Effect of promotion and service quality regarding purchasing decisions at the Pradana Honda Dealer Sawangan Branch

Surya Budiman[1], Asep Sulaeman[2], Valeria Shahara[3]

Fakultas Ekonomi dan Bisnis, Universitas Pamulang
Corresponding Author: dosen00464@unpam.ac.id

ABSTRACT

This research aims to determine the influence of promotions and service quality on purchasing decisions at the Sawangan Branch Honda Pradana Dealer. The method used is quantitative. This data collection technique uses the solving formula, and the sample obtained in this study was 77 respondents from consumers of the Honda Pradana Dealer, Sawangan Branch. The research results show that promotions partially influence purchasing decision variables. Service quality partially influences purchasing decision variables. Promotion and service quality simultaneously influence purchasing decisions. The results of this research suggest that the Honda Pradana Dealer, Sawangan Branch, should provide attractive discounts to customers so that customers will feel satisfied. Apart from that, the Honda Pradana Dealer, Sawangan Branch, provides excellent training to its employees to give more attention to customers. Next, the Honda Pradana Branch Dealer. Sawangan provides discounts to promote its products further and notifies customers of new products on social media so they are interested in buying them.

Keywords: Promotion, Service Quality and Purchasing Decisions

1. INTRODUCTION

Increasingly advanced developments in the era of digitalization have given rise to a lot of trade and business competition, resulting in increasingly tight competition. Every company generally wants to run it's business and profit successfully, so it must compete with other companies. One of the toughest competitions is in the automotive sector. The automotive industry can be classified into several types, namely the motorbike industry and the car industry. Many Indonesians need to use public transportation, which has made cars and motorbikes very developed and become competitive in the automotive sector. This makes people highly desire to use their private vehicles, one of which is a car.

Manufacturers of cars, apart from paying attention to the car's function as a means of transporting goods and passengers, must also pay attention to the type and design of the car. This is one of the competitive strategies in the business world when facing tight competition. It allows potential consumers to choose the brand, type, and quality according to their desired needs. With the number of car brands available, car companies are increasingly trying to capture a wider market share. With the variety of consumer requests and desires, producers compete to get sympathy from potential consumers. If a consumer has decided to become a regular customer, they will certainly continue to buy products produced by that company.

Babin (2016) states, "Promotion is a communication function of the company which is responsible for informing and persuading/inviting buyers."Promotion is one of the determining factors in the success of a marketing program. Promotional activities function not only as a communication tool between companies and consumers but also as a tool to influence consumers to purchase or use services according to their wants and needs. According to Fandy Tjiptono (2017), "Service quality or service quality is a measure of how well the level of service provided is able to meet customer expectations." Consumers will usually try to compare the quality of service provided by companies; in this case, companies are required to provide good quality service to influence the product's selling value. Satisfactory service quality encourages consumers to purchase products.

Kotler and Armstrong (2017) argue, "Purchasing decisions are buyers' decisions about which brand to buy. Complex decision-making processes often involve multiple decisions. This decision involves a choice between two or more alternatives." If the promotions carried out by the company can be conveyed

well to customers, then customers will be interested in the products the company sells. Customers will compare the services provided by the company. If the company provides good service, customers will feel satisfied and decide to buy products from that company. This decision involves a choice between two or more alternatives. Consumer purchasing decisions are the stage where consumers may also form the intention to buy the most preferred product, where the consumer's decision to modify, postpone, or avoid is greatly influenced by perceived risk.

When a company has made promotions as attractive as possible, customers will be curious about what products are sold at the company, and then customers will look at the service provided by employees and whether employees serve customers well or not. Once the customer is satisfied with the company's performance, the customer will decide to buy the company's product. Suppose a company can provide good service, directly or indirectly. In that case, its service image will spread widely because the satisfaction will be conveyed from one customer to another, attracting more customers' interest.

The coronavirus or COVID-19 pandemic has greatly impacted various aspects of life. One of them is in the automotive sector. Because people cannot leave their houses to go to showrooms or dealers, the company should aggressively promote on social media so that people are interested in seeing what products are available at the Honda Pradana Sawangan Branch.

Dealers where vehicle brands showcase and sell vehicles. Thus, complementary activities such as vehicle repair or car insurance are also carried out. Dealers Honda Pradana Sawangan sells various car models, namely manual and automatic cars. Each car sold will have a different price based on the type of car. The dealership is one of the after-sales services provided by Honda Pradana Sawangan Branch, which makes it easier for consumers to see and search for information on the products offered and make purchases.

At the Honda Pradana Dealer, Sawangan Branch, there are various categories of cars, namely SUVs, MPVs, sedans, and City Cars. The location of the Honda Pradana Dealer Sawangan Branch is very strategic, namely on the main road, and right next to it is The Park Sawangan Mall. As for competitors located not far away, a Toyota dealer about 1.0 km away also sells cars. You can see the table of sales per unit for the 2020-2021 period as follows:

Table 1. Sales Data on Cars at Honda Pradana Dealer Sawangan Branch

Month	Sales Per unit		Percentage (%)
	2020	2021	
January	12	16	3%
February	51	42	-2%
March	60	30	-5%
April	15	25	7%
May	10	15	5%
June	16	36	1%
July	25	20	-2%
August	21	35	7%
September	29	7	-8%
October	32	40	3%
November	21	35	7%
December	52	28	-5%
Total	344	329	-17%

Source: Honda Pradana Dealer Sawangan Branch, 2022

Based on the data in Table 1, it can be seen that for 2 (two) years, namely 2020-2021, sales at the Pradana Sawangan Honda Dealer show that there has been fluctuating development. In January there was an increase in the percentage of 3%, then from February to March there was a decline in sales. From April to June, there was another increase in sales, and then in the following months, there were increases and decreases. Going up and down in sales will affect product purchases at the Sawangan Branch Honda Pradana Dealer. Based on the data above, the Honda Pradana Sawangan Branch dealer experienced a decline in sales due to a lack of promotions, so customers needed to learn about it and meet customer expectations. Therefore, it is necessary to carry out in-depth exploration to reduce the problems it faces, namely by using the Marketing Mix, which is one of the marketing tools necessary to maintain and improve purchasing decisions for Honda Pradana Dealer products, Sawangan Branch. According to Kotler and Armstrong (2016), "In general, the marketing mix emphasizes the definition of a strategy that integrates product, price, promotion and place, all of which are directed at generating maximum sales turnover for the products being marketed by providing satisfaction to customers."

Implementing the right marketing strategy can influence potential consumers to make purchasing decisions. The purchasing decisions include product, price, promotion, and company location. What is happening now is the difference between consumer expectations and perceptions. Consumer expectations tend to be greater than the value received by consumers. If this happens continuously, it will make consumers run to competing products. So this needs to be taken seriously by the company. Companies must continue to maintain product and service quality so that consumers remain comfortable at the dealer. The following are the sales targets at the Honda Pradana Dealer, Sawangan Branch:

Table 2. Sales Target AtHonda Pradana Dealer, Sawangan Branch

Year	Target	Realization	Percentage (%)
2020	341	640	53.28%
2021	500	718	69.64%

Source: Dealer sHonda Pradana Sawangan Branch, 2022

Based on Table 2 above, it can be seen that the sales target and realization at the Sawangan Branch Honda Pradana Dealer reached the target. In 2020, the sales target was 341 units, then the realization or sales were 640 units. In 2021, the sales target was 500 units, and the sales realization was 718 units, which means that the Honda Pradana Sawangan Branch Dealer achieved the sales target in 2020-2021. Every year, the Sawangan Branch Honda Pradana Dealer always achieves sales targets. This means that the Sawangan Branch Honda Pradana Dealer must evaluate promotions and service quality within the company so that the company always achieves its target.

The following promotional activities are used in implementing sales at the Honda Pradana Dealer, Sawangan Branch:

Table 3. Types of Promotions at Honda Pradana Dealer Sawangan Branch

No	Promotion Type	Main Activities	Means
1	Personal Selling	Direct sales	Face to face, introducing products directly at the dealer
2	Advertising	Single communication message	Television, newspapers, brochures
3	Sales promotion	Sales communications	Discounts, gifts given directly
4	Direct Marketing	Communication approac through distribution channels	Directmail, telemarketing, websites, social media
5	Public Relations	Persuasive communication to the community	Event, grand prize

Source:DealersHonda Pradana Sawangan Branch, 2022

Based on Table 3 above, the Sawangan Branch Honda Pradana Dealer uses various means to promote its products. In these promotional activities, things are still completely inappropriate in promoting their products. In this type of advertising promotion, the Honda Pradana Sawangan Branch dealer should add billboards and banners in several places so that the public can see them and many people know the contents of the banners and billboards and are interested in buying. Honda Pradana Dealer Sawangan Branch also needs to sponsor several events so that their products are better known and recognized by the public. Honda Pradana Dealers, Sawangan Branch, often use sales promotions. Honda Pradana Dealer, Sawangan Branch, often holds free test drives for its customers so they can win a lottery with prizes of motorbikes and cellphones. Honda Pradana dealer Sawangan Branch also provides a Low DP of 10% to its customers who purchase a car.

From the results of initial data collection in the form of service standards and realization of Honda Pradana dealer service, Sawangan Branch, several categories of nonconformities should be immediately corrected, as shown in the following service data table:

Table 4. Service data at Honda Pradana Dealer Sawangan Branch

Service	Real Conditions
Areas and places	Not spacious
Cleanliness	Not clean enough
Service	Less satisfactory
Sales responsiveness	Salesless responsive to consumers
After Sales Service	There are still many consumers who are dissatisfied due to late delivery

Source: Honda Pradana Dealer Sawangan Branch, 2022

The data in Table 4 explains that the service standards at the Honda Pradana Dealer Sawangan Branch are such that everything there must be clean. However, there are still several places that need to be cleaned. The service provided by sales does not make customers feel satisfied because if a customer comes to the Honda Pradana Dealer, Sawangan Branch, they are not immediately greeted by sales, and sales are also less responsive in serving customers. So far, company performance evaluations still need to be completed to build consumer satisfaction.

By providing more effective, efficient, and maximum service, it is necessary to provide service quality activities in order to create a sense of satisfaction for consumers at the Sawangan Branch of the Honda Pradana Dealer so that customers who are satisfied with the company are expected to become potential customers for the Honda Pradana Branch Dealer. Sawangan. Companies must maintain product and service quality so that consumers make purchases.

2. RESEARCH METHODS

The research uses associative research with quantitative analysis methods. Sugiyono (2017:8) believes that a quantitative approach can be interpreted as a research method that is based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, and quantitative or statistical data analysis. This research was conducted at the Honda Pradana Dealer, Sawangan Branch, Jl. Raya Cinangka No. 9, Serua, District. Bojongsari, Depok City, West Java 16517.

In this research, the population will be Honda Pradana Sawangan Branch consumers in 2023, totaling 329 consumers. Next, probability sampling techniques were used to determine sample members. The Slovin method was used to determine the number of samples used, where from the calculation results, it was obtained that 77 respondents were respondents for this research. Data collection in this research used observation methods and questionnaires on a Likert scale; then, the collected data was processed using the multiple linear regression analysis method with SPSS 26.00.

3. RESULTS AND DISCUSSION

1. Respondent Characteristics
Based on the results of the questionnaire that was collected and received, the respondents in this study were dominated by women, namely 44 people or 57.1%, while there were 33 male respondents or 42.9%. Thus, there are more female respondents than male respondents. From the data from research results of respondents based on age contained in Table 4.2 above, it can be seen that most respondents were respondents aged 20-30 years, namely 56 people, with a percentage of 72.7%, respondents aged 31-40 years, namely 14 people. With a percentage of 18.2%, there were six respondents aged 41-50 with a percentage of 7.8%, while the remainder were respondents aged >50 years and above, namely 1.3%. From the research results, it was obtained that respondents were based on occupation, as shown in Table 4.3 above, showing that most respondents were private employees, namely 38 people with a percentage of 49.4%. At the same time, the rest were respondents whose work was entrepreneurial, namely 18 people with a percentage of 23. .4%, respondents with business jobs were 14 people, which was a percentage of 18.2%, and civil servants were seven people, which was a percentage of 9.1%.

2. Validity test

Table 5. Validity Test Results Based on Promotion Variables (X1)

No	Questionnaire	r count	r table	Decision
1	Advertisements for Honda Pradana Dealer Sawangan Branch products in print and electronic media attract customers' attention.	0.660	0.2242	Valid
2	Honda Pradana Dealer Sawangan Branch product advertisements in print and electronic media provide accurate and correct information.	0.630	0.2242	Valid
3	Honda Pradana dealer Sawangan Branch always gives discounts to customers.	0.763	0.2242	Valid
4	The large discount given by Honda Pradana Dealer Sawangan Branch attracts customers' attention.	0.696	0.2242	Valid
5	Product presentations carrie out by sales attract customers to find out more about Honda Pradana Dealer Sawangan Branch products.	0.641	0.2242	Valid
6	Sales always provides information on Honda Pradana Dealer Sawangan Branch product information to customers properly.	0.577	0.2242	Valid
7	Honda Pradana Dealer Sawangan Branch product promotions in the form of sponsorship from the company attract customer attention.	0.529	0.2242	Valid
8	Honda Pradana Dealer, Sawangan Branch, always holds events to introduce its products.	0.653	0.2242	Valid
9	Banners and promotional tools are installed in strategic places and within the Honda Pradana Sawangan Branch	0.548	0.2242	Valid
10	Product promotion by Honda Pradana Dealer Sawangan Branch on the website attracts customer attention.	0.756	0.2242	Valid

Source: SPSS data processing 26, 2022

Table 6 Validity Test Results Based on Service Quality Variables (X2)

No	Questionnaire	r count	r table	Decision
1	Honda Pradana Sales Dealer Sawangan Branch is friendly and professional in serving customers.	0.630	0.2242	Valid
2	Customers feel comfortable when making transactions at the Sawangan Branch Honda Pradana Dealer	0.591	0.2242	Valid
3	Honda Pradana Sales Dealer Sawangan Branch always gives special attention to customers	0.762	0.2242	Valid
4	Honda Pradana Dealer Sawangan Branch always puts customer interests first.	0.670	.2242	Valid
5	The information provided by Honda Pradana Dealer sales, Sawangan Branch, is clear and easy to understand.	0.683	0.2242	Valid
6	Honda Pradana Sales Dealer Sawangan Branch responds quickly to customer complaints	0.692	0.2242	Valid
7	The service provided by Honda Pradana Dealer sales, Sawangan Branch, is fast and accurate	0.722	0.2242	Valid
8	The free service provided is very helpful to customers of the Sawangan Branch Honda Pradana Dealer	0.462	0.2242	Valid
9	Honda Pradana Dealer Sawangan Branch provides a guarantee for good product complaints/complaints	0.757	0.2242	Valid
10	The service provided by Honda Pradana Dealer sales, Sawangan Branch, is in line with customer expectations	0.590	0.2242	Valid

Source: SPSS data processing 26, 2022

Based on the table data above, the promotion variable (X1) obtained a calculated r value > r table (0.2242); thus, all questionnaire items were declared valid. For this reason, the questionnaire results are suitable for use as research data.

Table 7. Validity Test Results Based on Purchasing Decision Variables (Y)

No	Questionnaire	r count	r table	Decision
1	Feel confident by purchasing products at the Honda Pradana Dealer Sawangan Branch because the quality of the products offered is very good.	0.699	0.2242	Valid
2	Customers will not move to other places other than the Honda Pradana Dealer, Sawangan Branch.	0.737	0.2242	Valid
3	Customers like to buy products at the Sawangan Branch Honda Pradana Dealer because the product variety is complete.	0.732	0.2242	Valid
4	The existence of product variants at the Sawangan Branch Honda Pradana Dealer makes customers interested in buying.	0.689	0.2242	Valid
5	Customers feel satisfied when they buy products at the Sawangan Branch Honda Pradana Dealer because the inventory is complete.	0.762	0.2242	Valid
6	Planning to make repeat purchases at Honda Pradana Dealer Sawangan Branch because of the quality of the products.	0.771	0.2242	Valid
7	Will buy the product at the Sawangan Branch Honda Pradana Dealer in the near future.	0.630	0.2242	Valid
8	Buy products at the Sawangan Branch Honda Pradana Dealer according to your needs.	0.700	0.2242	Valid
9	Customers will be interested if the Sawangan Branch Honda Pradana Dealer releases the latest products.	0.438	0.2242	Valid
10	Honda Pradana Sawangan Branch Dealer provides convenience in carrying out transactions.	0.705	0.2242	Valid

Source: SPSS data processing 26, 2022

Based on the table data above, the promotion variable (Y) obtained a calculated r value > r table (0.2242); thus, all questionnaire items were declared valid. For this reason, the questionnaire results are suitable for use as research data.

3. Reliability Test

The results of the reliability test in this research were carried out using the Statistical Package for Social Science (SPSS) for window Version 26 software, with the results as follows:

Table 8. Reliability Test Results for Independent and Dependent Variables

Variable	Cronbatch Alpha	Standard Cronbatch Alpha	Decision
Promotion (X1)	0.846	0.60	Reliable
Service Quality (X2)	0.854	0.60	Reliable
Purchase Decision (Y)	0.869	0.60	Reliable

Source: SPSS data processing 26, 2022

Based on the test results in the table above show that the questionnaire for the promotion variable (X1), the questionnaire for service quality (X2), and the questionnaire for purchasing decisions (Y) are declared reliable; this is proven by each variable having a Cronbach Alpha value greater than 0.60.

4. Classical Assumption Testing
A. Normality test

The normality test in this study used the Kolmogorov-Smirnov Test with the requirement for significance 0.050. The results of the normality test with Kolmogorov-Smirnov are as follows:

Table 9. Normality Test Results Using the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residuals
N			77
Normal Parameters, b	Mean		,0000000
	Std. Deviation		2.16992478
Most Extreme Differences	Absolute		,127
	Positive		,127
	negative		-,101
Statistical Tests			,127
Asymp. Sig. (2-tailed)			.003c
Monte Carlo Sig. (2-tailed)	Sig.		,150d
	99% Confidence Interval	Lower Bound	,141
		Upper Bound	,159

Source: SPSS data processing 26, 2022

B. Multicollinearity Test

Table 10. Multicollinearity Test

Coefficientsa							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1,383	2,700		,512	,610		
Promotion	,528	,101	,495	5,206	,000	,379	2,642
Service quality	,439	,100	,419	4,408	,000	,379	2,642
a. Dependent Variable: Purchase Decision							

Source: SPSS data processing 26, 2022

Based on the results of the multicollinearity test in the table above, the tolerance value for the promotion variable is 0.379. Service quality is 0.379, where both values are less than one. The Variance Inflation Factor (VIF) value for the promotion variable is 2.642, and service quality is 2.642, where the value is less than 10. Therefore, it can be concluded that this regression model does not have multicollinearity interference.

C. Heteroscedasticity Test

Table 11. Heteroscedasticity Test Results Using the Glejser Test

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	,430	1,946		,221	,826
Promotion	,015	,073	,039	,207	,837
Service quality	,011	,072	,028	,149	,882
a. Dependent Variable: ABS_RES					

Source: SPSS data processing 26, 2022

Based on the test results in the table above, the Glejser test model on the Promotion variable (X1) obtained a probability significance value (Sig.) of 0.837, and Service Quality (X2) obtained a probability significance value (Sig.) of 0.882, where both significance values (Sig.) > 0.05. Thus, the regression model on this data is not disturbed by heteroscedasticity, so this regression model is suitable for use as research.

D. Autocorrelation Test

Table 12. Autocorrelation Test

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,864a	,747	,740	2,19905	1,760
a. Predictors: (Constant), Service Quality, Promotion					
b. Dependent Variable: Purchase Decision					

Source: SPSS data processing 26, 2022

Based on the "model summary" output table above, it is known that the Durbin-Watson value is 1.760. Next, we will compare this value with the Durbin-Watson table value at a significance of 5%, with the formula (K; N). The number of independent variables is two or "k," while the number of samples or "N" = 77, so (K: N) = (2:77). We then look at this number in the distribution of values in the Durbin Watson table. So, we found a dL value of 1.5771 and a dU of 1.6835.

The Watson Durbin value (d) of 1.760 is greater than the upper limit (dU), which is 1.6835 and less than (4-dU) 4-1.6835 = 2.3165, so as is the basis for decision making in the Watson Durbin test above, it can be concluded that there are no problems or symptoms of autocorrelation.

5. Regression Analysis

.The results of processing using the SPSS version 26 program obtained constant coefficient values and calculations as in the following table:

Table 13. Results of Multiple Linear Regression Testing Promotion and Service Quality on Purchasing Decisions

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,383	2,700		,512	,610
Promotion	,528	,101	,495	5,206	,000
Service quality	,439	,100	,419	4,408	,000
a. Dependent Variable: Purchase Decision					

Source: SPSS data processing 26, 2022

Based on the results of the multiple regression test calculations contained in Table 4.19, it can be seen that the regression equation formed is:

$$Y = 1.383 + 0.528 (X1) + 0.439 (X2)$$

The regression equation above has the meaning:
The Constant value is 1.383, meaning that purchasing decisions, even without being aware of promotions and service quality, already have a variable influence of 1.383. The influence of promotional variables on purchasing decisions is positive. This means the purchasing decision will increase by 0.528 when the promotion is more precise. From the table above, the count value is 5.206, while the table value for n = 77 is 1.99254. Because the count> table's value and significance level (a) is 0.000 < 0.05, H01 is rejected, and Ha1 is accepted. So, it can be concluded that "There is a significant influence between Promotion and Purchasing Decisions."

The influence of service quality variables on purchasing decisions is positive. This means that the better the quality of service, the purchasing decision will increase by 0.439. From the table above, the count value is 4,408, while the table value for n = 77 is 1.99254. Because the count> table and the significance level (a) is 0.000 < 0.05, H02 is rejected, and Ha2 is accepted. So, it can be concluded that "There is a significant influence between Service Quality and Purchasing Decisions."

Table 14. F test

	ANOVAa					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1056,850	2	528,425	109,273	,000b
	Residual	357,852	74	4,836		
	Total	1414,701	76			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Service Quality, Promotion						

Source: SPSS data processing 26, 2022

The table above shows that the calculated F value is 109.273, with a significant F value of 0.000. The test will reject H03 if the p-value < α. Compared with the level of α, H03 is rejected, and Ha3 is accepted. As well as the results of testing the simultaneous influence of the independent variable on the dependent variable, the value Fcount = 109.273 > Ftable value = 3.12; thus, H03 is rejected, and Ha3 is accepted. So, it can be concluded that there is a significant influence between Promotion and Service Quality simultaneously on Purchasing Decisions at the Sawangan Branch Honda Pradana Dealer.

Table 15. Results of Coefficient of Determination Analysis

	Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,864a	,747	,740	2,199
a. Predictors: (Constant), Service Quality, Promotion				

Source: SPSS data processing 26, 2022

Based on the table data above, the R-Square value (coefficient of determination) is 0.747. It can be concluded that the Promotion (X1) and Service Quality (X2) variables influence the Purchase Decision variable (Y) by 74.7%, while other factors influence the remaining 25.3 %.

4. CONCLUSION

Based on the research results and research discussion it can be concluded Promotion has a positive and significant effect on purchasing decisions at the Honda Pradana Dealer Sawangan Branch. Service quality has a positive and significant effect on purchasing decisions at the Honda Pradana Dealer Sawangan Branch and promotion and service quality simultaneously positively and significantly influence purchasing decisions.

Based on the results of the research that has been carried out, the suggestions that I can convey are it is best for the Honda Pradana Dealer, Sawangan Branch, to provide attractive discounts to customers so that customers will feel satisfied by purchasing products at the Honda Pradana Dealer Sawangan Branch. It would be better if the Honda Pradana Dealer, Sawangan Branch, provided excellent training to its employees to provide more attention to customers, and It would be better if the Honda Pradana Dealer, Sawangan Branch, provided discounts, promoted its products more, and notified customers if new products are on social media so that they are interested in buying.

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