value of 6.881.

LIMITATION AND STUDY FORWARD

This study only discusses the effect of marketing mix with four elements, namely product, price, place and promotion on purchasing decisions for used cars at Jaya Mobil Jakarta. Meanwhile, the purchase decision itself is influenced by many other relevant factors. Therefore, future research can develop this research by adding other factors that influence purchasing decisions.

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