Model of Purchasing Decision (Renting) of Generator Set: Analysis of Product Quality, Price an Service at PT. Hartekprima Listrindo

Dian Yunita[1], Hapzi Ali[2]

[1]Student of Magister Management Program, Mercu Buana University, Jakarta, Indonesia

[2]Lecturer of Magister Management Program, Mercu Buana University, Jakarta, Indonesia

Abstract: This research aims to analyze the effect of product quality, price and service to the purchase decision at PT. Hartekprima Listrindo either partially or simultaneously. The population of this research is all customers of PT. Hartekprima Listrindo. While the sample using slovin formula obtained 98 respondents. Quantitative analysis method by using multiple linear regression analysis was followed by determination analysis (R square), partial hypothesis test (t test) and Simultan (F test) with alpha of 5 percent (0,05). Prior to further analysis, data quality and classical assumption test are done. Analysis tool applies SPSS Version 20.0 for windows. The result of research shows that product quality influences partial purchasing decision, price influences partial purchasing decision, service influences partial purchasing decision and product quality, price, and service influences purchasing decision simultaneously at PT. Hartekprima Listrindo.

Keywords: Product quality, Price, Service and Purchasing decision.

INTRODUCTION

Indonesia's development is being intensively conducted in the last 9 years where its result of the development can be seen and felt from various aspects, such as infrastructure, transportation, spatial and others. This development triggers the emergence of a business that can facilitate the development to run smoothly, one that is needed in doing development is the Electricity Energy.

As it is known that the Indonesian Electrical Energy is managed by the State Electricity Company (PLN) and in its implementation, the procurement of Electricity in new places requires a process and time lag. Construction that cannot wait finally rely on alternatives to provide electrical energy from other sources, one of which is generator set. There are many companies that produce generators and also offer generator renting services for various needs..

The more the business opportunities, the more businesspeople try to enter the field. PT. HARTEKPRIMA LISTRINDO is one company that has been more than 30 years serving for the renting place of generators; the intense global competition makes the company experience fluctuations.
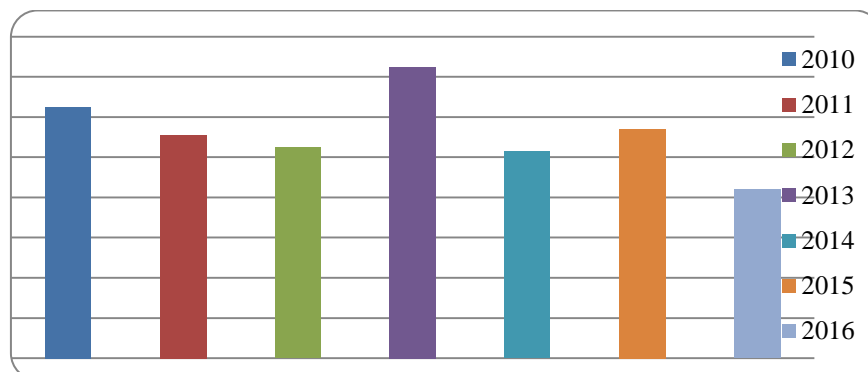

Fig-1: Graph Rental Genset, PT. Hartekprima Listrindo
Source : PT. Hartekrima listrindo

In addition to the data obtained from the company, Researchers have conducted a pre-survey by distributing questionnaires to 25 users of generator rental; the results are as follows:

The information shows the three variables that get the most responses influencing the decision of purchasing generator that is Product Quality, Price and Service. Then the Researcher also had a discussion with Top Management. In the implementation of generator rental, PT. Hartekprima Listrindo strives to provide the best service and quality to all customers, but Top Management is also aware that this needs to be studied further, whether the overall service provided is in accordance with customer needs and market conditions, and how to improve the generator rental at PT. Hartekprima Listrindo

Based on observations and traces of PT. Hartekprima Listrindo then the phenomea related to the problem of Product Quality, Price, Service and purchasing decision can be identified as follows: 1) Price competition is getting tighter among competitors of similar companies, 2) The quality of the product is not in line with consumer expectations, 3) Services that are not adequate, 4) Availability of technicians in meeting consumer needs, 5) Decrease in the amount of generator rental from year to year.
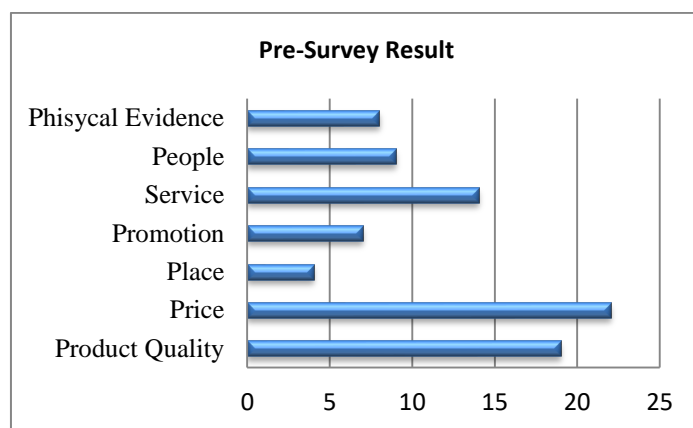

Fig-2: Chart Genset Rent PT. Hartekprima Listrindo
Source : PT. Hartekrima listrindo

The above phenomenon provides an illustration that the condition of PT. Hartekprima Listrindo, in order to be able to provide a solution for quality improvement, requires scientific assessment that can be accountable and can provide solutions for the improvement of purchasing decisions.

This research focuses on filling in the gaps in explaining the factors that determine product quality, price, service and purchasing decisions. Based on the background and the problem then the goal to be achieved from this research is to know and analyze:

- The Influence of Product Quality on Partial purchasing decision
- The influence of price on Partial purchasing decision
- The Influence of service on Partial purchasing decision
- The influence of product quality on purchasing decision simultaneously on PT. Hartekprima Listrindo

LITERATURE REVIEW
Purchasing Decision

Purchasing decision is an act of selecting a variety of alternatives owned by consumers. As defined by Tjiptono [1] decision-making is a process that starts from the introduction of problems that can be solved through the purchase of some products.

Kotler and Keller [2] state that consumer purchasing decision is the stage where consumers may also form the intention to buy the most preferred product, whereby purchasing decision to modify, delay or avoid is heavily influenced by the perceived risk. There are five dimensions of purchase decision: a) Problem Introduction, b) Information Search, c) Alternative Evaluation, d) Purchase decision, e) Post Purchase Behavior.

Product Quality
The product quality is the totality of features and characteristics of the product whose ability is judged to satisfy the needs of the consumer, whether it is expressed explicitly or implicitly; Kotler and keller [2].

According to Tjiptono [3], product quality is a combination of properties and characteristics that determine that to what extent the output can meet

customer needs requirements or assess how far the nature and characteristics that meet their needs. Product quality dimensions by Tjiptono [3] are: a) Performance, b) Durability, c) compatibility with specifications, d) Features, e) Reliability, f) Quality Impressions g) Service Ability.

Price

Price is one of the marketing mixed elements that requires careful consideration. According to Tjiptono [1] Price is an equivalent exchange rate, with money or other items for the benefits derived from a good or service for a person or a group at a particular time and place.

According to Gitosudarmo [4] the price of a product is a measure of the size of a person's satisfaction value towards the product purchased. The price dimensions are as follows: a) Price discount, b) Conformity of price and product quality, c) Conformity of price and benefit.

Service

The definition of service according to Phillip Kotler & Kevin Lane Keller [2] is that "Service is any action or performance that one party can offer to another that is essentially intangible and does not generate any ownership"

Definition of Service by Zeithml *et. al.* quoted by Husein Umar [5] is that " it is something that can be identified separately, intangible, and offered to meet the needs". Service Dimensions are: a) Quick Response, b) Warranty, c) Competence, d) Friendliness, e) Credibility, f) Attention, g) Understanding of the customer.

Conceptual Framework

Purchasing decisions are vital to a company's sustainability. The more customers who decide to buy in the company, the better the factors that influence the purchasing decision will be: cultural factors, social factors, personal factors, psychological factors [2]. Out of these various factors, companies must be able to keep

the purchasing decisions remained in favor of the company.

Many researches suggest that purchasing decisions have an influence on product quality, such as research conducted by Mohd Rizaimy Shaharudin [6] where the results show if product quality influences purchasing decisions positively. In addition Owusu Alfred [7] and Justin Beneke, Ryan Flynn, Tamsin Greig and Melissa Mukaiwa [8] found that product quality significantly influences purchasing decisions.

While the researchs about the influence of prices on purchasing decisions are made by Djumarno; Lies; Ali, Hapzi [9], Junio Andreti, Nabila H Zahfira, Sheila S Akmal, Suresh Kumar [10], Tan Wee Lee, Santhi Govindan [11], Doni Hariadi, Soebari, Martoatmodjo [12], Wanatuch Juangdung [13].

Then researches about the influence of service on purchasing decision are done by Rezky Purna Satit [14], Agnes Ligia Pratisitia Walukow, Lisbeth Mananeke, Jantje Sepang [15], Hendra Fure [16] which show that service positively and significantly influence purchasing decision.

Based on the above explanation of the flow of thinking between research variables and reference to the results of previous research and expert opinion, it can be described through the framework of research models, like the following figure:

Hypothesis

Based on the objectives and research framework, hypotheses obtained are as follows:

- H1: The influence of product quality on partial purchasing decision
- H2: The influence of price on partial purchasing decision
- H3: The influence of service on partial purchasing decision
- H4: The influence of product quality, price and service on the purchasing decision simulatenously.
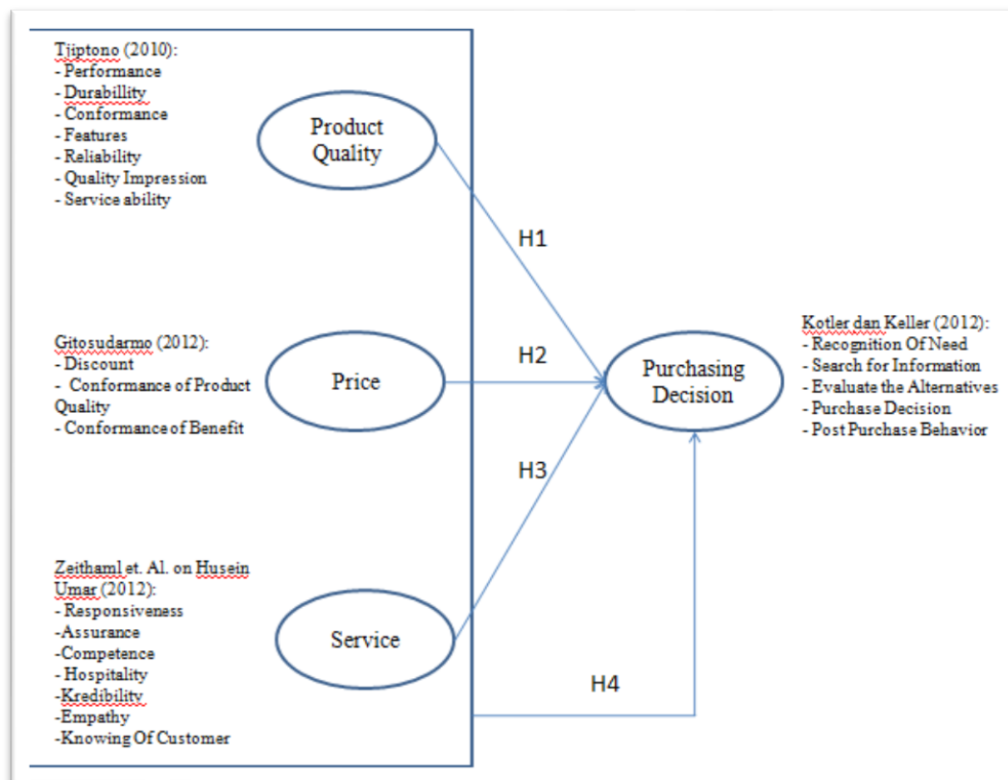
Fig-3: Conceptual Framework

METHODS

The population of this research is customer of PT. Hartekprima Listrindo which amounted to 126 respondents, while the sample is 98 respondents from the total population that can be obtained through the slovin formula.

To get good quality results and good results, the series of research should be done well. Mature planning is absolutely necessary, then the tools used should also be in good condition. Therefore, before the research was conducted, the testing of the tools used was done before the research. This is so that the data obtained is valid and reliable.

Test reliability is a test that indicates that an instrument is reliable enough to be used as a data collection tool because the instrument is already valid (Arikunto [17] in Purnomo [18]. Realibility testing is performed using Alpha or Cronbach's Alpha (r Alpha) formula. Data collection tool are considered reliable when it has a coefficient of reliability (r Alpha) which is positive and the value is greater than the value set that is 0.60. According to Nugroho [19] in Purnomo [18], the reliability of a variable is said to be good if it has a Cronbach's Alpha value greater than 0.60.

Ghozali [20], the normality test in the research was conducted to test whether the regression model, annoying or residual variable has a normal distribution.

To detect whether the residual is normally distributed or not was by looking at a normal probability plot that compares the cumulative distribution of the normal distribution. Normality can be detected by looking at the spread of data (dots) on the diagonal axis of the graph. If the data (point) spreads around the diagonal line and follows the direction of the diagonal line, it shows a normal distribution pattern which indicates that the regression model meets the normal assumption. Multicollinearity test aims to test whether in the regression model found correlation between independent variables. According to Syofian [21], in a good regression model there should be no correlation between independent variables. Multicollinearity test is done by looking at the tolerance and variance inflation factor (VIF) from the analysis result using SPSS. To see the symptoms of multicollinearity, can be seen from the results of Colinearity Statistics. If the VIF value around 1 indicates the absence of symptoms of multicollinearity and tolerance value is closed to 1, then there is no symptom of muulticollinearity.

Ghazali [20], heteroscedasticity test is conducted to test whether there is inequality of variance from the residual of an observation to another observation. If the variance of the residual of an observation to another observation remains then it is called homocedatisity or heteroscedasticity does not occur. The way to detect whether or not heteroscedasticity can be done is by looking at the

presence or absence of a particular pattern on the scatterplot.

Analysis of the influence of Product Quality, Price and Service to the purchasing decision at PT. Hartekprima Listrindo is a multiple regression method. The equation is as follows : $Y = \alpha + \beta1.X1 + \beta2.X2 + \beta3.X3 = e$

The coefficient of determination test (R^2) is used to know the percentage of contribution of independent variables (X_1, X_2, dan X_3) simultaneously to the dependent variable (Y) which is marked by the amount of determination coefficient obtained. This coefficient shows how much percentage of independent variables used in the model are able to explain the variation of the dependent variable.

T test is done to know the influence of each independent variable individually to the dependent variable. The result of this *t* test on the SPSS output can be seen in the Coefficients table. Rule of decision making is:

If the value of $t_{count} < t_{table}$ and the significant value > 0,05, then Ho is accepted and Ha is rejected. If the vlue of $t_{count} > t_{table}$ and the significant value < 0,05, then Ho is rejected and Ha is accepted.

F test is conducted to determine the influence of independent variables simultaneously to the dependent variable. F test results on the SPSS output can be seen in the ANOVA table. To know the independent variables simultaneously influence the dependent variable is done by comparing the p-Value in the Significance column with a significance level of 0.05. If p-value is less than 0.05, then Ha is accepted and Ho is rejected. Conversely, if p-value is greater than 0.05, then Ha is rejected and Ho is accepted (Syofian, 2015: 80). Rule of decision making:

If the value of $F_{count} < F_{table}$ and the value of significance level > 0,05, then Ho is accepted and Ha is rejected.

If the value of $F_{count} < F_{table}$ and the value of significance level < 0,05, then Ho is rejected and Ha is accepted.

RESULT AND DISCUSSION
Description of Respondents answer
Based on respondents' answers, it can be given a description associated with the focus of the discussion variables. Where the description can be described as follows:
- Score and percentage of total contribution for product quality variable can give description that product quality score enters in high category,

which explains that from the respondent's assessment, the condition of the product quality is good.
- The score and percentage of total contribution for the price variable can give an idea that the price score enters in the high category, which explains that from the respondent's assessment, the condition of the price is good.
- Score and percentage of total contribution for service variable can give description that service score enters in high category, which explains that from the respondent's assessment, the condition of the service is good.
- The score and percentage of total contribution for the purchasing decision variable can give an idea that the purchase decision score is included in the high category, which explains that from the respondent's assessment, the condition of the purchasing decision is good.

A multiple linear regression equation model which is good and able to be passed on to the next analysis is to meet the requirements of classical assumptions, including all normal distributed data, the model must be free of heteroscedasticity and no multicollinearity. The following will explain the results of classical assumptions.

From the results of tests conducted with the help of SPSS 20.0 as a tool in this research, the result obtained is that the data in this research is normally distributed. This is evidenced from the result (Asymp Sig. 2 -tailed) which is more than 0.05, (0.651> 0.05); so it can be concluded that the data in this research is normal distribution.

Then from the results of multicollinearity, it is known that the calculation of Tolerance value showed no independent variables that have a value tolerance of less than 0.10, which means that there is no correlation between independent variables. In addition, the calculation of Variance Inflation Factor (VIF) value also shows the same thing that there is no independent variable that has VIF value more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model.

Furthermore, eteroscedasticitytest results, it is known that the points appear to spread randomly and do not form a certain clear pattern, and spread either above or below the number 0 on the Y axis. It means that there is no heteroscedasticity in the regression model, so the regression model is appropriate to predict the purchasing decision based on the input of independent variables of product quality, price, and service.

Based on the test of several assumptions that have been done, it is evident that the equation model

proposed in this research has met the requirements of the classical assumption so that the equation model in this research is considered good.

Multiple linear regression analysis is used to test the partial and simultaneous hypothesis of independent variables on the dependent variable. Based on multiple linear regression coefficient with SPSS 20.0 program, the results obtained are like in the Table below:

Table-1: Coefficients[a]

Model		Unstandardized Coefficients	t	Sig.
		B		
1	(Constant)	11,655	10,155	,006
	X1_Product Quality	,203	7,992	,000
	X2_Price	,248	4,775	,000
	X3_Service	,284	8,555	,000
a. Dependent Variable: Y_Purchasing Decision				

Source: Output SPSS under 20.00

The result of multiple regression analysis is as presented in table 5.10 coefficients, the value in column B can be made in the following equation:$Y = α + β1.X1 + β2.X2 + β3.X3 + e. Y = 11,655 + 0,203X1 + 0,248X2 + 0,284X3.$ Note: Y = Purchasing decision X1 = Product Quality, X2 = Price, X3 = Service. From this equation, it can interpreted that: 1) variable of product quality, price and service have positive coefficient direction to purchasing decision; 2) The value of constants shows the influence of variables X1, X2, X3 when the variable X1 is in one unit which will influence the amount of variable Y.

Results of Determination Analysis

To see contribution of variable of product quality, price and service to purchasing decision, it can be seen from coefficient determinatoinr result of R^2 as seen in table 2 below:

Table-2: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885[a]	.783	.780	1.01459

Source: Output SPSS under 20.00

From the results of the table 2 review above, it is known that the R square value is 0.783 or 78.3% which indicates that the variable of Product quality, price and service have contribution to the purchasing decision and the remaining 21.7% is determined by other factors.

Partial influence test results (t test) and simultaneous influence (Test F)

Hypothesis Testing to determine the existence of influence of each independent variable individually to the dependent variable is done by comparing t count on the sig. column. Each independent variable with a significant level of 0.05 is used. If t-count is greater than t-table and sig value. is less than 0.05, then Ha is accepted and Ho is rejected. Conversely, if t count is smaller than t-table and sig value is greater than 0.05, then Ha is rejected and Ho accepted [21]. t partial test is useful to determine the partial influence between variables X1, X2, X3 to Y, by answering the hypothesis as follows:

The influence of product quality on purchasing decision

The test is based on comparison between t_{count} and t_{table} value that if $t_{count} > t_{table}$ then Ho is rejected, meaning significant. Based on the above calculation, 7.992> 1.984 then Ho is rejected, which means it is significant. Testing based on probability: If probability <0.05 then Ho is rejected. The analysis results obtained value 0.000 <0.05 which means Ho is rejected and Ha is accepted. Thus the results of testing the second hypothesis can be concluded that the quality of the product has a significant positive influence on purchasing decisions at PT. Hartekprima Listrindo.

This research shows that the decision of purchasing generator at PT. Hartekprima Listrindo is influenced by the quality of generator. This can be seen from the relationship between the dimensions of quality impression to the dimension of information retrieval that has a strong relationship. It means that every customer who decides to make a lease will find information about how generator quality is provided. If the impression is displayed in a very good quality, it will increase purchasing decisions.

This research is in line with previous researches conducted by Mohd Rizaimy Shaharudin [6], Owusu Alfred [7], Justin Beneke, Ryan Flynn, Tamsin Greig and Melissa Mukaiwa [8]. These three previous studies equally show that product quality positively and significantly influences purchasing decisions.

The influence of price on purchasing decision

The test is based on comparison between t_{count} and t_{table} value that if between $t_{count} > t_{table}$ then Ho is rejected, meaning significant. Based on the above calculation, 4.775> 1.984 then Ho is accepted, which means that it is not significant. Testing based on probability: If probability <0.05 then Ho is rejected.The analysis results obtained value of 0.000> 0.05 which means that Ho is rejected and Ha is accepted. Thus the results of testing the second hypothesis can be concluded that the price has a significant positive influence on purchasing decisions at PT. Hartekprima Listrindo.

This research shows that the decision of purchasing generator at PT. Hartekprima Listrindo is influenced by price. It is seen from the strong relationship between the dimensions of product quality according to the purchasing decision dimension. It means that every customer who makes the generator rental will take a purchasing decision if the price given is competitive and in accordance with the quality of the generator required.

This is in line with what has been researched by Junio Andreti, Nabila H Zahfira, Sheila S Akmal, Suresh Kumar [10], Djumarno, Lies, Ali Hapzi [23], Kinney, Ridway,and Monroe [24], and Anggita, R & Ali, Hapzi, [23]. These three previous studies equally show that prices positively and significantly influence purchasing decisions.

The influence of service on the purchasing decision

The test is based on comparison between t_{count} and t_{table} value that if $t_{count} > t_{table}$ then Ho is rejected, meaning significant. Based on the above calculation, 2.956> 1.984 then Ho is rejected, which means it is significant. Testing based on probability: If the probability <0,05 then Ho is rejected. The result of analysis gets value of 0.000 <0,05 which means that Ho is rejected and Ha is accepted. Thus the results of testing the third hypothesis can be concluded that the Service has a significant positive influence on purchasing decisions at PT. Hartekprima Listrindo.

This research shows that the decision of purchasing generator at PT. Hartekprima Listrindo is influenced by service, because purchasing decision in this case is a merit that has a very closed influence to service. This can be seen from the strong relationship between the dimensions of credibility and the dimensions of alternative evaluation. It means that every customer who wants to decide the purchase will do some alternative evaluations based on the credibility of the company.

This is in line with previous studies conducted by Rezky Purna Satit [14], Agnes Ligia Pratisitia Walukow, Lisbeth Mananeke, Jantje Sepang [15], Hendra Fure [16] which indicates that service positively and significantly influences purchasing decisions.

The Influence of Product Quality, Price and Service to Purchasing Decision

To answer the fourth hypothesis that product quality, price and service influence simultaneous purchasing decision of generator can be seen from table 4 below:

Table-3: ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1127.173	3	375.724	364.994	.000[b]
Residual	95.734	97	1.029		
Total	1222.907	100			

Source: Output SPSS under 20.00

In Anova table 4 above, in F column, it obtains F_{count} of 364,994, in the Sig column is a probability or significant value of 0.000 or 0% significance. F value of table for significance level (α) = 5% two tailed with sample 100 is 2.71. Testing based on F Test: If $F_{count}>$ than $F_{table,}$ then Ho is rejected, meaning significant. Based on the above calculation, 364,994> 2.71 then Ho is rejected, which means that it is significant. Testing based on probability: If the probability< 0,05 then Ho is rejected. The result of analysis gets value of 0.000 <0,05 means that Ho is refused and Ha is accepted. Thus the results of testing the fourth hypothesis can be concluded that product quality, price, and service simultaneously have a significant influence on purchasing decisions of generator.

This is in line with the researches conducted by Owusu Alfred [7], Agnes Ligia Pratisitia Walukow, Lisbeth Mananeke, Jantje Sepang [15], Rezky Purna Satit [14] which shows that the price, service and product quality simultaneously have a positive and significant influence on the purchasing decision

CONCLUSION

Based on the analysis result and discussion elaborated above, the conclusions are:

- The product quality influences the decision of purchasing generator at PT. HARTEKPRIMA LISTRINDO. The value of correlation or positive relationship is at a strong level. This shows that the better the quality of the product, the better the purchasing decisions will be. The influence is indicated by the performance dimension of the purchasing decision.

- The price influences the decision of purchasing generator at PT. HARTEKPRIMA LISTRINDO. The value of correlation or positive relationship is at a strong level. This shows that the more competitive the price, the more increasing the purchasing decisions will be. The influence is indicated by the price discount dimension on alternative evaluation.

- The service influences the decision of purchasing generator at PT. HARTEKPRIMA LISTRINDO. The value of correlation or positive relationship is at a strong level. This shows that the better the service, the more increasing the purchasing decisions will be. The influence is indicated by the hospitality dimension on the purchasing decision.

- Product quality, price and service simultaneously affect the decision of purchasing generator at PT. HARTEKPRIMA LISTRINDO. Coefficient value is positive correlation with strong relationship level interpretation. Thus, if the quality of the product, price and service will be improved then it will be able to improve purchasing decision.

- The product quality, price and service influence the decision of purchasing generator at PT. HARTEKPRIMA LISTRINDO. The value of positive correlation coefficient and interpretation are at a strong level. This shows that the more improving the product quality, price and service, the more increasing the purchasing decisions will be.

SUGGESTION

Based on the results of research and discussion and conclusions that have been described previously, the writer proposes some suggestions that can be used as input for PT. HARTEKPRIMA LISTRINDO expected to be an input in improving customer's decision in purchasing generator. Those suggestions are;

- Out of four variables researched, the service looks more dominant on the purchasing decision, therefore the management of PT. HARTEKPRIMA LISTRINDO can further improve the services provided to customers, because the friendly service and attention in responding to problems/complaints will make customers feel more comfortable to cooperate

- Management of PT. HARTEKPRIMA LISTRINDO can further improve the quality of generator products, from its performance, generator's endurance and suitability of its specifications based on customer requirements. The quality of the product will make an impression of the generator quality that ultimately influences the purchasing decision

- Price is also a factor influencing purchasing decision. Management of PT. HARTEKPRIMA LISTRINDO can better adjust prices with products and conformity with the benefits of generators. The appropriate price discount will make the price of generator more competitive and make the customer choose generator of PT. HARTEKPRIMA LISTRINDO.

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