
The Influence of Price and Promotion on Purchasing Decisions of Gold Jewelry at Sumber Mas Ayu Store, Martapura City, Banjar Regency, South Kalimantan

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Abstract

This study investigates the influence of work motivation and work discipline on the performance of employees at the Bureau of Public Welfare, South Kalimantan Province. The research aims to examine whether motivation and discipline affect employee performance simultaneously and partially, as well as to identify the most dominant factor. A quantitative approach with a correlational method was employed, using a survey through questionnaires distributed to all 54 employees of the Bureau as the study sample. Data analysis was conducted using multiple linear regression with SPSS 26, supported by validity, reliability, and classical assumption tests. The results indicate that work motivation and discipline simultaneously have a significant effect on employee performance. Partially, both motivation and discipline significantly influence performance, with work discipline showing the most dominant effect. These findings suggest that strengthening discipline and maintaining employee motivation are essential for improving organizational performance.

Keywords: Work Motivation, Work Discipline, Employee Performance

1. Introduction

Gold shops generally focus on the business of buying and selling gold jewelry. Gold shops have unique business characteristics, including purchasing gold from various sources (suppliers or customers), storing gold (bullion or designed jewelry), selling gold, and operating pawn systems. In addition, some shops also offer gold investment and provide buy-and-sell as well as buyback systems.

Gold, as a precious metal, is naturally attractive to society, particularly women, as an accessory to enhance beauty, while also serving as a short- or long-term investment tool. Gold is a dense, soft, shiny, and the most malleable metal among other precious metals. Throughout human civilization, gold has been associated with symbols of wealth and luxury (Kusnandar, 2022). Some argue that gold is considered a proper product choice for consumers in the context of

investment. According to Kusnandar (2022), there are eleven reasons to invest in gold: aside from being unaffected by inflation (zero inflation), gold offers other advantages, including safety, protection, liquidity, affordability, portability, durability, tangibility, privacy, low risk, exemption from tax and administrative costs, as well as beauty and pride.

Today, gold is widely recognized not only in the form of bullion but also in various jewelry designs, such as rings, necklaces, bracelets, pendants, earrings, and brooches. Thus, gold has an added value: it can be used both as an investment and as a way to enhance personal appearance. Along with the rapid growth of business, several factors influence consumers in purchasing gold jewelry, including the provision of quality service such as comfort and transaction convenience. Service quality becomes a necessity for businesses to survive and maintain customer trust.

Gold jewelry sales offer a wide variety of options. Many consumers select products carefully to find the most suitable ones. To support consumer satisfaction and decision-making in choosing the right products, Toko Emas Sumber Mas Ayu strives to provide convenience and product variety. For companies to increase sales, it is important to set affordable prices, balanced with quality, while also offering price variations to consumers. The prices must also remain competitive compared to competitors.

With intense competition in the current business sector, marketers compete to promote products through print media, electronic media, radio, and television, requiring dedicated budgets. Promotion significantly influences purchasing decisions; the more frequent the promotions, the greater the consumer interest in purchasing. Promotion reflects the company's ability to communicate its products to consumers. It is an essential effort to inform consumers about the offered products.

Toko Emas Sumber Mas Ayu typically uses social media platforms such as Instagram and Facebook, as well as radio broadcasts, to introduce its store. Customers who purchase gold jewelry also receive gifts such as bags, cups, or stylish wallets, based on the total purchase value. Promotion is a marketing strategy designed to emphasize product advantages and encourage consumers to make purchases. The more intensive the promotional efforts, the greater the consumer interest and the stronger the influence on their buying decisions. Ayu (2011) defines promotion as an activity that communicates product strengths with the aim of persuading consumers to buy. In line with this, Komalasari (2012) views promotion as an essential component for influencing the market toward a company's products. Prior research also supports this perspective. For example, Ida Bagus (2019), in a study titled "The Effect of Service Quality, Price Perception, and Location on Purchasing Decisions at Lancar Jaya Gold Jewelry Store, Sekaran Lamongan", revealed that service quality and price perception significantly affect purchasing decisions. Similarly, Dwi Abadi et al. (2018), in their work "The Effect of Product Quality, Price, and Promotion on Purchasing Decisions at Toko Mas Semarang", concluded that both price and promotion play a role in shaping purchasing decisions. Further, Rini Fitriani (2021), in her study "The Effect of Price, Product Quality, and Promotion on Jewelry Purchase Decisions at Toko Emas Budi Banjarn", demonstrated that product quality and promotion

influence purchasing behavior. Likewise, Agung Sunanto (2020), in his research “The Effect of Service Quality and Promotion on Purchasing Decisions at Toko Emas Sehati Dampit, Malang Regency”, confirmed that service quality and promotion significantly affect purchase decisions.. Despite increasing competition among gold shops, customers of Toko Emas Sumber Mas Ayu maintain a high level of trust in the services provided. However, sales over the past year have declined. Sales data from 2011 to 2024 indicate fluctuating but generally decreasing sales trends, with the annual sales target of 38,000 grams not consistently achieved.

Based on the background and problem identification outlined above, the researcher is motivated to conduct further scientific research through a study titled: “The Influence of Price and Promotion on Purchasing Decisions of Gold Jewelry at Sumber Mas Ayu Store, Martapura City, Banjar Regency, South Kalimantan.”.

Based on the background described above, the research problem formulation in this study is as follows:

1. Do Price and Promotion have a significant simultaneous effect on the Purchase Decision of Gold Jewelry at Toko Emas Sumber Mas Ayu, Martapura City, Banjar Regency, South Kalimantan?
2. Do Price and Promotion have a significant partial effect on the Purchase Decision of Gold Jewelry at Toko Emas Sumber Mas Ayu, Martapura City, Banjar Regency, South Kalimantan?
3. Which variable has the most dominant influence on the Purchase Decision of Gold Jewelry at Toko Emas Sumber Mas Ayu, Martapura City, Banjar Regency, South Kalimantan?

2. Literature Review

2.1 Marketing Management

Marketing is a crucial function within a company, encompassing an integrated system of business activities. Its scope goes beyond merely selling products, as it also involves product planning, pricing strategies, promotional efforts, and distribution of goods or services. Marketing plays a central role in determining a company’s success, particularly in generating profits through the sale of its products or services.

According to Tjiptono (2022:7), marketing can be understood as “a social and managerial process by which individuals or groups obtain what they need and want through the creation, offering, and exchange of products of value with others.” Similarly, Kotler (2008:5) defines marketing as “identifying and meeting human and social needs meeting needs profitably.” In line with these perspectives, Saladin (2019:1) describes marketing as “a comprehensive system of business activities designed to plan, set prices, promote, and distribute goods that fulfill consumer desires, reach target markets, and achieve company objectives.”

2.2 Price

Price represents one of the most significant elements of the marketing mix as it is directly linked to revenue and profit generation. Unlike other elements, price is the only component that

contributes directly to company income. Tjiptono (2019:234) emphasizes that price is inseparable from revenue, while in another work he defines it as “a statement of value” (Tjiptono, 2019:133). Here, value is understood as the balance between perceived benefits such as reliability, durability, performance, and resale value and the costs incurred to obtain the product.

Kotler and Keller (2016:115) further highlight that price is not only a determinant of profitability but also a strategic signal that communicates a product’s value proposition to the market.

From these perspectives, it can be concluded that price is the monetary amount exchanged for a product or service that fulfills consumer needs. Moreover, as a core component of the marketing mix, price plays a pivotal role in shaping consumer perceptions and influencing marketing outcomes.

2.3 Promotion

Promotion encompasses a range of activities undertaken by companies to communicate the value and advantages of their products while persuading target customers to make purchases. Within the marketing mix, promotion serves as one of the most critical elements that supports the success of marketing strategies. Kotler, as cited in Junaedi (2020:5), explains that sales promotions may take the form of coupons, premiums, contests, or purchase guarantees, all of which are designed to stimulate demand among consumers, traders, and salespeople.

According to Al Mubarak (2022:27), promotion represents a marketing activity intended to increase consumer demand, a perspective also supported by Sari (2021). The more intensively promotional strategies are implemented, the greater their ability to attract and influence consumer behavior, ultimately driving purchasing decisions. Kotler and Keller (2019) further emphasize that promotion includes various methods both direct and indirect of informing, persuading, and reminding consumers about a product or brand offered in the market.

2.4 Purchase Decision

The fundamental framework in understanding consumer purchase decisions is drawn from Kotler (2015), who explains that these decisions are shaped by various psychological factors, including motivation, perception, learning, beliefs, and attitudes. When engaging in the process of selecting and buying products, consumers are not only influenced by external stimuli but also by their internal psychological state, which guides how they evaluate alternatives and ultimately determine their choice. individuals go through several stages, beginning with the recognition of a need for a product.

According to Olson in Sangadji and Sopiah (2023), a purchase decision is a problem-solving process that includes all the stages consumers go through to identify a problem, search for solutions, evaluate alternatives, and choose among available options. A decision can be understood as a process of problem analysis, beginning with the identification of background issues and recognition of the problem, which then leads to the formulation of conclusions or

recommendations. These recommendations subsequently serve as a foundation and guideline for making decisions. Consequently, errors in the recommendation process whether due to inaccuracy or insufficient analysis may result in significant consequences (Fahmi, 2016, in Khusyairi et al., 2018).

From this perspective, a purchase decision can be defined as the consumer's act of selecting among available alternatives and ultimately choosing to buy (Carissa & Monika, 2016). Thomson (2023) further emphasizes that a purchase decision represents a behavioral response triggered by the presence of a particular product or object.

3. Research Methodology

This study employs a quantitative survey research design aimed at analyzing the influence of price and promotion on purchasing decisions. The research was conducted at Toko Emas Sumber Mas Ayu, Martapura City, Banjar Regency, South Kalimantan, focusing on examining both the simultaneous and partial effects of the independent variables, as well as identifying the dominant factor.

The operational variables consist of Price (X1), measured by affordability, price-quality suitability, price competitiveness, and price-benefit suitability; and Promotion (X2), measured by promotion reach, quality, quantity, timing, and target accuracy. The dependent variable is Purchase Decision (Y), measured by suitability with needs, perceived benefits, purchase accuracy, and repeat purchase behavior. All indicators were measured using a five-point Likert scale. The research population comprised 7,621 customers who purchased gold jewelry at Toko Emas Sumber Mas Ayu between January 2024 and August 2025. The sample size was determined using the Slovin formula with a margin of error of 12%, resulting in a sample of 100 respondents. The sample was selected based on the criteria that respondents must be registered as members of the store and had made purchases during the study period (January–August 2025).

The research employed several data collection methods, namely literature review, questionnaires, and interviews. The questionnaire underwent validity testing using Pearson's product-moment correlation and reliability testing with Cronbach's alpha. Data analysis was carried out through descriptive statistics and multiple linear regression using SPSS version 26.0. To ensure the robustness of the regression model, classical assumption tests covering normality, multicollinearity, and heteroskedasticity were conducted. Furthermore, hypothesis testing involved the F-test to examine the joint effect of independent variables, the t-test to analyze partial effects, and Beta coefficient analysis to identify the most dominant factor influencing purchasing decisions.

4. Research Results

4.1 Validity test

Instrument validity was examined using the Pearson product-moment correlation with a 5% significance threshold. With 100 respondents, the r-table value was 0.24. An item was categorized as valid when the significance value was below 0.05 and the calculated r exceeded

0.24. Conversely, items with a significance value above 0.05 and an r lower than 0.24 were considered invalid. The results of the validity analysis are presented in Table 1.

Table 1 Validity Test Results

Variable	Question Items	r Count	r Table	Information
Price (X ₁)	X _{1.1}	0.849	0.25	Valid
	X _{1.2}	0.851	0.25	Valid
	X _{1.3}	0.857	0.25	Valid
	X _{1.4}	0.886	0.25	Valid
Promotion (X ₂)	X _{2.1}	0.861	0.25	Valid
	X _{2.2}	0.792	0.25	Valid
	X _{2.3}	0.887	0.25	Valid
	X _{2.4}	0.848	0.25	Valid
	X _{2.5}	0.873	0.25	Valid
Purchase Decision (Y)	Y ₁	0.882	0.25	Valid
	Y ₂	0.793	0.25	Valid
	Y ₃	0.874	0.25	Valid
	Y ₄	0.747	0.25	Valid

Compiled from research data, 2025

The results of the validity test in the table indicate that the calculated r-values for all items are positive and greater than the r-table value of 0.25 at an alpha level of 0.05. Hence, it can be concluded that all indicators of the five independent and dependent variables meet the validity criteria.

4.2 Reliability Test

Reliability testing aims to assess the consistency and trustworthiness of a measurement instrument. In this study, an instrument is deemed reliable if its Cronbach’s Alpha coefficient is at least 0.6. Referring to Arikunto, as cited in Supriyanto and Machfudz (2019:128), the findings indicate that all statement items are reliable and can be trusted as measurement tools. The results of the reliability test are presented in Table 2.

Table 2 Reliability Test Results

Variable	R Alpha	Information
Price (X ₁)	0,843	Reliable
Promotion (X ₂)	0,826	Reliable
Purcgase Decision (Y)	0,812	Reliable

Based on Table 2, the results indicate that all statement items obtained Cronbach’s Alpha values exceeding 0.6. Thus, it can be concluded that every item used in this study is reliable and can be consistently trusted as a measurement instrument.

4.3 Hypothesis test

Table 3 Multiple Linear Regression Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	8.861	4.625		2.941	.011
1	X ₁	.171	.103	.251	3.209	.003
	X ₂	.457	.184	.664	4.016	.028

a. Dependent Variable: Teacher Performance

Based on Table 3, the multiple linear regression equation derived from the Unstandardized Coefficients B values is as follows:

$$Y = 8.861 + 0.171X_1 + 0.457X_2 + e$$

The interpretation of the multiple linear regression equation is presented as follows:

- a) The constant value of 8.861 suggests that when Price (X₁), Promotion (X₂), and Purchase Decision (Y) remain unchanged, the baseline purchase decision score is 8.861.
- b) The regression coefficient of Price is 0.171, meaning that a one-unit increase in Price contributes to a 0.171 increase in purchase decision.
- c) The regression coefficient of Promotion is 0.457, indicating that a one-unit increase in Promotion leads to a 0.457 rise in purchase decision.
- d) The regression coefficient of the third variable is 0.285, which implies that a one-unit increase in this variable results in a 0.285 improvement in purchase decision.

4.4 F Test (Simultaneous)

The simultaneous (F-test) was conducted to examine the joint influence of the independent variables on the dependent variable. The results are considered significant when the significance value (α) is less than 0.05, and the model is said to have an effect if the calculated F-value (F-statistic) exceeds the F-table value. The outcomes of the F-test analysis are presented in the following table.

Table 4 ANOVA^(a)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4198.631	2	2099.315	58.059	.000 ^b
	Residual	3471.229	96	36.158		
	Total	452.986	100			

a. Dependent Variable: Y

b. Predictors: (Constant), X₁, X₂

Based on Table 4, the ANOVA (F-test) results indicate that the calculated F-value is 58.059 with a significance level of < 0.000 . Since the calculated F-value exceeds the F-table value of 3.12 and the significance level is below 0.05, it can be concluded that Price (X1) and Promotion (X2) simultaneously exert a significant influence on the purchase decision of gold jewelry at Sumber Mas Ayu Store, Martapura, Banjar Regency, South Kalimantan. Therefore, the research hypothesis (H1), which states that Price and Promotion have a significant simultaneous effect on purchase decision, is accepted.

4.5 t Test (Partial)

The partial test results show the following:

1. The effect of Price on purchase decision: the calculated t-value of 3.209 exceeds the t-table value of 1.986, with a significance level of 0.001 (< 0.05). This indicates that Price has a positive and significant effect on the purchase decision of gold jewelry at Sumber Mas Ayu Store, Martapura, Banjar Regency, South Kalimantan.
2. The effect of Promotion on purchase decision: the calculated t-value of 4.016 is greater than the t-table value of 1.986, with a significance level of 0.000 (< 0.05). This demonstrates that Promotion also has a positive and significant effect on purchase decision at the same store.

Therefore, it can be concluded that both Price (X1) and Promotion (X2) partially have a significant effect on the purchase decision of gold jewelry at Sumber Mas Ayu Store, Martapura, Banjar Regency, South Kalimantan. Consequently, the research hypothesis (H2), which states that Price and Promotion have a significant partial effect on purchase decision, is accepted.

4.6 Dominance Test

The beta coefficient is employed to assess the relative strength of each independent variable in influencing the dependent variable. Standardized regression coefficients (beta values) enable comparison between independent variables to identify the one with the dominant effect. Based on Table 3, the beta values obtained are 0.251 for Price and 0.664 for Promotion. These results indicate that Promotion exerts the strongest influence on the purchase decision of gold jewelry at Sumber Mas Ayu Store, Martapura, Banjar Regency, South Kalimantan. Accordingly, the research hypothesis (H3), which posits that Promotion is the dominant factor affecting purchase decision, is accepted.

5. Discussion

Price and Promotion Have a Significant Simultaneous Effect on Jewelry Purchasing Decisions at Sumber Mas Ayu Store, Martapura, Banjar Regency, South Kalimantan

The findings of this study, as confirmed in Hypothesis 1, demonstrate that price and promotion simultaneously exert a significant influence on jewelry purchasing decisions at Sumber Mas Ayu Store, Martapura. This implies that improvements in both variables will enhance consumer purchasing decisions. Attractive and easily understood promotions, together with affordable prices aligned with consumers' purchasing power, serve as key drivers for customers to visit the

store. Furthermore, more appealing promotional activities supported by modern product models and competitive pricing compared to other stores strengthen consumer interest, thereby encouraging purchases. Responses to the questionnaire indicate that the majority of respondents agreed with statements related to purchasing decisions, reinforcing the conclusion that effective promotions and affordable prices act as motivating factors influencing consumer behavior at Sumber Mas Ayu Store.

Price and Promotion Have a Significant Partial Effect on Jewelry Purchasing Decisions at Sumber Mas Ayu Store, Martapura, Banjar Regency, South Kalimantan

Effect of Price, The findings reveal that Price has a significant partial effect on the purchasing decisions of gold jewelry at Sumber Mas Ayu Store, Martapura. This indicates that the Price variable exerts a positive and significant influence: an increase in Price by one unit leads to a corresponding increase in purchasing decisions. Competitive and affordable prices that align with consumers' purchasing power act as a key driver for customer visits. When the prices at Sumber Mas Ayu are lower than those of competing stores, consumers are more inclined to purchase from this store rather than others.

Effect of Promotion, The study also shows that Promotion significantly influences purchasing decisions. Promotion is a crucial determinant, as frequent and attractive promotional efforts increase consumer interest and drive purchasing behavior. In today's competitive environment, promotional activities whether through print or electronic media play a central role in shaping consumer decisions. The clarity, variety, and appeal of promotional strategies, including discount programs, further enhance purchasing decisions. Effective promotional campaigns not only attract attention but also increase sales volume, since even high-quality products require visibility through promotion to reach potential buyers. Therefore, continuous and intensive promotional activities are essential to sustain and strengthen consumer purchasing behavior.

Promotion as the Dominant Variable Influencing Jewelry Purchasing Decisions

Based on the results of the dominance test, promotion emerges as the most influential variable on purchasing decisions for gold jewelry at Toko Sumber Mas Ayu, Martapura, Banjar Regency, South Kalimantan. Promotion functions as a key form of marketing communication, encompassing activities designed to disseminate information, persuade, and build consumer acceptance toward the company and its products, ultimately encouraging purchase decisions and long-term customer loyalty.

In marketing practice, promotion supports sales operations by stimulating demand and enhancing the likelihood of product purchases. The findings of this study reveal that promotional activities carried out by Toko Sumber Mas Ayu utilizing both print and electronic media are proven to effectively influence consumer behavior. These promotional efforts not only attract new customers but also strengthen the purchasing intentions of existing ones.

The implication is clear: intensifying promotional strategies, such as offering discounts, showcasing modern product designs, and optimizing communication channels, can significantly increase store recognition and positively affect purchasing decisions. Consequently, promotion plays a decisive role in determining the competitiveness of Toko Sumber Mas Ayu within the gold jewelry market in Martapura.

6. Conclusion

Based on the results of the analysis and discussion presented in the previous chapter, it can be concluded that the variables of price and promotion have a significant simultaneous effect on purchasing decisions for gold jewelry at Sumber Mas Ayu Store, Martapura City, Banjar Regency, South Kalimantan. This finding indicates that when both variables are improved together, consumer purchasing decisions will also increase. Partially, both price and promotion are proven to significantly influence purchasing decisions. Competitive and affordable prices that align with consumers' purchasing power encourage buying interest, while effective promotional activities play an essential role in raising consumer awareness and stimulating demand. The results of the dominance test further reveal that promotion is the most influential variable affecting purchasing decisions for gold jewelry at Sumber Mas Ayu Store. This emphasizes the strategic role of promotion in attracting consumer interest, strengthening brand recognition, and driving higher sales volume at the store.

Preference

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