

Effect of Sales Promotion on Purchasing Decisions

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ABSTRACT

To trigger consumer transactions to buy a certain product and encourage aggressive purchasing decisions. One trick is that promotion can stimulate demand for a product. With the promotion, it is expected that consumers will want to try these products and encourage existing consumers to buy products more often so that re-purchases will occur and the sales volume of a company's products will increase. Promotion is an important factor in realizing the sales goals of a company. For consumers to be willing to subscribe, they must first be able to try or research the goods produced by the company, so that buyers can be sure of these goods. Targeted promotion is expected to have a positive effect on increasing sales. Promotion is an important aspect of marketing management and is often said to be a continuous process. With the promotion, people who are not interested in buying a product will be interested and try the product so that consumers make a purchase. The type of promotional mix is the combination of the best strategies from the variables of advertising, personal selling, and other promotional tools, all of which are planned to achieve the goals of the sales program. This study aims to examine the effect of promotion on glove purchasing decisions. Respondents of this study used 150 research samples at various hospitals, namely doctors and health workers, the tools used in this study used the PLS (Partial Least Square) analysis method. The results of this research are the effect of promotion on purchasing decisions accepted.

Keywords: Sales Promotion, Purchase Decision, Effect

INTRODUCTION

Promotion is a tool used in running marketing programs. Promotion is an activity of introducing product benefits, goodness, additional benefits, low prices, and so on to consumers and prospective consumers. The purpose of the promotion is to provide information that strengthens awareness and knowledge about the products or services marketed, to encourage the increase in demand for a product from consumers, increase profits for the company because the product is favored by consumers so that sales volume increases, the company can defer product because profits increase, can stabilize sales volume. Besides, the promotion also serves to influence the attitude and preferences of consumers in choosing a company's products, as well as to motivate consumers to take positive action that is to make purchasing decisions on the products offered. A trading company that sells various types of gloves under the COMET brand. (Hertati, Mustopa, Widiyanti, Safkaur, 2020).

Comet brand is one of the brands of gloves that consumers are interested in. Especially those who are engaged in manufacturing industries, such as the automotive industry, food, and others. Brands are important because brands become product identities to be different from competitors. Competition to compete for potential customers and retain existing customers is an increasingly big challenge and must be faced by companies in marketing their products. The company must

increase its sales significantly for the company to exist, even in the future the company must be more advanced. (Hertati, Ferry, Puspitawati, Gantino,Ilyas, 2021).

To increase sales volume the company must implement relevant policies and strategies in the framework of increasingly tight business competition. One strategy that can be implemented by the company is to increase promotion and create a positive brand image in the eyes of consumers so that consumers can decide to buy the product. Purchasing decisions are several stages made by consumers before deciding on the purchase of a product (Kotler, 2010). In the current era of globalization, market interest is indispensable for companies in meeting customer satisfaction and market satisfaction. A lot of the business world makes a lot of competition. (Hertati, Asmawati, Widiyanti, 2021).

Products that can obtain higher satisfaction consumers will survive in the competition in the market. Every business must have advantages and disadvantages both in terms of product quality, promotion, and brand image to produce the opinion of the buyer's decision to get the goods that will create customer satisfaction. From time to time the development of the business world is very rapid, one of them in the world of marketing is very important for the progress of a company. If the company has produced an item then how the company market the product that has been produced to make a profit. Therefore, companies must have creative ideas to achieve high consumer buying interest. In marketing, the product is necessary because to achieve the success of the company. The Company must be able to know what consumers want and need before producing an item so that the goods that have been produced by the company can be useful to consumers (Napik, 2018).

The life that is lived today is very influential to the mindset of consumers towards product purchasing decisions. In these circumstances, the decision to choose an item or brand is strongly influenced by the development of human resources, product quality, promotion, and brand image that will make consumer purchasing decisions. The era of globalization promises a new business opportunity and challenge for companies in Indonesia. On the one hand, the era of globalization expands the product market of companies in Indonesia, and on the other hand, the situation gives rise to increasingly intense competition both between domestic and foreign companies. In competition the company must have a marketing strategy that can support in marketing comet gloves is to create a brand image and increase promotion. (Syafarudin, 2016).

With this promotional strategy, the company can introduce the products offered by PT. Alifindo partners together with the community both through advertisements and brochures. Besides, the company must also create a positive brand image so that the company can influence consumer purchasing decisions. By implementing this strategy, it is expected that the company can control the market share (Syafarudin. & Mulyana, 2019). So that the company can increase sales of products and increase the profit of companies. PT. Alifindo is a joint partner. Palm fit type gloves comet brand is one of the products. PT. Alifindo Mitra Bersama is the most in-demand by consumers. Here are the sales data from 2015 - 2019:

Table 1. Sales Data pt. Alifindo Mitra Bersama Period 2015 – 2019

Years	Comet Glove Products (Rp)
2015	16,047,119,467,90
2016	19,136,502,540,19
2017	22,570,526,917,47
2018	32,501,785,662,00
2019	27,209,153,919,00

Source : Internal Data PT. Alifindo Mitra Bersama (2020)

From the table can be known that the revenue of PT. Alifindo Mitra Bersama has often experienced fluctuations in the last five years. Although the revenue of PT. Alifindo Mitra Bersama in 2018 increased significantly, but this was followed by a very drastic decrease in 2019. Various strategies and improvements are carried out by PT. Alifindo Mitra Bersama to increase sales of its products. Including increasing the purchase of Comet PT glove products. Alifindo Mitra Bersama.

Kotler and Amstrong (2013), marketing is the process by which companies create value for customers and build strong relationships with those customers to capture the value of customers in return. Meanwhile, Tjiptono (2010) defines that marketing as the function that has the most contact with the external environment, but the company has only limited control over the external environment. The company's activities in this marketing determine the direction of the company to be able to compete in the world of increasingly tight competition. Marketing is an important element in the company to determine the success of a business. Therefore, the company must apply marketing understanding correctly to stay afloat. According to Kotler and Keller (2011) suggests that: marketing is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products with other products.

Marketing has two things. First, Marketing is a philosophy, attitude, perspective, or management orientation that emphasizes customer satisfaction. Second, marketing is a set of activities used to implement that philosophy. In fact marketing for a company is a very important factor in its role in its business operations. The ability of the company to make a profit is determined by the ability to organize all its business activities, mainly marketing. To enter the competitive market and can attract consumers, the company seeks to create buyer interest. This is clearly outlined in the scope of marketing, among others, the improvement of the quality of service in marketing.

Kotler and Keller (2009:36) Propose the concept of marketing is satisfying the needs and desires of consumers. The goal of the business is to deliver customer value to make a profit. The creation and delivery of values can include the phase of selecting a value, the phase of providing value, the phase communicating the value. Choosing the right targeting strategy will determine the success of a product's marketing efforts, especially in the current very strict business climate. Hurriyati (2010:49), stated that to reach the target market that has been set, then every company needs to manage its marketing activities well. Companies must be able to compile and use controllable marketing variables, in anticipation of changes from uncontrollable marketing variables, as well as to influence the company's product demand. Therefore, the company must be able to combine these elements in the right proportions so that its marketing mix is under the corporate environment, can satisfy the target market, and remain in line with the company's objectives in the field of overall marketing.

Kotler and Keller (2009:172) suggest that: promotion is a marketing communication in which, the company seeks to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Efforts to introduce products to the market are carried out a promotional strategy. The concept used to introduce products is promotion mix, activities that combine product excellence and persuade consumers to buy (Private, 2010:349).

Promotional activities not only serve as a means of communication between the company and consumers but also as a tool to influence consumers in purchasing or using products according to their needs and desires (Sunyoto, 2012:154). The tools that can be used to promote a product

can be selected in several ways, namely advertising, sales promotion, publicity, personal selling, and direct marketing called a promotional mix. According to Tjiptono (2010:219), promotion is one of the determinants of the success of a marketing program. No matter the quality of a product, if the consumer has never heard of it and is not sure that the product will be useful to them, then they will not buy it.

The promotional mix includes *advertising*, personal selling, *public relations* and publicity, sales promotion, and direct *marketing*. The promotional mix is part of marketing stimuli which are variables that can be controlled by the company (Kotler, 2012). Kotler and Keller (2012) promotional mix cover five dimensions namely advertising, direct marketing, sales promotion, public relations, personal sales.

1. **Advertising.** Advertising is any form of mass media communication (TV, radio, magazines, newspapers) that can send a message to a large group of individuals at the same time, about a product, service, or idea. Advertising becomes one of the important promotional instruments especially for companies that produce goods or services aimed at the public.
2. **Direct Marketing.** Direct marketing is the company's effort to communicate directly either by e-mail, telephone, fax, or the internet with potential customers to elicit direct responses or sales transactions.
3. **Public Relations.** Public relations is something that summarizes the entire planned communication, both inward and outward between a company. Public relations relates to the creation of understanding through knowledge, and through activities that are expected to have a positive impact on maintaining or protecting the company or product image.
4. **Personal Selling.** Personal sales are a form of direct communication between a seller and his prospective buyer. In this case, the seller attempts to assist or persuade potential buyers to purchase the products offered.
5. **Set goals.** Promotional objectives are derived from broader promotional objectives, derived from more fundamental marketing objectives developed for those products.
6. **Choose business promotion and sales promotion tools.** Companies use business promotion and sales promotion tools, they're used to gather business leads, impress customers and reward them, and motivate salespeople.
7. **Developing programs.** Planning a promotional program, marketers increasingly incorporate multiple media into a total campaign concept. First, determine the number of such incentives. Second, create conditions for people to participate. Third, decide the length of the promotion. Fourth, the marketer chooses the means of distribution.

Mangkunegara (2008:3) Consumer behavior is actions taken by individuals, groups, or organizations related to the decision-making process in obtaining, using goods or services economically that can be affected by the environment. Studying consumer behavior not only includes consumer activities at the time of purchase but includes all activities of choosing, assessing, obtaining, and using the product.

Every consumer makes a variety of decisions in the search, purchase, use of a variety of products, and brands in any given period. The purchase decision is strongly influenced by the motives of the purchase where it can be because the buyer carries out the purchase only emotional considerations, such as pride, suggestion, and so on. But also buyers buy rationally as the price (Daryanto, 2011:94).

Kotler (2013) defines the purchase decision as the process made by a customer before it comes to the purchase and subsequent post-purchase. The attitude of others reduces the alternative

that one likes will depend on two things, namely the intensity of negative attitudes of others towards alternatives favored by the customer and the motivation of the customer to according to the wishes of others.

Kotler and Armstrong (2013) also stated that the purchase decision is a purchase process related to the brand to be purchased. Purchasing decisions are individual activities that are directly involved in the decision-making process to make purchases of products offered by the seller. Where decision making is an individual activity that is directly involved in obtaining and using the goods offered. In the decision-making process, consumers will consider various aspects before deciding to buy. (Hertati & Safkaur: 2020: Syafarudin, 2020).

Kotler and Keller's (2015) purchase decision is a purchasing decision-making process that includes determining what to buy or not to make a purchase and that decision is obtained from previous activities. The purchasing decision process has stages to achieve purchasing decisions made by customers through several stages that include recognizing needs, seeking information, evaluating alternatives, purchasing decisions, and behavior after purchase. (Syaparudin & Hertati. 2020).

1. **Need recognition.** The introduction of needs is the first stage of the purchasing decision process where the customer recognizes the problem or need. The buyer feels a difference between the actual circumstances and the desired circumstances. That need can be triggered by stimulants when one's normal needs are hungry, thirsty, rising to a level high enough to be a driver. Besides, the need is also triggered by external stimuli.
2. **Finding Information.** Information search is a stage of the buyer decision-making process where the customer is moved to look for additional information, the customer may simply remind attention or may also seek information actively.
3. **Alternative evaluation.** Alternative evaluation is a stage of the buyer decision process where customers use the information to evaluate various alternative brands in a series of options. The way the customer starts the business evaluates the buyer's alternative depends on the individual customer and the specific purchasing situation.\
4. **Purchase Decision.** Customers make three types of purchases, namely trial purchases, repurchases, and long-term commitment purchases.
5. **Behavior after purchase.** When customers use a product, they assess the performance of the product according to their various expectations. Three assessments may arise, namely the actual performance under the expectations of causing neutral feelings, performance exceeding expectations that cause satisfaction, and performance below expectations that cause dissatisfaction.
6. **Cultural Factors.** Culture is a factor that determines the basis of one's desires and behaviors. While the subculture includes nationality, racial groups, religions, and geographical areas. Almost all human beings exhibit social stratification, most often in the form of social class, a relatively homogeneous and durable part of society.
7. **Social Factors.** Social factors such as a group of references, family, and social status influence a person's purchasing behavior. Reference groups are groups that have a direct or indirect influence on one's attitudes or behaviors. While the family is the most influential primary reference group. Consists family of parents and siblings. From parents, one gets an orientation towards religion, politics, and economics, a sense of personal ambition, self-esteem, and love.

8. Factor personal. Personal characteristics that influence buyer decisions include age and stage in the life cycle, occupation, and economic circumstances, personality and self-concept, as well as value and lifestyle.

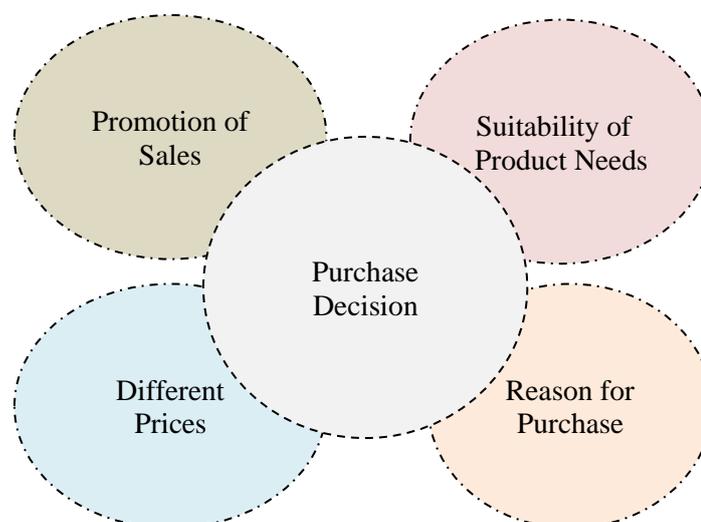
Buyer characteristics and decision-making processes lead to certain purchasing decisions. The task of marketers is to understand what is happening in the buyer's awareness ranging from the presence of external stimuli to the emergence of buyer purchase decisions (Lembang, 2010:14). Consumer behavior will determine the decision-making process in their purchase, the process is a problem adjustment approach consisting of five stages conducted by consumers, the five stages are problem recognition, information search, alternative assessment, decision making, and behavior after purchase.

Promotional activities not only serve as a means of communication between the company and consumers but also as a tool to influence consumers in purchasing or using products according to their needs and desires (Sunyoto, 2012:154). The main purpose of the promotion is the modification of consumer behavior, informing, influencing and persuading, and reminding the target consumer about the company and the products or services it sells. Every company that does something activity certainly has a purpose. Promotion is one of the variables in the marketing mix that is very important implemented by the company in marketing products.

Tjiptono (2008:229) states that sales promotion is a form of direct persuasion through the use of a variety that can be arranged to stimulate the purchase of products immediately and increase the number of goods purchased by customers. According to Zaini's research (2013), showing that promotions have a positive relationship to purchasing decisions, this result is in line with research conducted by Purwosembodo (2014), which means that companies that promote in some media used can attract interest from prospective consumers, so it can be concluded that the more often companies conduct promotional activities will be a concern of consumers and prospective consumers.

Promotion that gives the most influence is information by word of mouth, while the lowest influence is on direct marketing. Based on the results of the research conducted by the author of the influence of sales promotions that good on purchasing decisions.

H1: Effect of sales promotion on a purchase decision.



Picture: ConceptualResearch, 2021

METHODS

Data processing techniques in this study using the SEM with Partial Least Square (PLS) method in which data processing uses the SmartPLS 3.0 program. The purpose of PLS is to find optimal predictive relationships that exist in the data. Analysis with PLS-SEM uses two important stages, namely measurement models and structural models. The data in the measurement model is evaluated to determine its validity and reliability level. Measurement model testing (*outer model*) is used to determine the specific relationship between latent variables and manifest variables, these tests include convergent validity, discriminant validity, and composite reliability.

Respondents in this study were all doctors and hospital health workers in Indonesia. The number of respondents used as a sample in this study as many as 150 respondents using google form. Hasil dissemination of questionnaires against 150 respondents, 80 respondents who returned questionnaires and 20 respondents no answers respondents located in Bekasi, West Java, 15 respondents from the online community Instagram (Cometsaftyofficial) and 5 respondents from the online community Facebook (COMET Fan pages).

RESULTS AND DISCUSSION

Convergent validity aims to determine the validity of each relationship between an indicator and its latent construct or variable. To test convergent validity is used outer loading value or loading factor. An indicator is declared to meet the convergent validity which is said to be high or in either category if the outer loading value is 0.70. However, according to Chin quoted by Ghozali (2015) stated the outer loading value between 0.5 to 0.6 is considered sufficient to qualify convergent validity.

Table 2 Convergent Validity Test Results

Variable Leave	Indicator Code	Outer Loading $\geq 0,50$	Description
	P1	0,863	Valid
	P2	0,896	Valid
Sales Promotion	P3	0,808	Valid
(X1)	P4	0,817	Valid
	P5	0,822	Valid
	P6	0,721	Valid
Purchase Decision	KB2	0,816	Valid
(Z)	KB3	0,824	Valid
	KB4	0,774	Valid

Based on Table 2 above, shows that all *loading factor* values have given the above-recommended value of 0.50. So the indicators used in this study are valid or have met the *convergent validity* requirements. *Discriminant validity testing*, reflective indicators can be seen in the cross-loading between the indicator and its construct. Ghozali (2015:39) states that one indicator declared valid or declared to meet the *discriminant validity* of the cross-loading value of the indicator on its variable is compared to other variables, such as Table 3, follows:

Table 3 *Discriminant Validity test* results (Cross Loadings)

Indicator	Sales Promotion	Purchase Decision
X1	0,863	0,625
X2	0,896	0,731
X3	0,808	0,569
X4	0,817	0,621

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Indicator	Sales Promotion	Purchase Decision
X5	0,822	0,662
X6	0,721	0,653
X7	0,658	0,745
X8	0,809	0,688
X9	0,764	0,708
X10	0,691	0,652
X11	0,632	0,569
X12	0,721	0,653
X13	0,658	0,745
X14	0,645	0,816
Z15	0,619	0,824
Z16	0,546	0,774
Z17	0,488	0,608
Z18	0,524	0,471
Z19	0,587	0,503
Ofthe 20	0,595	0,524
Ofthe 21	0,587	0,587
Z22	0,619	0,652
Z23	0,546	0,652
Z24	0,488	0,652
Z25	0,524	0,652
Z26	0,587	0,652
Z27	0,595	0,652
Z28	0,619	0,652
Z29	0,546	0,652
Ofthe 30	0,488	0,652

Source: *SmartPLS Output* of Processed Data (2021)

Based on Table 3 above shows that the correlation value of the construct with its indicator is greater than the correlation value with other constructs. Thus it can be concluded that all constructs or latent variables already have a good discriminant validity in arranging their respective variables, where the indicators on the construct indicator block are better than the indicators in the other blocks. Discriminant validity tests can also be performed by looking at the AVE root for each construct which should be greater than the correlation with other constructs, which will be viewed from the Criterion Fornell-Lacker Table.

Table 4. Discriminant Validity (Fornell-Lacker Criterion) Test Results

Variable	Sales Promotion	Purchase Decision
Promotion	0,823	0,785
Purchase Decision		0,791

Source: *SmartPLS Output* of Processed Data (2021)

Based on Table 4 ave root results of each intended construct is greater than the correlation with other constructs which means indicator indicators used in this study meet the criteria discriminate validity criteria.

Table 5 *AVE* Test Results

Variable	Average Variance Extracted (AVE)
Sales Promotion	0,677
Purchase Decision	0,625

Source: *SmartPLS Output* of Processed Data (2021)

Based on the feed-in Table 5 above, it is known that the AVE value for each variable has a value of > 0.5 . The AVE output results indicate that the AVE value is good for each construct because it has qualified convergent validity. And therefore there is no convergent validity issue on the model being tested. So that testing can be done at a later stage. Composite reliability testing and Cronbach's Alpha aim to test the reliability of an instrument in a research model or measure internal consistency and its value should ≥ 0.60 . If all latent variable values have both composite reliability and Cronbach's alpha values \geq of 0.70. It is Barati, construct has good reliability or questionnaires used as a tool in this study, has been reliable and consistent Ghozali (2015:41)

Table 6 Composite Reliability and Cronbach's Alpha Test Results

variable	Composite Reliability	Cronbach's Alpha	Description
Promotion	0,926	0,904	Reliabel
Purchase Decision	0,869	0,800	Reliabel

Source: *SmartPLS Output* of Processed Data (2021)

Based on Table 6 above, it is known that all variables have qualified composite reliability and Cronbach's alpha because it has a value of ≥ 0.70 . So it can be concluded that the overall construct has good reliability or questionnaires used as tools in this study have been reliable or consistent and can be done further analysis. Inner model testing is the development of concept-based models and theories to analyze the relationship between exogenous and endogenous variables, which has been described in a conceptual framework. The inner model analysis is carried out to ensure that the structure model built is robust and accurate. Testing of the structural model was conducted by looking at the value of R-Square which is a test of a goodness-fit model. Stages of testing against structural models (inner model).

The Goodness of Fit Model (GoF) described an overall model conformity rate that calculates the residual squares of the predicted model compared to the actual data introduced by Tenenhaus (2004) in Ghozali (2015:83). This GoF index is a single measure used to validate the combined performance between the measurement model (outer model) and the structural model (inner model). The GoF index value is derived from the average communalities index multiplied by the R2 value of the model.

From the calculation of GoF above, it can be known that the result is 0.633 of the result can be concluded that the performance between the measurement model and the structural model can be said to be *fit* because it has met the standard above 0.38. The coefficient of *R-Square determines* (R2) to assess how much influence independent latent variables have on dependent latent variables. The *R-Square* value is 0 to 1, a value of 0.67 indicates that the model is well categorized (Chin, 1998). When *R-Square* is closer to 1, independent variables provide all the information needed to predict dependent variable variations.

On the contrary, the smaller *the R-Square*, the more limited the ability of independent variables to describe dependent variable variations. The *R-Square* value has the disadvantage that the *R-Square* value will increase every time there is the addition of one independent variable even though the independent variable has no significant effect on dependent variables. Based on the data processing that has been done, obtained the value of R-Square as follows:

Table. 7 R-Square Test Results

Endogenous Variables	R-Square
Purchasing Desperation (Z)	0,695

Source: SmartPLS Output of Processed Data (2021)

Based on the data shown in table 7 indicates that the model on the purchase decision variable can be said to be strong because R^2 has a value of 0.7 which is 0.695. While the structural model also indicates that the variable model of the independent latent variable influence model (sales promotion) on the purchase decision gives the R-Square value of 0.695 which can be interpreted that variable construct Purchase decision that can be explained by the variable Sales promotion of 69.5% while 30.5% is explained by other variables beyond the researched.

Table 8 Hypothesis Test Results

Direct influence variable	Results			
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)
Sales Promotion → The Decision of The Purchaser	0,276	0,262	0,154	1,636

Source: Output processing with SmartPLS 3 2021

Hypothesis (H1) **was rejected** because the T-statistic value of 1,636 is smaller than 1.96 with an original sample estimate of 0.276 meaning that the promotion has a positive but insignificant influence directly on the purchase decision. These results are in contrast to the results of research conducted by Abshor *et al.* (2018) which concludes that if the promotion is attractive, the purchase decision will be increased.

CONCLUSION

Sales promotion is very important in affecting consumers. This reinforces the concept that "promotion is one of the determining factors of the success of a sales program. Quality product, if the consumer has never heard of it and believes that the product will be useful, then the product will never buy it. Consumers making purchase decisions are a collection of several organized decisions. In the purchase decision, six purchase decisions are consisting of product choice, brand choice, dealer choice, purchase amount, time of purchase, and payment method. In deciding the purchase, consumers can form five sub-decisions such as: deciding which promotion to buy, which dealer to choose to buy the product, the number of goods to be purchased, the time of purchase of the product, and the payment method to be used.

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