

The Effect of Product Quality, Price, e-Promotion and Brand Image to Purchase Intention of Customer at Ani Indah Bordir in Solok

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ABSTRACT: This study aims to find the influence of product quality, price, e-promotion and brand image on purchase intention at IKM Ani Indah Bordir Solok City. The method used in this study is quantitative research with a descriptive approach. The population in this study were Solok societies. The sample used was 100 people by using a purposive sampling and accidental sampling. The data analysis technique is multiple linear regression. The results of the study show that: (1) Product quality has a positive and significant effect on purchase intention at IKM Ani Indah Bordir Solok City. (2) Price has a negative and significant effect on purchase intention at IKM Ani Indah Bordir Solok City. (3) e-promotion has a positive and significant effect on purchase intention at IKM Ani Indah Bordir Solok City. (4) Brand image has a positive and significant effect on purchase intention at IKM Ani Indah Bordir Solok City. (5) Product quality, price, e-promotion and brand image has a significant effect on purchase intention at IKM Ani Indah Bordir Solok City. For future research, it is expected that research can use other factors which affect customer purchase intention, such as location, store atmosphere, trust, communication and others.

KEYWORDS: Purchase Intention, Product Quality, Price, e-Promotion, Brand Image Double Pendulum, Numerical Solution, Simulation, Behaviors of the System

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I. INTRODUCTION

Small and medium-sized enterprise (ESM) is an economic sector which functions as an alternative solution to social problems such as employment, use of local raw materials, crisis resistance, poverty alleviation, and employment expansion in Indonesia. ESM become the priority of the West Sumatra provincial government in increasing the national economy. Data from the West Sumatra Department of Industry in 2016 showed that the number of ESM in West Sumatra reached 543,602 units consisted of 109,662 small industries and 433,940 medium industries.

The majority of people in Solok, West Sumatra, have worked on home industry with more experience, skills and expertise compared to other communities. However, the growth of the craft industry is quite volatile and tends to decline. The following table shows the data of small and medium industries in Solok in the period of 2014 to 2016 obtained from Central Bureau of Statistics:

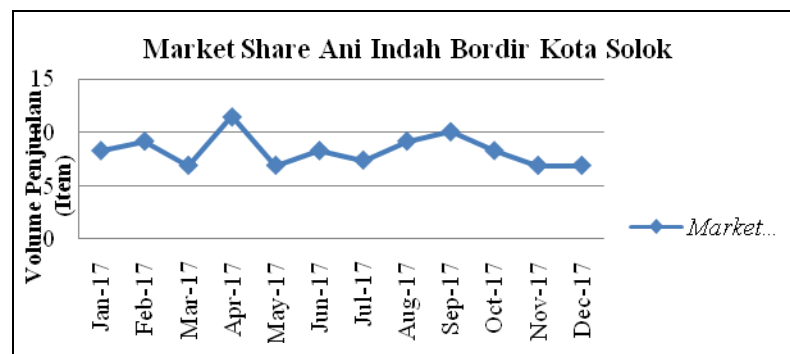
Table 1.
Number of Small and Medium-sized Enterprise (SME) in Solok

Type of Industry	2014	2015	2016	2017
Clothing Industry	294	294	345	448
Food Industry	2483	2491	2370	1949
Craft Industry	228	229	164	145
Chemical and Building Material Industry	516	0	0	165
Metal, Machinery and Workshop Industry	574	576	423	263
Total	4095	3590	3302	2970

Source : Central Bureau of Statistics in Solok, 2017

Based on the table above, the overall number of SMEs in Solok from 2014 to 2017 had unstable growth. The craft industry in 2014 reached 228 business units, which then increased in 2015 by 229 business units, decreased in 2016 by 164 business units, and experienced a very significant decline in 2017 to 145 business units. Therefore, it can be concluded that the craft industry still needs to be developed by Solok government.

One of the well-known embroidery crafts in Solok is Ani Indah Bordir, which is a small and medium-sized enterprise. The types of embroidery produced by Ani Indah Bordir include Kasiék embroidery, Suji embroidery, and Kerancang embroidery which are sold in the form of some products such as prayer dresses for muslim women, long blouse, kebaya, hijab, scarf, songket, hats and others. Based on observation in December 2017, public intention to embroidery was not too big which can be seen from the Market Share data for 2017.



Source: Processed Data

Figure 1.
Market Share of Ani Indah Bordir in 2017

The data above showed that the market share of Ani Indah Bordir was generally below 15% in 2017. It indicated that customer purchase intention for Ani Indah Bordir was still low because it generally did not reach 50% per month. In the small craft industry like Ani Indah Bordir, it was assumed that this problem was caused by product quality, price, e-promotion, and brand image.

In terms of product quality, there were mismatches with customer demands which needs to be need to be improved such as not neat embroidery on clothes, embroidery designs which are not suitable with the demand, unable to create new flower designs and bring color to the embroidery, and a defect in the embroidery results. The customer's response to the price also affect purchase intention because there is a correlation between people's income and purchase intention. The price offered in Ani Indah Bordir were more expensive than other embroidery prices that were initially known by customer such as Pandai Sikek embroidery from Bukittinggi and Agam Regency, as well as Silungkang embroidery from Sawahlunto. The problem of price is an obstacle faced by Ani Indah Bordir because of the high price of basic materials for embroidery and the price of yarn that must be purchased in Bukittinggi, so that it added the capital cost to the production. It means that the high price offered by Ani Indah Bordir will affect the decline in consumer purchase intention and product sales.

In addition, Ani Indah Bordir used social media as a simple and electronic-based promotional media in introducing the products. Ani Indah Bordir used Instagram and Facebook as a medium for promotion. Ani Indah Bordir uploaded photos of new products and designs which would be launched in the upcoming month. Unfortunately, this promotional activity had not been able to increase the purchase intention of the customer.

Brand image is also considered as a factor in customer's purchase demand. The survey result of the brand image conducted to 20 Solok residents as respondents showed that 45% of them answered agree to strongly agree that they knew Ani Indah Embroidery products, and indicated that they tend not to know well Ani Indah Embroidery products which were currently on the market. The total of 40% respondents stated they did not surely know the type of Ani Indah Bordir product. The positive perception of respondents towards Ani Indah Bordir was still low with a percentage of 20%, which indicated that the majority of respondents was still not sure and think positively of the Ani Indah Bordir brand. It can be concluded from the results of observations that the brand image of Ani Indah Bordir has not been attached yet to people of Solok even though it is a local brand.

The purpose of this study was to empirically study: (1) the effect of product quality on customer purchase intention in Ani Indah Bordir, Solok, (2) the effect of prices on customer purchase intention in Ani Indah Bordir, Solok, (3) the effect of e-promotion on customer purchase intention in Ani Indah Bordir, Solok, (4) the effect of brand image on customer purchase intention in Ani Indah Bordir, Solok, (5) the effect of product quality, price, e-promotion and brand image on the customer purchase intention in Ani Indah Bordir, Solok.

II. THEORETICAL BACKGROUND AND HYPOTHESIS

Nugroho (2013: 342) stated that purchase intention is an integration process which combines knowledge to evaluate two or more behavioral choices, and one of them is chosen to be the demand to behave cognitively for customers. Another opinion by Kotler and Keller (2012: 137) stated that purchase intention is a customer's behavior which comes as a response to an object indicating the customer's need to make a purchase. Simamora (2011: 106) argued that the emergence of purchase demand to a product is caused by customer's confidence along with the ability to purchase products, where prospective customers greatly affect the purchase intention. According to Schiffman and Kanuk in Susanti (2017), indicators of purchase intention consist of: 1) an interest in finding information about a product, 2) a consideration to purchase, 3) an interest to try, 4) a need to know the product, 5) a need to own the product. Other opinions stated by indicators of purchase intention is explained in the component in micro model of consumer responses of Kotler and Keller (2012: 503), namely: 1) awareness, 2) knowledge, 3) liking, 4) preference, 5) conviction, and 5) purchase.

Garvin in Umar (2005: 37-38) defined quality as the excellence of a product. Customer and industry have different point of view when issuing products, which is known as real quality. According to Lupiyoadi and Hamdani (2011: 92), product quality is the overall concept of the object or process that gives a number of values to customer. It needs to be considered that customers do not only buy the physical product, but also the benefits and value of the product. While Gaspersz (2011: 4) said that product quality is everything which is able to answer the demand or need of customer. Garvin (2008: 87) explained that to determine the dimension of good's quality, there are eight dimensions: 1) performance, 2) features, 3) reliability, 4) conformance, 5) durability, 6) serviceability, 7) aesthetic, and 8) fit and finish.

Kotler and Armstrong (2012: 47) defined price as the amount of money that customer must pay to obtain a product. Stanton (2012: 112) explained that price can be interpreted as the amount of money (monetary unit) and/or other aspects (non-monetary) that have certain use which are needed to have a product. Meanwhile, according to Alma (2010: 169), the price is the value of an item expressed in money scale. Kotler and Armstrong (2012: 278) explained that there are four indicators of prices, namely: 1) price affordability, 2) price suitability with product quality, 3) price suitability with benefit, and 4) price competitiveness.

e-marketing is an effort of the company in delivering information, communicating, promoting, and selling products and services by using internet (Kotler and Keller, 2012: 153). Based on Ramsunder (2011: 7), e-marketing is the use of electronic media sources as the main media in marketing, for example the use of the internet. Another opinion by Hooda and Aggarwal (2012: 108) defined e-marketing as marketing product and service by using electronic media. E-promotion becomes a way to attract new customer because of the ease of the customer to access the internet. Customers are invited to the website if they want to know more about the products or services offered (Al-Abdallah and Abou, 2012). Novita (2014: 9) stated that there are four indicators of online promotion, namely: 1) personal relevance, 2) interactivity, 3) message, and 4) brand familiarity.

Walker in Sunyoto (2012: 102) stated that a brand is a name, term, sign or design, or their combination which is expected as identity of the goods or services of a person or group of sellers. According to Kotler and Keller (2012: 274), brand image is the way people consider of a brand in actual. To make images to be embedded in customer, marketers must demonstrate brand identity through the communication media and available brand contacts. Solihin (2012: 19) argued that brand image is everything about the brand of a product that is thought, felt and visualized by customer. Kotler and Keller (2012: 347) said that brand image can be seen from: 1) excellence of brand associations, one of some factors which create brand image is product excellence, 2) strength of brand associations, and 3) uniqueness of brand associations, which is the uniqueness of each product.

Research Conceptual Framework

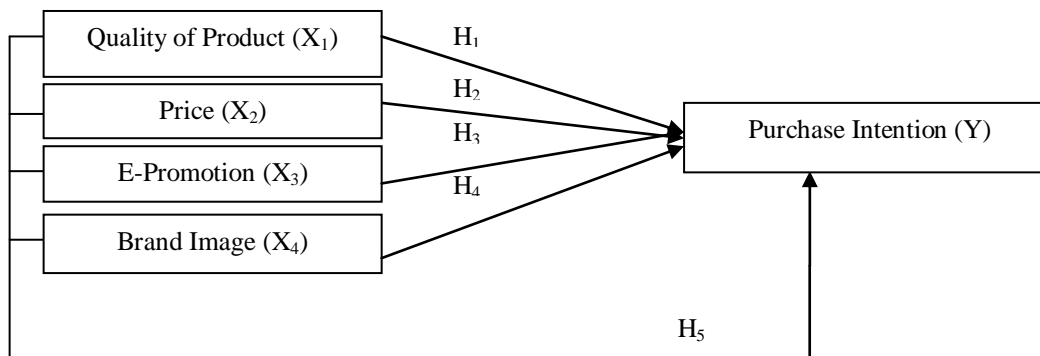


Figure 1. Research Conceptual Framework

III. RESEARCH METHODS

A. Type of Research

This type of quantitative descriptive research. with the variables studied are; Product of Quality (X1), Price (X2), e-promotion (X3), Brand Image (X4), Purchase Intention (Y). The data used in this study are primary data and secondary data. Population of the research was Solok residents with the age between 25-60 in the total of 171.061 people, who experienced in purchasing good from Ani Indah Bordir, Solok. The sample was taken by accidental sampling. The sample was calculated by Slovin formula with the tolerance limit of 10%. This, the sample taken in this research was 100 respondents.

B. Data Analysis Technique

Data analysis technique used was multiple linear regression analysis. The multiple linear regression equation was used to see the effect of each independent variable of product quality, price, e-promotion and brand image on customer purchase intention. The equation of multiple linear regression can be seen below :

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Where:

- Y = customer purchase intention
- a = constant, Y value is a, when X = 0
- b₁, b₂ = coefficient of each variable
- X₁ = variable of product quality
- X₂ = variable of price
- X₃ = variable of e-promotion
- X₄ = variable of brand image
- e = standard error

C. Hypothesis Testing (t Test and F Test)

t test was used to test the effect of product quality, price, e-promotion and brand image partially on purchase intention of customers of Ani Indah Bordir Solok. Whereas, F test aimed to test product quality, price, e-promotion and brand image altogether on purchase intention of customers of Ani Indah Bordir Solok.

IV. RESULT AND DISCUSSION

A. Multiple Linear Regression Analysis

To know the value of the regression coefficient of each independent variable and the direction of its effect on the dependent variable, it can be seen from the analysis of multiple regression data by SPSS Version 21 as shown in the following table:

Table 2.
The Result of Multiple Linear Regression Analysis

Variable	Regression Coefficient	t _{count}	Significance
Quality of the product	0,342	4,347	0,000
Price	-0,190	-2,103	0,038
E-Promotion	0,436	5,142	0,000
Brand Image	0,322	2,728	0,008
Constants	12,685		
R	0,864		
F _{count}	70,226		

Source: Processed primary data, 2019

According to the result of regression shown in Table 2 above, the multiple linear regression equation was concluded as :

$$Y = 12,684 + 0,342 X_1 - 0,190 X_2 + 0,436 X_3 + 0,322 X_4$$

Explanation:

Y : Purchase intention

- X₁: Quality of the product
- X₂: Price
- X₃: E-Promotion
- X₄: Brand Image

Interpretations of the regression equation are as follows

1. Constant value of 12,684 with a positive sign means that although there was no support of product quality, price, e-promotion and brand image, the purchase intention of customer of Ani Indah Bordir, Solok remained at 12,684.
2. Regression coefficient of product quality variable showed a positive correlation to customer purchase intention in Ani Indah Bordir Solok with 0.342, which means that each addition of one unit of product quality variables would increase customer purchase intention by 0.342.
3. Regression coefficient of price variable showed a negative correlation to customer purchase intention in Ani Indah Bordir Solok by 0.190, which means that each addition of one unit of price variable would reduce customer purchase intention by 0.190.
4. Regression coefficient of e-promotion variable showed a positive correlation to customer purchase intention in Ani Indah Bordir Solok by 0.436, which means that each addition of one unit of e-promotion variables would increase customer purchase intention by 0.436.
5. Regression coefficient of brand image variables showed a positive relationship to customer purchase intention in Ani Indah Bordir Solok by 0.322, which means that each addition of one unit of brand image variable would increase customer purchase intention by 0.322.

B. Hypothesis Testing

1. T Test (Partially)

T test was done to determine the effect of product quality, price, e-promotion and brand image partially on customer purchase intention, by looking at the value of sig. . in the coefficient table which can be seen in table 2 above.

1. From the processed data result, product quality (X₁) had a significant effect on customer purchase intention (Y). Based on table 2, sig. values were 0,000 < 0.05. It means that H₀ was rejected and H_a was accepted. Thus, it can be concluded that product quality had a significant effect on customer purchase intention in Ani Indah Bordir.
2. From the processed data result, price (X₂) had a significant effect on customer purchase intention (Y). Based on table 2, sig. values were 0.038 < 0.05. It means that H₀ was rejected and H_a was accepted. Thus, it can be concluded that price had a significant effect on customer purchase intention in Ani Indah Bordir.
3. From the processed data result, e-promotion (X₃) had a significant effect on customer purchase intention (Y). Based on table 2, sig. values were 0,000 < 0.05. It means that H₀ was rejected and H_a was accepted. Thus, it can be concluded that e-promotion had a significant effect on customer purchase intention in Ani Indah Bordir Solok City.

2. F Test (Simultaneously)

To test the effect of product quality, price, e-promotion and brand image simultaneously on customer purchase intention, it can be seen from Table 2 that F_{count} value was 70.226 with a significance of 0,000 < 0.05 (alpha). It means that the variables of product quality, price, e-promotion and brand image altogether had a significant effect on customer purchase intention in Ani Indah Bordir Solok. In this case, the effect of product quality, e-promotion and brand image were positive. It can be seen from the regression coefficient values which were shown by b₁, b₃ and b₄, which were positive. The existence of a positive value indicated that if these variables are increased, it will increase customer purchase intention. In contrast, the effect of prices was negative, which can be seen from the value of the regression coefficient shown by b₂ which was negative. It means that if the price is increased, customer purchase intention will decrease.

C. Coefficient of Determination

The effect of the independent variable, which consisted of product quality, price, e-promotion and brand image, on customer purchase intention in Ani Indah Bordir Solok can be seen from the value of adjusted R square in Table 3

Table 3.
Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.747	.737	4,859

a. Predictors: (Constant), Citra Merek, Harga, E-Promotion, Kualitas produk

Source: Processed Primary Data, 2019

From Table 3 above, the adjusted R square value showed 0.737. It indicates that the contribution of product quality, price, e-promotion and brand image variables to customer purchase intention was 73.7%, while 26.3% was determined by other factors which were not studied in this study such as location, store atmosphere, trust, communication and others.

D. Discussion

1. Effect of Product Quality on Consumer Purchase Intention

Based on the results of respondents' answers, the product quality obtained 74.2%. It indicates that the product quality was quite good would reduce the intention in buying from Ani Indah Bordir which was proved by low customer purchase intention by 77.3%. In addition, the results of multiple regression by t-test obtained sig. variable $X_1 = 0,00 < 0.05$ so that H_0 was rejected. It means that partially the quality of the product had a positive and significant effect on customer purchase intention.

This conclusion is supported by the research of Salfina and Gusri (2018), Satria (2017) and Mirabi, et al (2015) who stated that product quality has a significant effect on customer purchase intention. The positive and significant effect of product quality on customer purchase intention shows that any improvement in the quality of the product will increase consumer decisions to make a purchase.

2. Effect of Price on Consumer Purchase Intention

Based on the results of respondents' answers, the price obtained 80.1%. It indicated that price competitiveness has not been able to increase customer purchase intention yet, shown by low customer purchase intention. From the calculation of multiple regression by t-test, the sig. variable value was $X_2 = 0.038 < 0.05$ so that H_0 was rejected. It means that partially the price had a negative and significant effect on customer purchase intention. Prices of product in Ani Indah Bordir have not been able to compete with prices of competitors in Solok such as the Bunda Bordir and Putri Bordir. It was proved from the lowest TCR, which was price competitiveness by 78.1%. Because price is sensitive issue, it will affect customer purchase intention in Ani Indah Bordir. This result is in line with the results of previous studies conducted by Utami and Saputra (2017) which showed that simultaneously and partially, price and quality of products have a significant effect on customer purchase intention. Hussin, et al (2013) stated that price is significantly correlated with customer purchase intention.

3 Effect of E-Promotion on Customer Purchase Intention

Based on the results of respondents' answers, the e-promotion obtained 77.8%, which showed that quite good e-promotion would reduce interest in buying at Ani Indah Bordir as proved by low customer purchase intention. In addition, the results of multiple regression by t-test showed sig. variable value $X_3 = 0,000 < 0.05$ so that H_0 was rejected. It means that partially, e-promotion had a positive and significant effect on customer purchase intention. E-promotion by Ani Indah Bordir needs to be improved because of the lowest TCR results, which means that personal relevance was in the quite good category which indicated that Ani Indah Bordir's activities to provide information through social media have not yet effective because they only used Instagram and Facebook media with image display. Ani Indah Bordir Solok needs to increase e-promotion so as to increase customer purchase intention.

4. Effect of Brand Image on Customer Purchase Intention

Based on the results of respondents' answers, the brand image obtained 73,1% (Table 4.11) which showed that brand image was in quite good category would reduce interest in buying at Ani Indah Bordir as proved by low customer purchase intention which was 77,3%. In addition, the results of multiple regression by t-test obtained sig. variable value $X_4 = 0.008 < 0.05$ so that H_0 was rejected, which means that partially the brand image had a positive and significant effect on customer purchase intention. It is supported by research of Salfina and Gusri (2018) who showed that brand image has an influence on customer purchase intention.

5. Effect of Product Quality, Price, E-Promotion and Brand Image Altogether on Customer Purchase Intention

The results of hypothesis testing proved the variables of product quality, price, e-promotion and brand image altogether had significant effect on customer purchase intention in Ani Indah Bordir Solok. From the result of the calculation, the value of F_{count} was (70.226) with sig. (0,000 < 0.05). It can be concluded that the variables of

product quality, price, e-promotion and brand image had a significant effect on customer purchase intention in Ani Indah Bordir Solok. The contribution of the effect of product quality, price, e-promotion and brand image on customer purchase intention was 73.7%, while 26.3% was determined by other factors which were not studied in this research such as location, store atmosphere, trust, communication and others.

V. CONCLUSION

Based on data analysis, interpretation of research results, and discussions that have been explained previously, it can be concluded that :

1. Product quality had a positive and significant influence on customer purchase intention at Ani Indah Bordir in Solok. The higher the quality of the product, the higher the customer purchase intention. In contrast, the lower the quality of the product, the lower customer purchase intention.
2. Price had negative and significant effect on customer purchase intention of Ani Indah Bordir. It means that the higher the price, the lower customer purchase intention. Conversely the lower the price, the higher customer purchase intention.
3. E-promotion had a positive and significant effect on customer purchase intention at Ani Indah Bordir. The higher the e-promotion, the higher the customer purchase intention; conversely, the lower the e-promotion, the lower the customer purchase intention.
4. Brand image had a positive and significant effect on customer purchase intention at Ani Indah Bordir. The higher the brand image, the higher the customer purchase intention. In contrast, the lower the brand image, customer purchase intention.
5. Product quality, price, e-promotion and brand image altogether had a significant effect on customer purchase intention at Ani Indah Bordir.

VI. SUGGESTIONS

Based on the research result, it is suggested that :

1. The lowest score of the product quality variable was obtained by performance indicator. Therefore, it is necessary to improve the performance of Ani Indah Bordir products by producing attractive embroidery products as well as improving the fabric quality of so that customer will be more comfortable in wearing the products.
2. The lowest score of price variable was obtained by the indicator of price competitiveness. To increase price competitiveness, Ani Indah Bordir can find ways to reduce price and improve product efficiency so that the prices can be lower and be able to compete with other businesses while still maintaining product quality.
3. The lowest average of TCR score in e-promotion variable was shown by personal relevance indicator. Thus, Ani Indah Bordir can add online promotional media such as in Path, Twitter and website as well as add product video displays and buyer testimonials so that customer interest will be higher.
4. The lowest score of the brand image variable was shown by indicator of the uniqueness of the brand association. Ani Indah Bordir must create products which follow current trends, create new and modern models with many variations so that customer purchase intention increases.
5. For future research, it is expected that research can use other factors which affect customer purchase intention, such as location, store atmosphere, trust, communication and others.

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