

# The Impact of Product Quality, Price, Promotion on The Purchase Decision of Honda Genuine Part (HGP) Motorcycle Brake Padsin Wahana Honda GunungSahari Jakarta

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**ABSTRACT:** The purpose of this study is to examine and analyze the influence of product quality, price, and promotion on the purchasing decisions of Honda Genuine Part (HGP) motorcycle brake pads at Wahana Honda GunungSahari. The population of this study consists of all customers of the service and parts departments of Wahana Honda GunungSahari in Jakarta who purchase and service Honda motorcycles. Using accidental sampling technique, this study obtained a sample of 100 respondents who were encountered by the researcher during the distribution of questionnaires. Data analysis was conducted using multiple linear regression and hypothesis testing. The results of the hypotheses indicate that product quality, price, and promotion together have a positive and significant influence on purchasing decisions. Furthermore, each variable of product quality, price, and promotion also has a positive and significant partial influence on purchasing decisions.

**KEYWORDS:** price, product quality, promotion, purchasing decision.

## I. INTRODUCTION

Nowadays, owning a motorized vehicle, especially a motorcycle, is a basic need for the community. This vehicle allows accessibility and efficiency in carrying out various activities. It is such a common for families to have more than one motorcycle, some even have two or more. This phenomenon has become commonplace and accepted because there are many opportunities in all walks of life. Smart business people must see

the opportunities that arise from the progress of this motorized vehicle. One of the opportunities that can be developed is the spare parts market. Spare parts are an undeniable need for every motorbike user, and the existence of a spare parts sales company is very much needed by the community.

However, with the many brands of replacement parts available, consumers are increasingly selective in choosing which brand to use for their vehicle needs or repairs, especially motorcycles. The presence of counterfeit spare parts has increased competition in the spare parts industry in Indonesia. However, original spare parts remain the main choice of the Indonesian people to this day, because they have many advantages. The choice of consumers in determining certain substitutes cannot be underestimated. Before consumers decide to buy a product, they must consider many things, such as product quality, price, and promotion [5]

Honda Genuine Part (HGP) as an original spare part brand for Honda motorbikes which is currently developing is aware of this competition. HGP strives to give trust and hope to consumers to continue to provide satisfaction to them. In Indonesia, especially in Jakarta, there are many official and non-official stores that sell various kinds of spare parts for Honda motorcycles including brake linings. Brake pads contribute around 20% of HGP's total sales, as they are fast-moving parts and a very important component in motorcycles. One of the official Honda repair shops that has the highest sales of HGP spare parts

including brake pads is Wahana Honda GunungSahari, located in Jakarta.

In today's competitive environment, manufacturers are challenged to provide quality and added-value products to differentiate themselves from the competition. Product quality is one of the factors that consumers consider before buying a product. In addition to product quality, the price aspect is also important because each price set by the manufacturer causes different product demands. In most cases, demand and price are inversely related, the higher the price, the lower the demand for the product [17]. Therefore, manufacturers must attach great importance to setting the right price. In addition to product quality and price, the company's ability to communicate products to consumers through sales promotions is also important. Advertising is a company activity whose goal is to highlight product quality and persuade consumers to buy it [22].

In the current situation, there is a phenomenon that occurs especially in Jakarta regarding Honda Genuine Part (HGP) brake linings, where there are many fake brake linings spreading which indirectly damages the quality image of HGP brake linings and impacts sales. When compared to their service life, HGP brake pads have a lifespan of around 4 years, while KW brake pads only last around 1-2 years. Apart from product quality, HGP's brake linings in Jakarta are still competitive in terms of price with competing products such as Aspira, although there is a significant price difference with counterfeit or KW brake linings. Regarding promotion, the efforts made have been quite good with discount promos and spare parts purchase packages both through direct sales and through digital applications, especially at Wahana Honda GunungSahari. However, the promotions that have been carried out have not or rarely been specific to specific products, such as brake pads, but are more general in nature towards all HGP spare parts products.

This study aims to analyze the factors that affect the purchasing decision of HGP (Honda Genuine Part) brake pads. Previous research by [20] shows that product quality, price, promotion, and location have a significant impact on purchasing decisions. Meanwhile, research by [14] found that product quality has a positive and significant impact on purchasing decisions, while price has a negative but not significant impact on purchasing decisions. However, the results of research by [13] show that product quality does not have an impact on purchasing decisions, product prices do not have an impact on purchasing

decisions, but sales promotions do have an impact on purchasing decisions.

Based on the background of the problems described in previous research, the researcher is interested in continuing the research with the title "The Impact of Product Quality, Price, and Promotion on the Purchase Decision of Honda Genuine Part (HGP) Motorcycle Brake Pads at Wahana Honda GunungSahari Jakarta.

## **II. LITERATURE REVIEW**

### **Product Quality**

Product quality, according to [8], refers to the product's ability to fulfill its functions properly, including durability, reliability, and accuracy. Companies need to continuously improve the quality of the products or services they offer because quality improvement can increase customer satisfaction and encourage them to repurchase. Quality standardization is important to ensure that the products produced meet predetermined standards so that consumer confidence in the product is maintained. A customer's experience in buying a good or bad product can impact their decision to buy again. Therefore, companies must be able to create products that suit the needs and preferences of consumers. If there is a need that cannot be met, the company must respond by developing products according to consumer expectations. Thus, product quality can be defined as the ability of a product to meet consumer needs and preferences.

Product quality indicators mentioned by Kotler and Keller [17] include shape, features, customization, quality of work, quality of conformity, durability, reliability, ease of repair, style, and design. These factors describe the aspects that need to be considered in assessing product quality.

### **Price**

Meanwhile, price is the value of money set by the company in return for the goods or services offered. Price also includes services provided by sales, and the company also expects to profit from the price set. Price acts as the main determining factor in consumer purchasing decisions.

Price is also an important element in marketing strategy. If the price is too high, consumers may not be able to afford the product, which has a negative impact on marketing. On the other hand, if the price is too low, it can affect profitability and consumers may perceive the product to be of low quality or outdated. Therefore, the price of a product can reflect the quality it has.

According to Kotler and Armstrong, there are four indicators that characterize prices, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with the benefits provided by the product. These factors provide an overview of how product prices can impact consumer purchasing decisions.

### Promotion

Promotion is an important element in the marketing mix used by companies to market their products or services. The role of promotion is very important in increasing sales because it can attract consumers' attention and influence their purchasing decisions for these products.

According to [8], the promotional mix, also known as the marketing communications mix,

consists of a certain combination of elements such as advertising, sales promotion, direct marketing, personal selling, and public relations that are used by companies to communicate persuasively to customers and build relationships with them. Following are the main indicators of promotional tools: Advertising, Sales promotion, Direct marketing, Personal selling, Public relations

### Consumer behavior

Consumer behavior is the study of how individuals, groups, or organizations make decisions to buy, select, and consume and how products, ideas, and experiences satisfy their wants and needs. [8] presented a model of consumer behavior to understand the consumer decision-making process when buying a product which is described in the figure below.

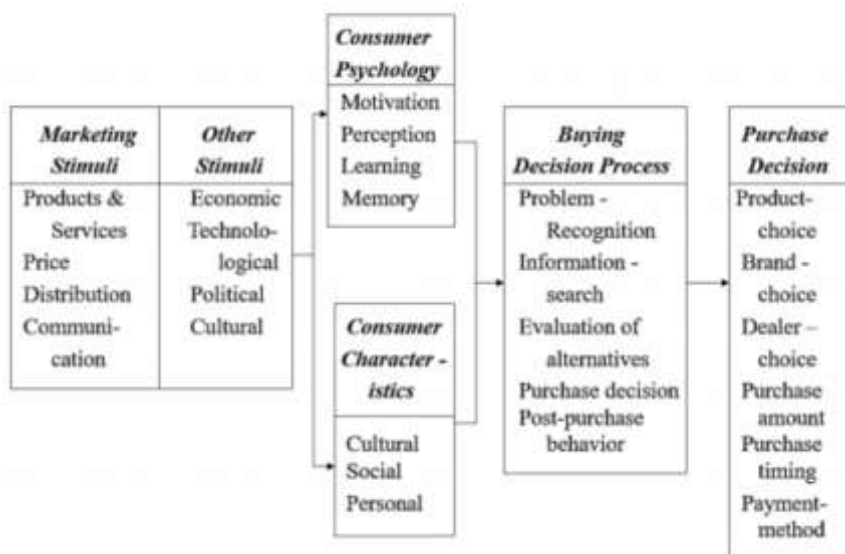


Figure 1. Consumer Behavior Model (Kotler & Keller 2009)

The figure above shows that marketing stimuli, which include product, service, price, distribution, and communication, along with other factors such as business, technology, politics, and culture, impact consumer psychology and characteristics. This stimulation process affects the psychological response and characteristics of consumers, which in turn influence the buying decision-making process. After going through this process, the consumer then makes a purchase decision

Consumer buying behavior cannot be separated from consumer behavior as a whole. There are several factors that influence consumer

buying behavior, including cultural, social, personal, and psychological factors [8]. Cultural factors include values, norms, and behavior patterns that are accepted in a social group. Social factors involve the impact of social groups, such as family, friends, and other reference groups. Personal factors include individual characteristics such as age, gender, education, and economic status. While psychological factors involve individual motivation, perceptions, attitudes, and beliefs that influence their buying decisions. All of these factors interact with each other and shape the overall buying behavior of consumers.) as shown below:

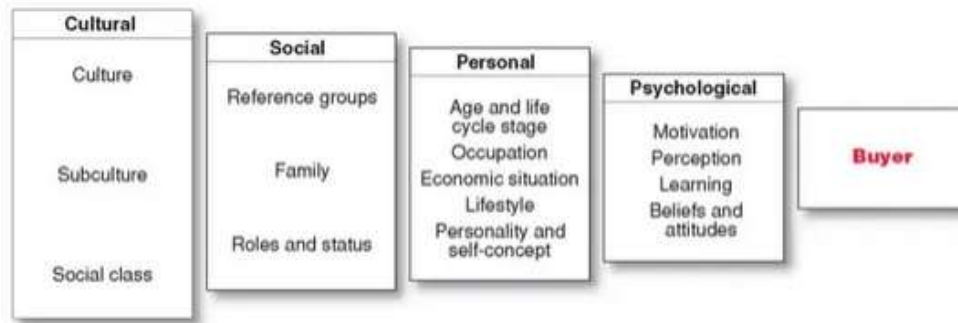


Figure 2. Factor Affecting Consumer Behavior (Kotler & Keller, 2009)

### Purchasing Decision Process

The buying decision process involves a series of stages that consumers go through in making a decision to buy a product or service. To help companies understand this process, a step-by-step model of the buying decision process is used. According to [8], there are 5 stages in the consumer buying decision process. The following are indicators for each stage in the purchasing decision process according to [8]: Problem recognition, Information search, Alternative evaluation, Purchase decision, and post-purchase behavior.

### III. METHODOLOGY

#### Conceptual Framework

The conceptual framework is a model that describes the relationship between theory and factors that are considered important in a study. The aim is to provide a theoretical explanation of how the independent variable (the influencing variable) is related to the dependent variable (the influencing variable). By using a conceptual framework, researchers have a systematic guide to explain the theories used in their research. The conceptual framework helps establish a solid theoretical foundation and enables researchers to relate relevant variables and understand the relationships between these variables. As such, conceptual frameworks play an important role in designing and conducting comprehensive and focused research.

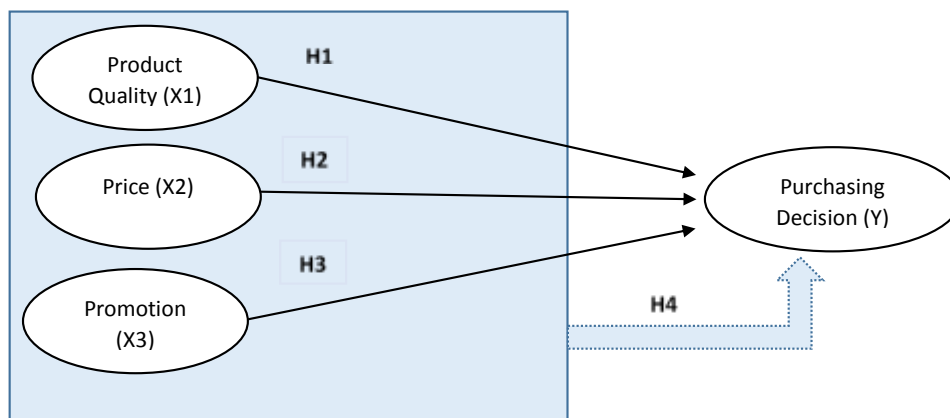


Figure 3. Research's Conceptual Framework, 2023

Regarding to the background and empirical studies that have been described previously, the researchers formulated the following hypotheses:  
 H1: Product quality has a significant impact on purchasing decisions.  
 H2: It is suspected that price has a significant impact on purchasing decisions.

H3: It is suspected that promotion has a significant impact on purchasing decisions.  
 H4: It is suspected that the simultaneous and significant impact on product quality, price, and promotion has an impact on the decision to purchase HGP brake linings at WahanaGunungSahari Jakarta.

This is causality research with quantitative methods that was conducted from May to July 2023 at WahanaGunungSahari - Jakarta with 100 respondents selected by accidental sampling method as a study sample from the entire consumer population who visited the WahanaGunungSahari

Jakarta in order to have some repairments and brake pads purchase.

The data gathered from the respondents analyzed by several types of data analysis techniques and hypothesis testing, such as descriptive statistics; validity tests; reliability tests; classical assumption tests; t-test, f-test, as well as multiple linear regression analysis tests.

#### IV. RESULT AND DISCUSSION

##### Respondent Characteristics

**Table 1. Respondent Characteristics**

No.	Type	Amount	Precentage
1	ADV	2	2%
2	BEAT	32	32%
3	BLADE	1	1%
4	CB 150R	2	2%
5	CBR 150R	1	1%
6	GENIO	2	2%
7	MEGAPRO	3	3%
8	PCX	36	36%
9	REVO	8	8%
10	SCOOPY	2	2%
11	SONIC	1	1%
12	SPACY	2	2%
13	SUPRA	5	5%
14	VARIO	3	3%
	Total	100	100%
No	Gender	Amount	Precentage
1	Male	91	91%
2	Female	9	9%
	Total	100	100%
No	Age	Amount	Precentage
1	17-25 years old	15	15%
2	26-35 years old	31	31%
3	36-40 years old	35	35%
4	41-55 years old	19	19%
	Total	100	100%

Source: Primary data processed, 2023

Data in the table shows that the most are the BEAT & PCX types because the BEAT type is the type sold in the low automatic segment while the PCX type is the most sold in the high automatic segment. Then from the table, it can be seen that 91% are men as normally men who best understand in technical issues related to motorbike servicing and spare parts, though these motorbikes are universal and can be used by women. And then from the table, it can be seen that the ages of 26 – 35 years and 36 – 40 years are the most common because on average at that age they have high

activity/mobility so they need transportation which has an impact on motorcycle maintenance and spare parts renewal.

##### Instrument Testing

###### a) Validity Test

Data processing by SPSS program shows that the variable product quality (X1), price (X2), promotion (X3), and purchasing decisions (Y1) show significant results with an error rate of 5%. This can be seen from the value of the r count which is greater than the r table of 0.195. That is,

each statement submitted is considered valid to measure the variables of product quality, price, promotion, and purchasing decisions.

**b) Reliability Test**

In the reliability test using the SPSS program, it is known that the product quality variable has a Cronbach value of 0.899, price of 0.821, promotion of 0.895, and purchase decision of 0.86. This value is greater than 0.6 which

indicates that each statement submitted in measuring product quality, price, promotion, and purchasing decisions is reliable. This shows that if these statements are repeated, the results will be consistent.

**Classical Assumption Test Results**

**a) Multicollinearity Test**

The multicollinearity test results are shown in the following table:

**Table 2. Multicollinearity test**

Variable	VIF	Detail
Product Quality (X1)	4,406	No Multicollinearity
Price (X2)	2,258	No Multicollinearity
Promotion (X3)	3,332	No Multicollinearity
Variable	Tolerance	Detail
Product Quality (X1)	0,227	No Multicollinearity
Price (X2)	0,443	No Multicollinearity
Promotion (X3)	0,3	No Multicollinearity

Source: Primary data processed, 2023

In the table above it can be concluded that the variables Product Quality, Price, and Promotion do not indicate a multicollinearity problem. This can be seen from the VIF (variance inflation factor) value which is less than 10 and the Tolerance value is more than 0.10.

**b) Heteroscedasticity Test**

In research, decision-making using the Glejser test for the heteroscedasticity test is based on the resulting significance value. The results of data processing are shown as follows:

**Table 3. Glejser Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.534	.711		.751	.454
	X1	.025	.037	.144	.673	.502
	X2	-.001	.052	-.003	-.019	.985
	X3	-.028	.050	-.104	-.561	.576

a. Dependent Variable: Abs\_Res

Source: Primary data processed, 2023

From the table above, if X1 has a significance value of 0.502 ( $> 0.05$ ), X2 has a significance value of 0.985 ( $> 0.05$ ), and X3 has a

significance value of 0.576 ( $> 0.05$ ), it can be concluded that no significant heteroscedasticity in the regression model.

**c) Normality Test**

**Table 4. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>		Mean
		0,0000000
		Std. Deviation
		1,12062610
Most Extreme Differences		Absolute
		0,084
		Positive
		0,080
		Negative
		-0,084
Test Statistic		0,084
Asymp Sig. (2-tailed)		0,077 <sup>c</sup>

a. Test distribution is normal

b. Calculated from data

c. Lilliefors Significance Correction

Source: Primary data processed, 2023

because the significance (2-tailed) 0.077c is greater than 0.05.

In the table above it can be concluded that the regression model is normally distributed

### Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,495	1,167		2,995	0,003
Kualitas Produk	0,186	0,060	0,288	3,096	0,003
Harga	0,339	0,085	0,264	3,964	0,000
Promosi	0,440	0,082	0,434	5,365	0,000

Product Quality  
Price  
Promotions

a. Dependent Variable: Purchasing Decision

Source: Primary data processed, 2023

Through the data above, the regression equation is obtained as follows:

$$Y = 3.495 + 0.186X_1 + 0.339X_2 + 0.440X_3 + 1.167$$

### Hypothesis Test Results

#### a) Partial significance test (t-test)

The results of the partial test (t-test) can be concluded that the variables Product Quality (X1), Price (X2), and Promotion (X3) have a significant effect on the Purchase Decision variable (Y).

For the Product Quality variable (X1), the calculated t value (3.096) is greater than the t table value (1.985) and the significance value (0.003) is less than 0.05. This shows that the variable Product Quality has a significant effect on Purchasing Decisions.

Likewise, for the price variable (X2), the calculated t value (3.964) is greater than the t table value (1.985) and the significance value (0.000) is less than 0.05. This shows that the price variable has a significant effect on purchasing decisions.

In addition, for the Promotion variable (X3), the calculated t value (5.365) is also greater than the t table value (1.985) and the significance value (0.000) is less than 0.05. This shows that the promotion variable has a significant effect on purchasing decisions.

Thus based on the results of the partial test (t-test) it can be concluded that the three independent variables (Product Quality, Price, and Promotion) have a significant effect on the dependent variable (Purchasing Decision).

#### b) Simultaneous Significance Test (F Test)

Table 6. F- Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	534.666	3	178.222	137.618	.000 <sup>b</sup>
	Residual	124.324	96	1.295		
	Total	658.990	99			

a. Dependent Variable: Y

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

Source: Primary data processed, 2023

The test results show that there is a significant effect simultaneously on the variable Product Quality (X1), Price (X2), and Promotion (X3) on the Purchase Decision variable (Y).

In this analysis the significance value (0.000) obtained is smaller than the specified significance level (0.05), this indicates that there is a significant effect simultaneously of the three independent variables on the dependent variable.

In addition, the calculated F value (137.618) which is greater than the F table value (2.698) also supports the conclusion that there is a significant effect simultaneously. This shows that the overall regression model has a significant effect on purchasing decisions.

c) **Determination Test Results**

The results of the determination test are shown in the following table:

**Table 7. R Square Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.901*	0,811	0,805	1,13800
a. Predictors: (Constant) Kualitas Produk, Harga dan Promosi				
b. Dependent Variable: Keputusan Pembelian				

Source: Primary data processed, 2023

R Square test implicates that the variables Product Quality (X1), Price (X2), and Promotion (X3) are able to explain 81.1% of the variation in the Purchase Decision variable (Y). The R Square value (0.811) is the coefficient of determination which shows the proportion of the dependent variable that can be explained by the independent variables in the regression model. In this case, 81.1% of the variation in Purchase Decisions can be explained by Product Quality, Price, and Promotion which are the independent variables in this study.

The remaining 18.9% is a variation in purchasing decisions explained by other factors not examined in this study. This shows that there are other independent variables that also contribute to purchasing decisions but are not included in the analysis of this study.

Thus, the variables of Product Quality, Price, and Promotion have a significant influence and are able to explain most of the variations in Purchasing Decisions, but there are still other factors that also play a role in explaining the remaining variations.

## V. DISCUSSION

### 1. The influence of product quality (X1) on the decision to purchase HGP brake pads (Y)

The impact of product quality (X1) on purchasing decisions of HGP brake linings (Y) in this study showed positive and significant results. The results of the analysis show that product quality has a significant impact on purchasing decisions.

In the partial impact test (t-test), it was found that the significance value was 0.003 (<0.05), which indicated that there was a significant impact of the product quality variable on purchasing decisions. In addition, the calculated t value (3.096) is also greater than the t table value

(1.985), which indicates that the impact of product quality on purchasing decisions is significant.

Based on the results of this study, it can be concluded that the quality of HGP brake pads is considered very good by consumers. This can cause consumers to feel satisfied and confident so that they are willing to spend money to buy and use HGP brake pads on their Honda motorcycles.

### 2. The influence of price (X2) on the decision to purchase HGP brake pads (Y)

The results of this study indicate that the impact of price on the decision to purchase brake pads HGP (Y) in this study shows positive and significant results. The results of the analysis show that price has a significant impact on purchasing decisions.

In the partial impact test (t test), it was found that the significance value was 0.000 (<0.05), indicating that there is a significant impact of the price variable on purchasing decisions. In addition, the calculated t value (3.096) is also greater than the t table value (1.985), which indicates that the impact of price on purchasing decisions is significant.

Based on the results of this study, it can be concluded that the price of HGP brake pads

not a problem for consumers. Even though the price of HGP brake pads is relatively expensive, consumers still decide to buy. This is because consumers think that the price of HGP brake linings is commensurate with their quality, especially in terms of their long service life and their performance capabilities in braking.

### 3. The influence of promotion (X3) on the decision to purchase HGP brake pads (Y)

The impact of promotion on purchasing decisions of HGP (Y) brake pads in this study showed positive and significant results. The results



of the analysis show that promotions have a significant impact on purchasing decisions.

In the partial impact test (t test), it was found that the significance value was 0.000 (<0.05), indicating a significant impact of the promotion variable on purchasing decisions. In addition, the calculated t value (5.365) is also greater than the t table value (1.985), which indicates that the impact of promotion on purchasing decisions is significant.

Based on the results of this study, it can be concluded that the promotion of HGP brake linings carried out by Wahana Honda GunungSahari is considered very good by consumers. Through discount promo packages and special offers such as brake lining discounts for every purchase through the apps, Wahana Honda GunungSahari provides promo options that suit consumer needs.

#### 4. The influence of product quality (X1), price (X2), and promotion (X3) simultaneously on the decision to purchase HGP brake pads (Y)

The results of this study indicate that the simultaneous impact of product quality, price, and promotion on purchasing decisions of HGP brake pads (Y) in this study shows positive and significant results. The results of the analysis show that the three independent variables have a significant impact on purchasing decisions together.

In the simultaneous impact test (F test), it was found that the significance value was 0.000 (<0.05), which indicates a simultaneous significant impact of product quality, price, and promotion on purchasing decisions. In addition, the calculated F value (137.618) is also greater than the table F value (2.698), which shows a significant impact simultaneously.

## VI. CONCLUSION

Based on the results of the problem formulation, research objectives, hypotheses and discussion in the previous section, the conclusions of this study can be conveyed as follows: 1) Product quality partially (one by one) influences on consumer purchasing decisions at HGP brake pads purchasing decision at Wahana Honda GunungSahari Jakarta.. 2) Price partially (one by one) effecting consumer purchasing decisions at HGP brake pads purchasing decision at Wahana Honda GunungSahari Jakarta.. 3) Partial promotions (one by one) have positive effect on consumer purchasing decisions at HGP brake pads purchasing decision at Wahana Honda GunungSahari Jakarta. 4) The simultaneous impact of product quality, price, and promotion on

purchasing decisions of HGP brake pads (Y) in this study shows positive and significant results.

Therefore, some suggestion for any further researcher to considering about other variables affecting purchasing decisions: service quality, location, and other aspects relevant to consumer experience can provide a more comprehensive understanding of the factors that influence purchasing decisions. In addition, limiting the distribution of respondents in the study to focus more on relevant areas will also provide more relevant and useful results.

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