

The Impact of Price and Promotion on Purchase Decisions with Trust as an Intervening Variable

Haniie Rakhmawati¹, Arik Susbiyani², Abadi Sanosra³,
Nurul Qomariah⁴, Mutiara Dwi Sari⁵

¹²³⁴Universitas Muhammadiyah Jember, Indonesia

⁵Universiti Muhammadiyah Malaysia, Malaysia

Correspondent: nurulqomariah@unmuhjember.ac.id⁴

Received : January 29, 2025

Accepted : May 14, 2025

Published : July 31, 2025

Citation: Rakhmawati, H., Susbiyani, A., Sanosra, A., Qomariah, N., Sari, M, D. (2025). The Impact of Price and Promotion on Purchase Decisions with Trust as an Intervening Variable. Ijomata International Journal of Social Science, 6(3), 945-962.

<https://doi.org/10.61194/ijss.v6i3.1679>

ABSTRACT: This study analyzes the factors influencing consumer purchasing decisions for A3 Fresh O2 bottled drinking water (AMDK) in Bondowoso Regency, with a particular focus on the strategic roles of price and promotion, as well as the mediating effect of consumer trust. The research is motivated by observed fluctuations in sales volume over recent years, indicating market instability. Using a quantitative approach with Structural Equation Modeling-Partial Least Squares (SEM-PLS), data were collected through a purposive sampling method involving 190 respondents. The study instrument was designed to capture the relationships among price, promotion, trust, and purchasing decisions. The findings indicate that price and promotion significantly influence both trust and purchasing decisions. Furthermore, consumer trust effectively mediates these relationships, although direct influences remain more dominant than indirect ones. The study offers managerial implications including the need for enhanced digital promotion, transparent product information, competitive pricing, and loyalty programs. Future research is encouraged to include additional variables such as brand loyalty and brand image to gain deeper insights into consumer behavior.

Keywords: Price, Promotion, Trust, Buying Decision, Drinking Water



This is an open-access article under the CC-BY 4.0 license

INTRODUCTION

Marketing is a crucial aspect in the success of a business in today's competitive era. According to (Philip Kotler and Keller 2016), Marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In line with that, (Kotler & Armstrong, 2018) emphasizes that modern marketing should focus on creating customer value and building strong customer relationships. In this context, (Tjiptono & Anastasia, 2020), added that effective marketing must combine various elements of the marketing mix, especially consumer decisions in using the products/services offered to achieve organizational/industry goals.

Consumer decisions are a crucial aspect in achieving organizational goals. According to (P Kotler and Keller 2016), Consumer decisions can be understood as a process that involves several stages and is influenced by various complex factors. This process begins with the recognition of needs,

where consumers realize that there is a need or desire that has not been met. According to (Peter & Olson, 2008), A decision involves a choice between two or more alternative actions or behaviors. Marketers are particularly interested in consumer buying behavior, especially consumer choices about which brands to purchase. Added by (Assauri, 2017), Purchasing decisions made by consumers or buyers are also influenced by habits. Purchasing habits include when the purchase is made, the amount of the purchase, and where the purchase is made. These three opinions provide comprehensive insights into consumer behavior and marketing strategies, allowing for a better understanding of how to design a successful marketing strategy by understanding consumer behavior.

Consumer behavior towards Bottled Drinking Water (AMDK) shows a growing trend along with increasing awareness of health and the need for practical products. Consumers now pay more attention to product quality, such as mineral content that is good for the body, as well as safe and environmentally friendly packaging. In addition, there is a tendency for consumers to bring their own drinking water as part of a healthy lifestyle, which is increasingly popular among urban communities (Amin et al.).

Bottled Mineral Water (AMDK) has emerged as an important segment in the growing beverage industry, reflecting the success of implementing effective marketing strategies. According to data from the Indonesian Bottled Drinking Water Industry Association (ASPADIN), AMDK consumption in Indonesia continues to increase every year. In the midst of the rapid development of the AMDK market, local products such as A3 Fres O2 from Bondowoso Regency are trying to gain their market share. As a local product, A3 Fres O2 faces unique challenges in marketing its products and building consumer trust.

A3FreshO2 is a brand of drinking water produced by CV. Karunia Jaya in Bondowoso since 2015. A3 Fresh O2 drinking water as one of the producers in Bondowoso offers the uniqueness and coolness of pure water from the mountains. The right innovation concept has been able to influence consumers in making decisions to make purchases on A3 Fresh O2 brand beverage products. In its efforts to gain market share, CV. Karunia Jaya is not free from the problem of competition to control the existing market share. This is because there are similar businesses in the city of Bondowoso, namely Ijen Water, and similar products, namely A2. The phenomenon that occurred in the A3 Fresh O2 company is presented in Table 1.

Table 1. AMDK A3 Fres O2 Sales Data

Month Period Transactions	Sales Quantity (Box)		
	2021	2022	2023
January	129.000	163.000	154.000
February	113.000	151.000	142.000
March	162.000	135.000	126.000
April	152.000	184.000	175.000
May	111.000	174.000	165.000
June	119.000	133.000	124.000
July	164.000	141.000	152.000
August	139.000	186.000	177.000

Month Period Transactions	Sales Quantity (Box)		
	2021	2022	2023
September	163.000	161.000	172.000
October	145.000	185.000	176.000
November	138.000	167.000	158.000
December	168.000	160.000	151.000
Total	1.703.000	1.940.000	1.872.000

Source: CV. Karunia Jaya (2024)

Based on Table 1, it can be seen that the sales volume in 2021 to 2023 did not always increase or was unstable. So in this study, researchers found a marketing phenomenon in increasing sales volume, namely the fluctuation in sales of A3 Fresh O2 bottled drinking water products in Bondowoso Regency, based on the phenomenon obtained, the researcher tried to raise several important factors to increase sales volume and minimize the problems obtained, so the researcher tried to provide a solution to the phenomenon obtained by referring to important factors including price and promotion which influence purchasing decisions with consumer trust as an intervening variable.

According to (Tjiptono, 2019), Consumers buy a product not only because they are pursuing its functional benefits, but more than that, they are also looking for a certain meaning (such as self-image, prestige, even personality). Consumer decisions in choosing a product are influenced by various factors, with consumer trust being one of the most significant. Research conducted by (Muslimah, Hamid, and Aqsa 2020) shows that consumer trust has a significant influence on product purchasing decisions. In line with these findings, (Solihin, 2020), (Aulia, Ahluwalia, and Puji 2023), reveals that consumer trust can be built to improve consumer purchasing decisions. Next is the research (Ilmiyah & Krishernawan, 2020), (Priskila, 2019) concluded that there is a positive and significant influence between trust and purchasing decisions. Thus, the fifth hypothesis (H5) is that trust has an impact on purchasing decisions.

Price also plays a crucial role in consumer purchasing decisions, especially in the highly competitive product and service industry (Qomariah, 2016). According to (Tjiptono, 2019), price is one of the elements of the marketing mix that is flexible and can be changed quickly to respond to market dynamics. Supporting this view, (Bachtiar, 2018) found that consumer price sensitivity varies depending on market segment and perceived product value. Meanwhile, (Sakka & Winarso, 2022) emphasizes that the right pricing strategy must consider not only production costs, but also the perceived value of consumers and the competitive position of the product in the market. Research (Sakka & Winarso, 2022), (Pranadewi, Hildayanti, and Emilda 2024), (Arianto & Satrio, 2020), (Winarsih, Mandey, and Wenas 2022), (Febrianti, Qomariah, and Thamrin 2024), (Maulana, Qomariah, and Izzudin 2022), (Qomariah, Mahendra, and Hafidzi 2021), (Anggreni et al., 2023), (Andrenata & Qomariah, 2022), shows that product prices have a positive and significant effect on consumer purchasing decisions. Thus, the third hypothesis (H3) is that price has a positive impact on purchasing decisions.

Promotion is another important factor that influences consumer decisions in any service industry. According to (Bulu, Pramitasari, and Minullah 2024), states that effective promotion can increase

brand awareness and encourage product purchases. According to (Tjiptono, 2019), that promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them, which then makes them happy and then buys the product. Research (Virgarena et al., 2024), (Qomariah, 2011), shows that promotion has an effect on purchasing decisions. Thus, the fourth hypothesis (H4) is that promotions have an impact on purchasing decisions.

Trust is an important thing that also needs serious attention from product or service providers. By maintaining the trust that has been given by consumers, consumers will be loyal to products or services that have met consumer needs. According to (Mowen and Minor 2012), consumer trust means all knowledge owned by consumers and all conclusions made by consumers regarding objects, attributes and benefits. Trust can be increased by paying attention to the price of goods and also the promotions carried out. Research conducted by (Bulu et al. 2024; Jatmiko, Marnis, and Jahrizal 2018; Rosida and Nainggolan 2022) stated that the promotion carried out can provide a sense of trust to consumers that the products offered really exist and can meet consumer needs. Thus, the second hypothesis (H2) is that promotions have an impact on purchasing decisions. Meanwhile, research conducted by (Deza & Lubis, 2022; Judijanto et al., 2024; Sakka & Winarso, 2022) states that prices that match product quality will increase consumer confidence in the product or service. Thus, the first hypothesis (H1) is that price has an impact on consumer confidence.

This study discusses consumer behavior related to purchasing decisions. Thus, the theory underlying this study is related to the concept of Planned Behavior Theory. According to Click or tap here to enter text.(Ajzen, 2005), behavioral beliefs that influence attitudes toward behavior. Behavioral beliefs are things that drive individuals to act. By considering the various aspects that have been presented, this study aims to analyze the influence of consumer trust, price, and promotion on purchasing decisions for AMDK A3 Fres O2 products in Bondowoso Regency. This study will not only provide valuable insights for local AMDK producers in developing effective marketing strategies, but also contribute to a broader understanding of the dynamics of the AMDK market at the local level. In this study, a conceptual framework can be described which is how the theory connects independent variables to dependent variables to determine the effect of price and promotion on purchasing decisions with trust as an intervening variable. For more details, it can be described in Figure 1 below.

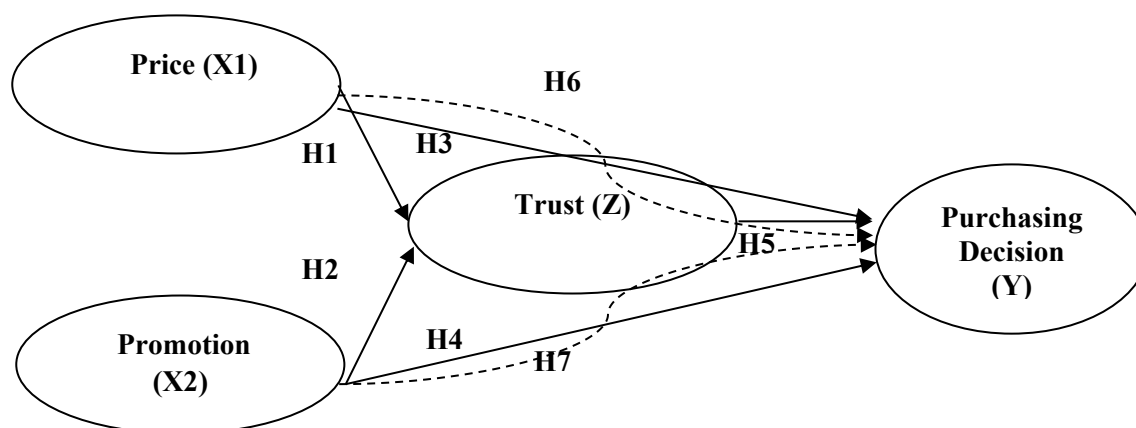


Figure 1. Conceptual Framework

METHOD

This study uses descriptive and quantitative methods. In accordance with the opinion ([Sugiyono, 2023](#)), which explains the descriptive method as a way to analyze data by describing information as it is, without intending to draw general conclusions. According to ([Hair and et al 2017](#)), This approach emphasizes the importance of systematic and structured specifications in research design, which allows researchers to obtain valid and measurable data.

Data collection methods are carried out through three main techniques: observation, interviews, and documentation. According to ([Ghozali, 2016](#)) observation method allows researchers to obtain in-depth information about human activities and explore new things to get a clear picture of the problem. Interviews are a data collection technique based on self-reports, assuming that respondents are the people who know best about themselves. In determining the population and sample, this study uses a non-probability sampling technique with a purposive sampling method. According to ([Arikunto, 2016](#)), population as a whole group or object that is the focus of research, from which is contained the information that is to be known. According to ([Hair and et al 2017](#)), provides guidance in determining sample size for the Partial Least Square (PLS) method, namely using a minimum rule of 10 times the number of indicators or 10 times the number of independent variables, which in this study resulted in a sample of 190 respondents. The sampling technique used in this study was non-probability sampling, namely the purposive sampling method, with the provision that respondents in this study had purchased AMDK A3 at least 3 times. Validity tests and data reliability tests were conducted to ensure that all measuring instruments could be used in this study. Data analysis using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach through the WarpPLS 8.0 program. According to ([Ghozali & Latan, 2015](#)), SEM is a set of statistical techniques that allow for the simultaneous testing of complex relationships, with a focus on the relationship between dependent and independent variables. According to ([Sugiyono, 2023](#)), SEM combines the approaches of factor analysis, structural modeling, and path analysis, allowing researchers to comprehensively test theoretical models with empirical data.

RESULT AND DISCUSSION

Characteristics of Respondents

The respondents of this study were AMDK A3 Consumers in Bondowoso Regency totaling 190 people. The number of respondents based on gender, namely 116 men and 74 women. AMDK A3 Consumers in Bondowoso Regency based on age, it can be seen that the most dominant age group is 31-40 years with 82 respondents or 43.2% of the total respondents. Furthermore, the 20-30 year age group followed with 49 respondents (25.8%), followed by the 41-50 year age group with 43 respondents (22.6%), and the 50-60 year age group with 16 respondents (8.4%). The majority of respondents were high school graduates with a total of 81 people or 42.6% of the total respondents. The undergraduate education group was in second place with 72 respondents

(37.9%), Meanwhile, respondents with a diploma education numbered 14 people (7.4%) and junior high school as many as 23 people (12.1%).

Validity and Reliability Test Results

The results of the WarpPLS 8.0 calculation show that each value in the cross-loadings factor has reached a value above 0.7 with a p-value below 0.05 (Ghozali, 2016). Thus, the convergent validity test criteria have been met. In addition, the validity test also looks at the Average Variance Extracted (AVE) value to measure the convergent validity of a construct (Ghozali, 2016). Convergent validity is the degree to which indicators of a construct actually measure the same construct. AVE provides an overview of how well the indicators represent the underlying construct. Based on the results of the AVE test in table 4.10, it can be concluded that the latent constructs of price, promotion, satisfaction, and purchasing decisions have good convergent validity. Reliability testing is carried out with the aim of ensuring that the research instrument used can present consistent concept measurements without bias. The results of WarpPLS 8.0 data processing show that the questionnaire instrument in this study has met the requirements of the reliability test.

Direct Influence Test Results

This section describes each path in the model section using path analysis. Each path tested shows the direct and indirect influence of price (X1) and promotion (X2) on consumer trust (Z) and purchasing decisions (Y) of AMDK A3 in Bondowoso Regency. By knowing the significance or otherwise of each path, it will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient values can be seen in Table 2 below.

Table 2. Value of Direct Influence Path Coefficient

No	Hypothesis	Path coefficients	P values	Results
1	Price → Trust	0,251	0,001	Significant
2	Promotion → Trust	0,516	0,001	Significant
3	Price → Purchasing Decision	0,191	0,003	Significant
4	Promotion → Purchasing Decision	0,495	0,001	Significant
5	Trust → Purchasing Decision	0,301	0,001	Significant

Source: Data Processed by Researchers, 2024.

Research Hypothesis Model

Hypothesis testing is based on the results of the SEM PLS model analysis containing all supporting variables for the hypothesis test. The PLS model with the addition of consumer trust variables as mediating variables explains that the addition of variables will provide additional contributions as

an explanation of purchasing decisions. The results of the research hypothesis analysis are presented in Figure 2 below.

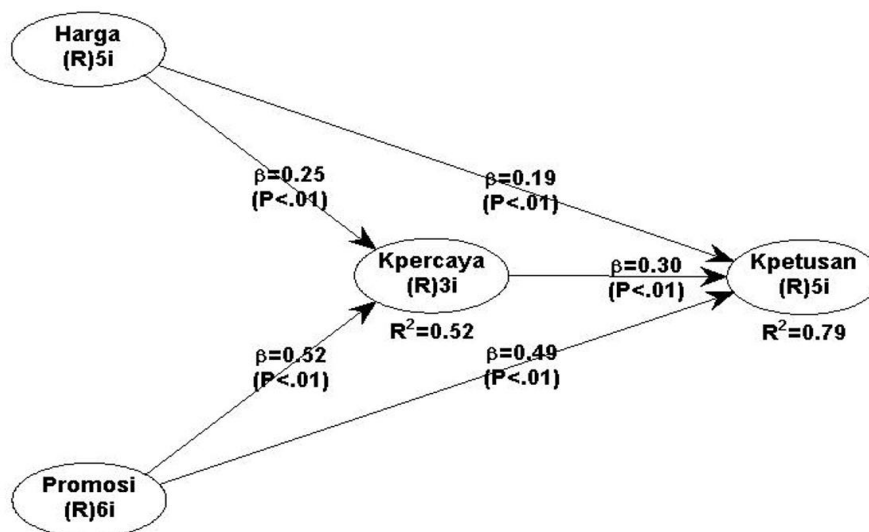


Figure 2: Results of Hypothesis Test Analysis

The Effect of Price on Consumer Trust

Based on the test results that show a significant effect of price (X1) on consumer trust (Z) on AMDK A3 in Bondowoso Regency, it can be explained that the price aspect has an important role in building consumer trust. Consumers tend to judge products from the price offered, where prices that are considered reasonable and affordable can increase their trust in product quality. Indicators such as price affordability, price suitability with product quality, competitiveness, and benefits obtained are important factors that influence consumer perceptions of products. If the price of a product is considered commensurate with its quality, consumers will be more confident that AMDK A3 is a reliable choice to meet their drinking water needs.

The first indicator, namely price affordability, shows that products that have prices that are in accordance with people's purchasing power will be more easily accepted and trusted by consumers. Consumers in Bondowoso Regency, especially those in the lower middle segment, will feel more comfortable and trust AMDK A3 if the price is not too burdensome. This price affordability helps consumers feel that they are getting value for their money, which ultimately increases their trust in the product.

Another indicator, namely the suitability of price with the quality and benefits of the product, also contributes to consumer trust. When consumers feel that the price they pay is in accordance with the quality and benefits they get, they will be more likely to trust the product. This is also supported by the price competitiveness factor, where prices that compete with other brands can give a positive impression that AMDK A3 is able to provide equal or even better value than other products on the market. Thus, through the right and competitive pricing, AMDK A3 can maintain consumer trust and strengthen its position in the market. Research that is in line with the statement

that price has an impact on trust is conducted by [\(Sakka and Winarso 2022\)](#) the result is that price has an impact on trust in Tokopedia marketplace consumers as many as 118 respondents. Thus, the price provided by the Tokopedia marketplace has given consumer trust in Tokopedia. Research conduct by [\(Deza and Lubis 2022\)](#) yang dilakukan pada all teenage consumers aged 18-21 who were domiciled in the city of Banda Aceh and had purchased sports shoes online. The result is that price discounts can provide confidence in purchasing sports shoes online. Another study that also discussed the problem of the relationship between price and trust, the results of which were positive [\(Judijanto et al., 2024\)](#), [\(Azri et al., 2025\)](#), [\(Japariato & Adelia, 2020\)](#)

The Effect of Promotion on Consumer Trust

Based on the test results showing that promotion has a significant effect on consumer trust in AMDK A3 in Bondowoso Regency, it can be explained that the promotion strategy implemented has succeeded in building and strengthening consumer trust. The advertising and personal selling strategies carried out by AMDK A3 play an important role in building consumer trust. Through consistent advertising in various media, the company can convey the values and quality of its products widely to the Bondowoso community. Meanwhile, the personal selling approach allows for direct interaction between sellers and consumers, where salespeople can explain in detail about the advantages of the product and answer consumer questions directly. This is reinforced by the word of mouth strategy that occurs organically, where satisfied consumers will automatically recommend the product to their family and relatives, creating a chain effect in building public trust.

The publicity and public relations programs carried out by AMDK A3 contribute to building a positive image of the company in the eyes of the Bondowoso community. Social activities and the company's involvement in various community events demonstrate the company's commitment to the welfare of the local community. This synergizes with sales promotion strategies such as discounts, product bonuses, or prize programs that not only increase short-term sales but also provide a positive experience for consumers that can increase their trust in the brand.

The implementation of direct marketing through various modern communication channels allows AMDK A3 to build more personal relationships with consumers. The use of social media, websites, and other direct communication channels makes it easier for consumers to get the latest information about products and interact with the company. This multi-channel approach creates consistency in the promotional messages delivered, thereby strengthening positive perceptions and consumer trust in the AMDK A3 brand. The success of this integrated promotional strategy shows that the company has succeeded in understanding and meeting the information needs of consumers in Bondowoso Regency. This study is in line service with research stating that promotions carried out can increase consumer trust in a product or service [\(Rosida & Nainggolan, 2022\)](#), [\(Bulu et al. 2024\)](#), [\(Jatmiko et al. 2018\)](#).

The Influence of Price on Purchasing Decisions

Based on the results of testing and data analysis showing that price has a significant influence on purchasing decisions for AMDK A3 in Bondowoso Regency, it can be concluded that good electronic service quality is an important factor in influencing consumer purchasing decisions. Price affordability and its suitability with product quality are fundamental factors that influence

consumer purchasing decisions for AMDK A3 in Bondowoso Regency. Affordable pricing allows consumers from various economic levels to access this product, while the suitability of price with quality provides added value that can be felt directly by consumers. A pricing strategy that considers consumer targets and the market situation in Bondowoso shows that the company understands the characteristics and needs of its local market. This creates a positive perception in the eyes of consumers that AMDK A3 is a product that provides good value for money.

The competitiveness of AMDK A3 prices compared to competitors in the Bondowoso market is a significant competitive advantage. The company has succeeded in positioning its products at competitive prices without sacrificing quality, thus creating an attractive value proposition for consumers. The effectiveness of this pricing not only retains existing consumers but also attracts new consumers who previously used competitors' products. This strategy demonstrates a good understanding of market dynamics and local consumer preferences.

The suitability of price with the benefits received by consumers is a key factor in influencing purchasing decisions. AMDK A3 has succeeded in communicating the value and benefits of its products effectively, so that consumers feel they are getting value that is comparable to or even higher than the price paid. Pricing that is in accordance with these benefits creates a positive perception of price fairness, which in turn encourages repeat purchasing decisions. This shows that the company does not only focus on price competition, but also pays attention to aspects of value and consumer satisfaction in its pricing strategy. This study is in line with research that states that price can increase purchasing decisions ([Septiani & Oentoeng, 2020](#)), ([Fakhrudin, 2019](#)), ([Sinambela, Sari, and Arifin 2020](#)), ([Bachtiar, 2018](#)), ([Handayani & Hidayat, 2021](#)), ([Pratiwi & Patrikha, 2021](#)), ([Wijaya, Hafni, and Chandra 2021](#)), ([Silaban, Elisabeth, and Sagala 2019](#)), ([Utama et al., 2019](#)), ([Tarmidi et al., 2021](#)), ([Apriliana & Sumowo, 2015](#)), ([Qomariah et al. 2021](#)), ([Napik, Qomariah, and Santoso 2018](#)), ([Chaerudin & Syafarudin, 2021](#)), ([Sari & Prihartono, 2021](#)), ([Ferdinand & Tamunu, 2014](#)), ([Pranadewi et al. 2024](#)). This is different from research ([Abdillah, Nurdiana, and Fauzi 2024](#)), stated that price has a negative effect on purchasing decisions on Broiler Chicken products at Ajung Market, Jember.

The Influence of Promotion on Purchasing Decisions

Based on the fourth hypothesis, promotion has an effect on purchasing decisions. After testing and data analysis, the results obtained stated that promotion has a significant effect on purchasing decisions for AMDK A3 in Bondowoso Regency, proven true or H4 is accepted. This could be due to aspects related to promotion that have been able to increase consumer purchasing decisions for AMDK A3 in Bondowoso Regency.

The test results showing that promotion has a significant effect on purchasing decisions for AMDK A3 in Bondowoso Regency indicate that the promotional strategy implemented by the company has been effective in influencing consumer behavior. This success can be seen from various aspects of the promotion carried out, ranging from intensive advertising to attractive sales promotion programs. This integrated marketing activity has succeeded in creating awareness and encouraging consumers to make purchases. The effectiveness of this promotion is also supported

by the selection of the right communication channels and promotional messages that are relevant to the characteristics of consumers in Bondowoso Regency.

The significant influence of promotion on purchasing decisions also shows that consumers in Bondowoso Regency are responsive to the promotional stimulus provided. Programs such as discounts, product bonuses, and special offers have proven to be effective triggers in encouraging purchasing decisions. In addition, the personal selling and word of mouth marketing approaches implemented have succeeded in building consumer trust and confidence in AMDK A3 products. The public relations strategy implemented also contributes to building a positive image of the company, which in turn influences consumer preferences in choosing AMDK products. The success of the promotional strategy in influencing purchasing decisions is also supported by the consistency and continuity of the promotional programs implemented. The company does not only focus on short-term promotions, but also builds long-term relationships with consumers through various loyalty and engagement programs. The use of multiple channels in promotional activities, including digital media and traditional marketing, allows the company to reach various consumer segments effectively. This shows that AMDK A3 has succeeded in developing a comprehensive promotional strategy that is in accordance with market characteristics in Bondowoso Regency, so that it is able to significantly encourage consumer purchasing decisions. This research is in line with research conducted by [\(Razali, Andamisari, and Saputra 2022\)](#), [\(Alfitroch, Farida, and Rahman 2022\)](#), [\(Setyaningsih & Murwatiningsih, 2017\)](#), [\(Mardiyani & Murwatiningsih, 2015\)](#), [\(Purnamasari & Budiarmo, 2019\)](#).

The Influence of Consumer Trust on Purchasing Decisions

Based on the fifth hypothesis, consumer trust has an effect on purchasing decisions. After testing and data analysis, the results obtained stated that consumer trust has a significant effect on purchasing decisions for AMDK A3 in Bondowoso Regency, which was proven to be true or H5 was accepted. This could be due to aspects of consumer trust related to consumer satisfaction with AMDK A3 in Bondowoso Regency.

The dimension of AMDK A3's ability to meet consumer expectations in Bondowoso Regency has been proven to play an important role in building trust that leads to purchasing decisions. The company's ability to produce high-quality products, maintain quality consistency, and provide satisfactory service shows reliable competence. This can be seen from the consistency of the quality of the water produced, the production process that meets standards, and the efficient distribution system in meeting consumer needs. The company's ability to handle various situations and solve problems quickly also strengthens consumers' positive perceptions of the AMDK A3 brand.

The integrity demonstrated by AMDK A3 through transparency of product information, honesty in promotion, and consistency in fulfilling company promises has succeeded in building solid consumer trust. The company consistently demonstrates a commitment to maintaining product quality according to promised standards, providing accurate information about products, and implementing ethical business practices. This integrity is also reflected in how the company handles consumer complaints transparently and responsibly, which in turn strengthens consumer confidence in making purchasing decisions. The aspect of virtue demonstrated through the company's concern for the welfare of consumers and the Bondowoso community in general has

contributed significantly to building trust that leads to purchasing decisions. AMDK A3 does not only focus on business profits alone, but also shows a commitment to providing benefits to the community through various Corporate Social Responsibility (CSR) programs, local community involvement, and positive contributions to the environment. This consumer-oriented approach has succeeded in creating a strong emotional bond between the brand and consumers, thus influencing their preferences in choosing AMDK A3 as their product of choice. The virtue demonstrated by this company is an important factor in building long-term trust that has a significant impact on consumer purchasing decisions. This research is in line with research conducted by ([Nonik Ismayanti, Suardana, and Kusuma Negara 2015](#)).

The Influence of Price on Purchasing Decisions Through Consumer Trust

Based on the sixth hypothesis, price influences purchasing decisions through consumer trust. After testing and data analysis, the results obtained stated that satisfaction influences purchasing decisions through consumer trust in AMDK A3 in Bondowoso Regency, it was proven true or H6 was accepted. The test results showed that there was an indirect effect of price ($X1 \rightarrow$) on the purchasing decision variable (Y) through the intervening variable Consumer Trust (Z) of 0.076, which is smaller than the direct effect of the price variable (X1) on the purchasing decision variable (Y) which is 0.191.

The test results showing that price influences purchasing decisions through consumer trust indicate an effective mediation mechanism in the consumer decision-making process. The right price setting by AMDK A3 not only influences purchasing decisions directly, but also builds consumer trust first. When consumers feel that the price offered is in accordance with the quality of the product and the benefits received, this creates a positive perception that increases their trust in the brand. This built trust then becomes a bridge that strengthens the influence of price on the final purchasing decision.

The mediation mechanism of consumer trust in the relationship between price and purchasing decisions can be explained through several aspects. First, competitive and transparent pricing creates a perception of honesty and integrity in the company, which are important components in building trust. Second, price consistency with the value offered shows the company's ability to understand and meet consumer needs. Third, a pricing policy that takes into account the purchasing power of the Bondowoso community reflects the company's virtue in paying attention to consumer welfare. These three aspects of trust then act as catalysts that strengthen the influence of price on purchasing decisions.

This finding also reveals that the AMDK A3 pricing strategy has succeeded in creating a strong value proposition, which is not only seen from a financial perspective but also in terms of consumer trust. When consumers believe that the company sets prices fairly and responsibly, they are more likely to make positive purchasing decisions. This shows that consumer trust acts as an effective mediating variable, where the right pricing strategy will increase consumer trust, which in turn drives purchasing decisions. This success emphasizes the importance of a holistic approach to pricing strategy, which not only considers competitive aspects but also its impact on consumer

trust as a key factor in the purchasing decision-making process. This research is in line with research conducted by (Pratama & Santoso, 2018).

The Influence of Promotion on Purchasing Decisions Through Consumer Trust

The results of the study indicate that promotion has an influence on purchasing decisions through consumer trust in AMDK A3 in Bondowoso Regency. Based on the tests conducted, the seventh hypothesis (H7) is accepted, which means a significant indirect relationship between the three variables. Promotional activities carried out by AMDK A3 have proven to be not only effective in encouraging purchasing decisions directly, but also successfully building consumer trust first. Transparent, informative, and consistent promotional strategies have succeeded in creating positive perceptions that increase consumer trust in the brand. This built trust then becomes a reinforcing factor that encourages consumers to make purchasing decisions.

The effectiveness of the mediating role of consumer trust in the relationship between promotion and purchasing decisions can be seen from several aspects. In the context of advertising and marketing communications, delivering honest and accurate messages about products builds brand integrity. Personal selling and professional customer service demonstrate the company's ability to meet consumer needs. Meanwhile, promotional programs that consider the interests of the local community reflect the company's virtues. These three dimensions of trust act as a bridge that strengthens the influence of promotional activities on consumer purchasing decisions.

This finding also emphasizes the importance of a promotional approach that is not only oriented towards short-term sales, but also focuses on building consumer trust as a foundation for long-term relationships. When consumers believe that the promotional message delivered by AMDK A3 is reliable and in accordance with the reality of the product, they are more likely to make positive purchasing decisions. This shows that consumer trust acts as an effective catalyst in converting promotional impacts into actual purchasing decisions. This success emphasizes the importance of an integrated and sustainable promotional strategy, which not only aims to increase sales but also build and maintain consumer trust as a long-term asset for the company in influencing purchasing decisions. This study is in line with research conducted by (Bulu et al. 2024).

CONCLUSION

Based on the research findings that have been described in the previous description, the conclusions in this study can be stated as follows: 1) The test results prove that price has a positive and significant effect on consumer trust in AMDK A3 in Bondowoso Regency; 2) The test results prove that promotion has a positive and significant effect on consumer trust in AMDK A3 in Bondowoso Regency; 3) The test results prove that price has a positive and significant effect on purchasing decisions in AMDK A3 in Bondowoso Regency; 4) The test results prove that promotion has a positive and significant effect on purchasing decisions in AMDK A3 in Bondowoso Regency; 5) The test results prove that consumer trust has a positive and significant effect on purchasing decisions in AMDK A3 in Bondowoso Regency; 6) The test results prove that price has a positive and significant effect on purchasing decisions through consumer trust in

AMDK A3 in Bondowoso Regency. With the value of the indirect effect being smaller than the direct effect; 7) The test results prove that promotion has a positive and significant effect on purchasing decisions through consumer trust in AMDK A3 in Bondowoso Regency. With the value of the indirect effect being smaller than the direct effect.

Based on the conclusions of the research that have been described, here are some suggestions for research that can be done: 1) Further research can expand the scope of the research by adding other variables that have the potential to influence purchasing decisions, such as brand image, product quality, or consumer loyalty to gain a more comprehensive understanding; 2) To obtain more in-depth results, further research can use a mixed method approach by combining quantitative and qualitative analysis through in-depth interviews with consumers to understand the factors that influence their trust and purchasing decisions; 3) Further researchers can conduct comparative studies by comparing the purchasing behavior of AMDK A3 consumers in various regions or comparing them with other AMDK brands to gain a broader perspective; 4) AMDK A3 needs to maintain and improve its competitive pricing strategy while still paying attention to product quality, so that consumers still get optimal value for money; 5) Companies should develop more integrated promotional programs by utilizing various communication channels, including digital platforms, to reach a wider consumer segment; 6) Strengthening engagement programs with consumers through various community activities and loyalty programs to maintain and increase consumer trust; 7) Increase transparency of product information and consistency of service quality to strengthen the dimensions of consumer trust (ability, integrity, and benevolence). 8) The trust that consumers have given must be maintained with a competitive pricing strategy and also continuous brand innovation. 9) For future research, we can use the moderating variable gender to see whether gender can have an impact on decision making in choosing AMDK. 10. For the results of the qualitative analysis, it can be seen that from the customer's perspective related to price, namely indicator X1.4 related to price competitiveness has a low loading factor value, so it is necessary to implement a strategy in the competitiveness of AMDK prices. 11) Based on the results of the analysis related to the promotion variable, it turns out that the indicator X2.5, namely sales promotion, has the lowest loading value, so that the AMDK A2 Fresh O2 party needs to provide sales promotions such as providing a bonus for every purchase of 10 bales.

REFERENCE

- Abdillah, D. B., Nurdiana, F., & Fauzi, N. F. (2024). The Influence of Price , Product Quality and Service on the Decision to Purchase Broiler Chicken at the Ajung Market , Jember Regency. *Budapest International Research and Critics Institute (BIRCI-Journal)*, 7(1), 9–17. <https://doi.org/https://doi.org/10.33258/birci.v7i1.7825>
- Ajzen, I. (2005). *Attitudes, Personality, and Behavior. 2nd Edition*. (Vol. 50). Open University Press.
- Alfitroch, U. A., Farida, E., & Rahman, F. (2022). Pengaruh Iklan, Promo Gratis Ongkos Kirim, dan Diskon Terhadap Keputusan Pembelian pada Aplikasi Belanja Online (Studi Kasus pada Warga RT 8 Kelurahan Karangbesuki Kota Malang). *E-Jurnal Ilmiah Riset Manajemen*, 11(1), 71–78.

- Andrenata, A., & Qomariah, N. (2022). PENGARUH MARKETING MIX 4P TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA SANGKAR MAS DESA DAWUHAN MANGLI SUKOWONO JEMBER. *PUBLIK: Jurnal Manajemen Sumber Daya Manusia, Adminsitasi Dan Pelayanan Publik*, IX(1), 51–63. <https://doi.org/https://doi.org/10.37606/publik.v9i1.263>
- Anggreni, D. Y., Sarbini, S., Dewi, W. H., Hadi, S., & Qomariah, N. (2023). WHETHER SERVICE QUALITY , PRICE AND LOCATION CAN INCREASE PURCHASING DECISIONS FOR MOBILE PHONES. *International Journal OfManagement Science and Information Technolog*, 3(1), 47–53. <https://doi.org/https://doi.org/10.35870/ijmsit.v3i1.943>
- Apriliana, H. T. A., & Sumowo, S. (2015). Analisis Variabel-Variabel yang Mempengaruhi Kepuasan Pembelian Smartphome Android Merek Samsung (Studi Kasus: Mahasiswa Fakultas Ekonomi Manajemen Universitas Muhammadiyah Jember 2011-2013). *Jurnal Manajemen Dan Bisnis Indonesia*, 1(2), 121–142.
- Arianto, D. P. H., & Satrio, B. (2020). Pengaruh Produk, Harga, Kualitas Pelayanan, Lokasi, Store Atmosphere Terhadap Keputusan Pembelian Kopisae. *Jurnal Ilmu Dan Riset Manajemen*, 9(6), 1–23.
- Arikunto, S. (2016). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Assauri, S. (2017). *Manajemen Pemasaran*. Jakarta: PT. Raja Grafindo Persada.
- Aulia, T., Ahluwalia, L., & Puji, K. (2023). PENGARUH KEPERCAYAAN, KEMUDAHAN PENGGUNAAN DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA E-COMMERCE SHOPEE DI BANDAR LAMPUNG. *SMART: Strategy of Management and Accounting Through Research and Technology*, 2(2), 58–69.
- Azri, A. K., Yulasmi, Y., & Khairi, A. (2025). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Dalam Meningkatkan Kepercayaan Konsumen Sebagai Variabel. *Jurnal Ekonomi Dan Bisnis Digital*, 02(03), 1797–1803.
- Bachtiar, D. I. (2018). Analisis Pengaruh Diversifikasi Produk dan Harga terhadap Keputusan Pembelian pada UKM Gula Kelapa. *Jurnal Ekonomi Dan Bisnis*, 52–60.
- Bulu, D., Pramitasari, T. D., & Minullah, M. (2024). PENGARUH BRAND IMAGE, HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO RISKI PAKAN BURUNG DI SITUBONDO DENGAN KEPERCAYAAN SEBAGAI VARIABEL INTERVENING. *Jurnal Mahasiswa Entrepreneur (JME)*, 3(10), 2055–2069.
- Chaerudin, S. M., & Syafarudin, A. (2021). The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction. *Ilomata International Journal of Tax and Accounting*, 2(1), 61–70. <https://doi.org/10.52728/ijtc.v2i1.202>
- Deza, M., & Lubis, P. H. (2022). PENGARUH DISKON HARGA TERHADAP PURCHASES INTENTIONS YANG DIMEDIASI OLEH KEPERCAYAAN KONSUMEN DALAM PEMBELIAN SEPATU OLAH RAGA SECARA ONLINE DI KOTA BANDA ACEH. *Junal Ilmiah Mahasiswa Ekonomi Manajemen*, 7(1).
- Fakhrudin, A. (2019). Pengaruh Kewajaran Harga Dan Citra Perusahaan Terhadap Keputusan Pembelian Ulang Pada Penumpang Maskapai Citilink Indonesia. *Jurnal Manajemen Bisnis*, 10(1), 55–72. <https://doi.org/10.18196/mb.10168>

- Febrianti, D. D., Qomariah, N., & Thamrin, M. (2024). The Influence of Price , Promotion , Product Quality on Purchasing Decisions at " Mie KBR " Jember. *Journal of Economics, Finance and Management Studies*, 07(01), 364–371. <https://doi.org/10.47191/jefms/v7-i1-39>
- Ferdinand, T., & Tamunu, M. (2014). Analyzing the influence of price and product quality on buying decision. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(3), 1255–1263.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. In *Universitas Diponegoro* (Edisi 8). <https://doi.org/https://doi.org/10.3929/ethz-b-000238666>
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponogoro.
- Hair, & et al. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.
- Handayani, L. S., & Hidayat, R. (2021). Pengaruh kualitas Produk , Harga , dan Digital Marketing Terhadap Produk MS Glow Beauty. *Jurnal IKRAITH-EKONOMIKA*, 5(2), 135–145.
- Ilmiyah, K., & Krishernawan, I. (2020). Pengaruh Ulasan Produk, Kemudahan, Kepercayaan, Dan Harga Terhadap Keputusan Pembelian Pada Marketplace Shopee Di Mojokerto. *Maker: Jurnal Manajemen*, 6(1), 31–42. <https://doi.org/10.37403/mjm.v6i1.143>
- Japarianto, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Jatmiko, M. I., Marnis, & Jahrizal. (2018). Pengaruh Kualitas Pelayanan dan Promosi terhadap Citra dan Kepercayaan Pasien Rawat Inap Aulia Hospital Abstrak. *PROCURATIO*, 53(9), 1689–1699.
- Judijanto, L., Hildawati, H., Mahmuddin, M., Tahapary, G., & Puspa, L. (2024). Peran Kepercayaan dalam Memediasi Pengaruh Harga dan Kualitas Produk terhadap Niat Beli Ulang di E-commerce C2C Indonesia. *Sanskara Manajemen Dan Bisnis*, 3(01), 33–47. <https://doi.org/10.58812/smb.v3i01>
- Kotler, P., & Armstrong. (2018). *Prinsip-prinsip Marketing* (Edisi Ke T). Penerbit Salemba Empat.
- Kotler, P., & Keller, K. L. (2016a). *Manajemen Pemasaran Jilid 1 & 2* (Edisi Ke 1). Jakarta: PT. Indeks.
- Kotler, P., & Keller, K. L. (2016b). *Marketing Management 15e*. Person Prentice Hall, Inc.
- Mardiyani, Y., & Murwatiningsih. (2015). Pengaruh Fasilitas Dan Promosi Terhadap Kepuasan Pengunjung Melalui Keputusan Berkunjung Sebagai Variabel Intervening Pada Objek Wisata Kota Semarang. *Management Analysis Journal*, 4(1), 65–75.
- Maulana, A. W., Qomariah, N., & Izzudin, A. (2022). The Effect of Product Diversification , Price and Product Quality on Cracker Purchase Decisions. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 06(6), 1–6.

- Muslimah, S., Hamid, R. S., & Aqsa, M. (2020). Analisis Dampak Kepercayaan Terhadap Keputusan Pembelian Online: Perspektif Marketing MIX. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 137–150. <https://doi.org/10.36778/jesya.v4i1.306>
- Napik, A., Qomariah, N., & Santoso, B. (2018). Kaitan Citra Merek, Persepsi Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Blackberry. *Jurnal Penelitian IPTEKS*, 3(1), 73. <https://doi.org/https://doi.org/10.32528/ipteks.v3i1>
- Nonik Ismayanti, N. W., Suardana, I. W., & Kusuma Negara, I. M. (2015). Pengaruh Kepercayaan Dan E-Service Quality Terhadap Keputusan Pembelian Akomodasi Di Bali Pada Situs Booking.Com. *Jurnal IPTA*, 3(2), 56. <https://doi.org/10.24843/ipta.2015.v03.i02.p10>
- Peter, J. P., & Olson, J. C. (2008). *Consumer Behavior and Marketing Strategy 8th Edition*. McGraw-Hill.
- Pranadewi, A., Hildayanti, S. K., & Emilda, E. (2024). Pengaruh Live Streaming, Harga dan Personal Branding terhadap Keputusan Pembelian Konsumen Pengguna Aplikasi Tiktok. *Jurnal Nasional Manajemen Pemasaran & SDM*, 5(1), 20–31. <https://doi.org/10.47747/jnmpsdm.v5i1.1690>
- Pratama, D. W., & Santoso, S. B. (2018). Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian melalui Kepercayaan Konsumen pada Produk Stuck Original. *Diponegoro Journal of Management*, 7(2), 1–11.
- Pratiwi, M. I., & Patrikha, F. D. (2021). Pengaruh Gaya Hidup, Harga Dan Influencer Terhadap Keputusan Pembelian Di Rumah Makan Se'I Sapiku Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(3), 1417–1427. <https://doi.org/https://doi.org/10.26740/jptn.v9n3.p1417-1427>
- Priskila, T. (2019). Pengaruh Kepercayaan Dan Risiko Terpersepsi Terhadap Keputusan Pembelian Daring Dengan Harga Terpersepsi Sebagai Variabel Pemoderasi (Studi Kasus Pada Shopee Indonesia). *Business Management Journal*, 14(2), 101–112. <https://doi.org/10.30813/bmj.v14i2.1471>
- Purnamasari, M., & Budiatmo, A. (2019). Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung Dengan Keputusan Pengunjung Sebagai Variabel Intervening Pada Objek Wisata Candi Borobudur Kabupaten Magelang Maulida Purnamasari & Agung Budiatmo Pendahuluan Wisata merupakan kegiatan y. *Ilmu Administrasi Bisnis*, 8, 1–8.
- Qomariah, N. (2011). FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN KONSUMEN MENABUNG DI BANK SYARIAH (Studi Kasus Pada Bank Syariah Mandiri Cabang Jember). *JEAM*, X(1), 30–42.
- Qomariah, N. (2016). *Marketing Adactive Strategy*. Cahaya Ilmu.
- Qomariah, N., Mahendra, M. M. D., & Hafidzi, A. H. (2021). The Effect Of Price Consciousness , Sales Promotion And Online Customer Reviews On Purchase Decisions At The Marketplace Tokopedia. *IOSR Journal of Business and Management (IOSR-JBM)*, 23(6), 57–63. <https://doi.org/10.9790/487X-2306045763>
- Razali, G., Andamisari, D., & Saputra, J. (2022). Pengaruh Promosi Diskon Dan Gratis Ongkir Shopee Terhadap Keputusan Pembelian Konsumen. *Citizen: Jurnal Ilmiah Multidisiplin Indonesia*, 2(3), 482–491. <https://doi.org/10.53866/jimi.v2i3.132>

- Rosida, R., & Nainggolan, B. (2022). Dampak Promosi Terhadap Kepuasan Nasabah PT. Allianz Life Indonesia Dengan Kepercayaan Sebagai Variabel Mediasi. *ECONOMIC DEVELOPMENT PROGRESS*, 1(1), 19–28.
- Sakka, U. F., & Winarso, B. S. (2022). PENGARUH PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE TOKOPEDIA DENGAN KEPERCAYAAN SEBAGAI VARIABEL MEDIASI. *E-QIEN: Jurnal EKonomi Dan Bisnis*, 11(2).
- Sari, R. M., & Prihartono, P. (2021). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Survey Pelanggan Produk Sprei Rise). *Jurnal Ilmiah MEA (Manajemen, Ekonomi Dan Akuntansi)*, 5(3), 1171–1184.
- Septiani, Y., & Oentoeng, I. F. C. (2020). Pengaruh Celebrity Endorsement , Citra Merek Dan Harga Terhadap Keputusan. *Jurnal Kewirausahaan, Akuntansi, Dan Manajemen TRI BISNIS*, 2(2), 160–179.
- Setyaningsih, S., & Murwatiningsih. (2017). Pengaruh Motivasi, Promosi Dan Citra Destinasi Pada Kepuasan Pengunjung Melalui Keputusan Pengunjung. *Management Analysis Journal*, 6(2), 123–133.
- Silaban, S. E., Elisabeth, E., & Sagala, R. (2019). PENGARUH PROMOSI, HARGA DAN INOVASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA KENTUCKY FRIED CHICKEN (KFC) SIMPANG MATARAM MEDAN. *JRAK*, 5(2), 209–228.
- Sinambela, E. A., Sari, P. P., & Arifin, S. (2020). Pengaruh Variabel Harga dan Citra Perusahaan terhadap Keputusan Pembelian Produk Wingsfood. *AKUNTABILITAS: Jurnal Ilmiah Ilmu-Ilmu Ekonomi*, 13(1), 55–70. <https://doi.org/10.35457/akuntabilitas.v13i1.1053>
- Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *Jurnal Mandiri*, 4(1), 26–37.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV. ALFABETA.
- Tarmidi, D., Dosinaen, Y. P. R. P., Siahaan, S. A., Azzadi, T., Angel, G., & Napitupulu, S. (2021). The Effect of Product Innovation and Price on Purchasing Decisions on Shopee Users in Bandung in 2021 (Case Study on Electronic Products Labeled Shipping from Overseas). *Turkish Journal of COmputer and Mathematics Education*, 12(4), 747–753.
- Tjiptono, F. (2019). *Strategi Pemasaran : Prinsip & Penerapan*. Penerbit Andi.
- Tjiptono, F., & Anastasia, D. (2020). *Pemasaran*. Andi Yogyakarta.
- Utama, D. C., Arista, R., Fitriyanto, & Raharjo, A. (2019). Pengaruh Inovasi Produk Dan Harga Terhadap Keputusan Pembelian Sepeda Motor Honda Di Kota Bekasi. *Jurnal Mitra Manajemen (JMM Online)*, 3(7), 767–779.
- Virgarena, R. A. T., Herlambang, T., Martini, N. N. P., & Qomariah, N. (2024). The Influence of Political Program Promotion and Social Media on the Decision to Elect DPRD Members. *Journal of Economics, Finance and Management Studies*, 07(06), 3653–3659. <https://doi.org/10.47191/jefms/v7-i6-56>

- Wijaya, E., Hafni, L., & Chandra, S. (2021). Lifestyle, Product Innovation, Price, And Brand Image: Impact On Purchase Decision On Samsung Smartphone. *Procuratio: Jurnal Ilmiah Manajemen*, 9(3), 244–252.
- Winarsih, R., Mandey, S. L., & Wenas, R. S. (2022). Pengaruh Persepsi Harga, Kualitas Makanan, Dan Store Atmosphere Terhadap Keputusan Pembelian Konsumen Pada Dabu – Dabu Lemong Resto Dan Coffee Kawasan Megamas Di Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 388.
<https://doi.org/10.35794/emba.v10i3.41953>