

**PURCHASE DECISION FACTORS FROM PRODUCT QUALITY, DESIGN
PACKAGING AND PRICE**
(Study on Dodol Pineapple Consumers in East Lampung)

Muntama¹⁾, Syaiful Bakhri²⁾, Susi Sulastr³⁾, Buchori⁴⁾
Institut Bakti Nusantara, Lampung^{1,2,3,4}

E-mail: muntama0514@gmail.com¹, syaifulpoles@gmail.com², susisulatri.stielt@gmail.com³,
buchori122@gmail.com⁴

Abstract: *The purpose of this study is to analyze how the relationship between product quality, packaging design, and price with the reasons why people buy products simultaneously or sequentially. The method used is a quantitative descriptive method, or a method that measures the effect of a variable on other variables. Product quality, packaging design, and price are the main variables. A different tertiary variable is the purchasing point of view. The majority of respondents to this survey are Way Kambas Dodol Nanas consumers. There were about 30 responses to the survey. The selective sampling technique used is called purposive sampling. The reliability test uses the Cronbach's Alpha formula and the validity test uses the Pearson Product Moment correlation point. The data analysis technique used in this study is the Classical Assumption Test, Multiple Linear Regression Analysis Test, T test and F test at a significant level of 5%. Data collection was carried out by distributing questionnaires as the main data collection, and supported by interviews and observations. Based on the results of the analysis, it can be concluded that simultaneously the variables of product quality, packaging design and price have a positive effect on purchasing decisions for Dodol Nanas Way Kambas products. Partially the product quality variable has a significant effect on purchasing decisions, the packaging design variable has a significant effect on purchasing decisions, and the price variable has a significant effect on purchasing decisions.*

Keywords: *packaging design, price, purchase decision, product quality*

1. Introduction

Competitiveness will have a negative impact on consumer demand management. Accepted or not, the product being sold depends on how consumers feel about the product in question. Price, packaging design and product quality are three very important factors that can influence why people buy. Marketing competition is a serious and dangerous problem in the world; as a result, various actions were taken in an attempt to favor the competition.

Rebollar et al. (2019) acknowledged that certain images used in product design will have a negative impact on consumer confidence and purchase intention. According to Sousa et al. (2020), elements such as color and shape in packaging design have a significant impact on consumer sensory perception, and packaging that fits the product can increase consumer preferences and purchase intentions. Businesses often face situations where they have to initiate change.

Business actors often face situations where they have to respond to price changes made by other business actors and make attractive product packaging designs so that they can invite

consumers to buy products. After considering the price and packaging design, consumers also consider the quality of the product (food) they will buy. Consumers expect a match between the price and the quality of the product they receive.

From previous research conducted by Jasmani (2018) stated that product quality has a positive and significant effect on purchasing decisions. In addition, it was stated in Prihartono's research (2020) that product quality has a positive and significant effect on perceived buyer intentions. However, Devi & Theresia (2021) emphasize that product quality is below standard and has no significant effect on customer satisfaction. Hanum, F., & Perhusip, A. A. (2022) stated that packaging design has a positive and significant effect on purchasing decisions. However, research by Herawati & Muslikah (2019) shows different results where packaging design does not significantly influence purchasing decisions. The results of Gerin Johansyah and Kaniawati's research (2019) show that price has a significant effect on purchasing decisions. Meanwhile, Prilano et al.'s research (2020) states that price has a negative effect on purchasing decisions.

Based on previous research and this phenomenon, further research is needed regarding how the influence of product quality, packaging design and price on consumer decisions to buy products.

2. Theoretical Review

Buying decision

According to Gunawan (2022), the purpose of buying is a process in which consumers discuss their problems and seek information about relevant products or services. A purchase decision made by a consumer is made on the basis of his wants and needs for a product in terms of product attributes, namely product elements that are considered important by consumers and are used as a basis for decision making (Rivaldo et.al 2022). Decisions taken by consumers to make purchases of a product. This variable is measured based on consumer motivation to buy against company stimuli which can be reflected in product or brand attributes, namely product quality, promotion and design (Nasution et.al 2022)

Product quality

Product quality is how the product has a value that can satisfy consumers physically or mentally and shows the attributes, properties contained in an item or result (Schiffman and Kanuk, 2019). According to Kidane and Sharma (2019), product quality is the physical condition, function and characteristics of the product concerned which can satisfactorily satisfy the tastes and needs of consumers in accordance with the value of money that has been issued. Therefore, product quality plays an important role in sales and has a positive relationship with consumer buying behavior (Turri et al., 2021).

Packaging Design

According to what customers say, design is an all-encompassing feature that influences the appearance and functionality of current products (Kotler in Pasaribu, 2020). According to Ezar & Kohardinata (2018), product design is the single most important factor among shapes, types of materials, colors, warnings, illustrations, and graphics which are defined as key factors to ensure that the product is truly appropriate. Wu (2018) adopts the theory of neuro-cognitive science to analyze the scientific style, emotional content, and connotation of folk art illustrations in packaging design, facilitating consumers' understanding of products more comprehensively.

Price

Price is the amount of money that is owned to pay wages or part of the compensation for goods or services as a result of transactions carried out by both parties so that they mutually

agree, including prices set by the company and prices received by consumers (Rivaldo et al. 2022). According to Mardia et al. (2021), price is the amount of money paid for certain goods or services, certain licenses, or the amount of money paid by consumers to use certain goods or services. In addition, there are other factors that affect price fluctuations, such as economic conditions, demand and supply, demand elasticity, production costs, business objectives and government regulations, business mission, and others (Private, 1997; Risnawati, Sumarga, & Purwanto, 2019).

Influence of product quality, packaging design and price on purchasing decisions

Table 1 Previous Research Analysis of Product Quality, Packaging Design and Price on Purchasing Decisions

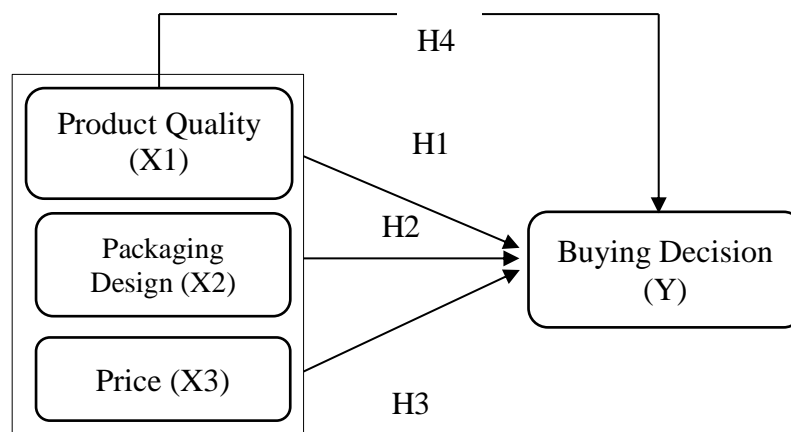
No	Researcher & Year	Analysis Method	Research result
1	Ginting, O. S. B., & Affandi, A. A. (2022).	Multiple Regression	Product image, product selling price and product packaging design together have a significant effect on purchasing decisions Product image and product packaging design have a partially significant effect on the purchasing decision of the VCO Herbal Medicine while the selling price of the product does not have a significant effect on the purchasing decision of the VCO Herbal Medicine.
2	Pasaribu, V. L. D. (2020).	Survey	Based on the results of the F test, it shows that the four independent variables, namely promotion, product quality, packaging design, and purchasing decisions simultaneously have a significant influence where the value of Fcount (11.239 > Ftable 2.396)
3	Lediana, E. (2018).	Explanatory Survey	Products, prices, promotions, and distribution channels together have a significant influence on product purchasing decisions
4	Muntari, S. (2022).	Multiple Regression	Partially, product quality and price have a positive and significant effect on purchasing decisions. Based on the results of the study, it shows that the variables of product quality and price simultaneously influence purchasing decisions.
5	Hanum, F., & Perhusip, A. A (2022)	Multiple Regression	Partially, packaging design has no significant effect on purchasing decisions, while price and product quality partially have a positive and significant effect on purchasing decisions.

6	Sinurat, R. Y. (2022)	Multiple Regression	partially (t test) shows that the variable Product Quality and Brand Image have an effect on the purchase decision of AQUA Brand Bottled Drinking Water (AMDK) for visitors to Jasdarn Gaperta Field, Medan Helvetia Tengah while the Price variable has no effect on the purchase decision to purchase Packaged Drinking Water (bottled water) Brand AQUA
---	-----------------------	---------------------	--

Source : Developed for this research

Research Framework

According to Handayani & Rianto (2021), a thinking framework is a process that describes the relationship between variables in research. This study uses three independent variables consisting of product quality (X1), packaging design (X2), price (X3), and one dependent, namely purchasing decisions (Y).



Source : Developed for this research

Figure 1 Research Framework

Research Hypothesis

Hypothesis is a theory while the reality that underlies it must be questioned. In accordance with what has been stated previously in the background subject matter, the following hypotheses can be put forward in this study:

Product quality is of the highest standard, and this is reflected in the seller's willingness to provide discounts or other incentives to each customer to go beyond what the customer might expect.

H1 : There is an influence of product quality on the purchasing decision of Dodol Nanas Way Kambas products

Every manufacturer must continue to develop product designs by exploring creative ideas so that they can produce product innovations that are of interest to consumers. Product design is very important to achieve the goal of creating a product

H2 : There is an influence of packaging design on product purchasing decisions Dodol Pineapple Way Kambas

Perceived Price is the consumer's obligation to use price in determining the proper benefits of the product. The valuation of the benefits of a product (say expensive, cheap or moderate) by each individual is not based on individual perceptions based on the individual's own environment and conditions.

H3 : There is a price effect on the purchasing decision of Dodol Nanas Way Kambas product

The company will continue to increase its market share by continuing to provide satisfaction for consumers. In general, the quality, design and price of products are continuously evaluated whether consumers are satisfied with the quality, design and price of products offered by the company. the results of research conducted by Chana (2020) stated that product quality affects consumer satisfaction through purchasing decisions.

H4 : There is an influence of product quality, packaging design, and price on purchasing decisions of Dodol Nanas Way Kambas

3. Research Method

According to Pandjaitan & Ahmad (2017), the research method is an attempt to find, develop and test the truth of a knowledge using scientific methods. This is a quantitative methodology used as an approach in this study. In carrying out statistical analysis of the data used quantitative approach method.

Data and Data Sources

Primary data is data obtained directly through in-depth interviews by asking several questions directly to respondents and the processed data is in the form of numbers obtained from a questionnaire scale that the researcher distributes to respondents who buy Dodol Nanas Way Kambas products. These primary data are as follows: Direct interviews with respondents, questionnaires, observations at research locations. Secondary data is data obtained in the form of data that has been processed and obtained directly from the research site, namely the Dodol Nanas Way Kambas production site, as well as data derived from literature, books and journals dealing with research issues. The secondary data are: books, documents, and journals.

Population, Sample and Sampling Technique

Handayani (2020) states that the population is the totality of each area to be surveyed which has the same characteristics, which can be individuals from a group, events, or other things to be surveyed. The population in this study were consumers of Way Kambas Dodol Pineapple products. In determining the population size, the authors determine consumers who buy Dodol Nanas products at production sites so that they can assess their purchasing decisions on Way Kambas Dodol Nanas products. According to Sugiyono (2018), the number and characteristics of the population concerned are represented by the word "sample". In contrast, sample size is a useful tool for determining how large a sample is when conducting a particular study.

Sampling Technique

Handayani (2020) claims that the sampling technique or also known as random sampling is the process of selecting a representative sample from a population to be sampled and studying the various characteristics or characteristics of the sample subject that can be generalized from the sample as a whole. The sampling technique used in this study uses non-probability sampling, which does not give each population unit or individual member of the sample the same time or opportunity to become a sample (Sugiyono, 2018). While the type of non-probability sampling used is a purposive sampling approach. The definition of purposive sampling is a sampling technique with certain considerations, namely users who have already made a purchase.

Respondents who were sampled in this study were consumers at the Way Kambas Dodol Pineapple production site with the following criteria:

1. People who have previously purchased Dodol Nanas Way Kambas products within the last one year
2. Age over 17 years. With this in mind, it is hoped that respondents will be able to carry out an objective analysis of the statements made in the questionnaire related to the variables used in the analysis.

Data collection technique

The author does various things to get the data the author needs. This is shown so that this research can be accounted for its validity. The ways that the author means are: Questionnaires, interviews, documentation

4. Results and Discussion

4.1 Results

Analysis of Research Results

Validity Test Results

Table 2 Results of Research Instrument Validity Test

Variabel	$r_{\text{item-total}}$	r_{tabel}	Keterangan
Kualitas Produk		0,361	Valid
1	0,455	0,361	Valid
2	0,396	0,361	Valid
3	0,569	0,361	Valid
4	0,685	0,361	Valid
5	0,396	0,361	Valid
6	0,427	0,361	Valid
7	0,685	0,361	Valid
8	0,463	0,361	Valid
9	0,569	0,361	Valid
10	0,661		
Desain Kemasan		0,361	Valid
1	0,396	0,361	Valid
2	0,884	0,361	Valid
3	0,396	0,361	Valid
4	0,884	0,361	Valid
5	0,884	0,361	Valid
Harga		0,361	Valid
1	0,595	0,361	Valid
2	0,736	0,361	Valid
3	0,736	0,361	Valid
4	0,595	0,361	Valid
5	0,595	0,361	Valid
Keputusan Pembelian		0,361	Valid
1	0,874	0,361	Valid
2	0,708	0,361	Valid
3	0,433	0,361	Valid
4	0,797	0,361	Valid
5	0,708	0,361	Valid

Source : Developed for this research

From the table above it can be concluded that all research instrument items are declared valid because all items have a total rhythm value that is greater than r_{tabel} and the data obtained can be further analyzed for hypothesis testing.

Reliability Test Results

Table 3 Research Instrument Reliability Test Results

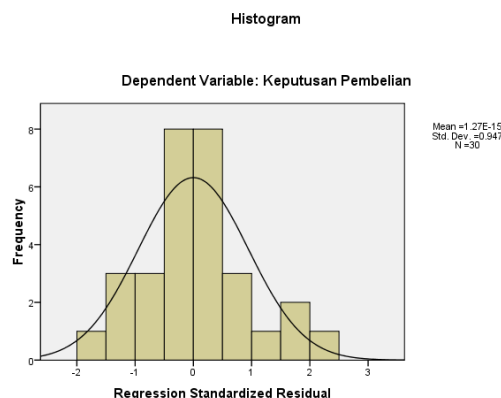
Variabel	Nilai Cronbach's Alpha	Kesimpulan
Kualitas Produk	0,778	Reliabel
Desain Kemasan	0,759	Reliabel
Harga	0,708	Reliabel
Keputusan Pembelian	0,751	Reliabel

Source : Developed for this research

From the results of the analysis in the table above, it can be seen that each variable instrument has a reliability value that meets the requirements and is declared reliable, because the Cronbach's Alpha value is above 0.06.

Normality Test Results

Figure 4.1 Results of the Histogram Normality Classical Assumption Test



Source : Developed for this research

Table 4 Results of the One-Sample Kolmogorov-Smirnov Classical Assumption Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.71341291
Most Extreme Differences	Absolute	.124
	Positive	.124
	Negative	-.097
Kolmogorov-Smirnov Z		.678
Asymp. Sig. (2-tailed)		.747
a. Test distribution is Normal.		

Source : Developed for this research

Based on the results of data processing in the table above, a histogram graph is obtained which shows a normal curve line. Likewise the results of the Kolmogorof-Smirnov one-sample test which showed asymp. Sig. (2-tailed) 0.747 > 0.05. So it can be concluded that the independent variable data and the dependent variable are normally distributed.

Multicollinearity Test Results

Table 5 Results of the Classical Multicollinearity Assumption Test

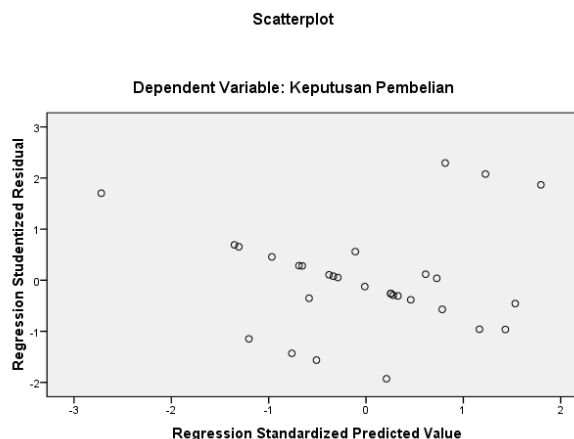
Variabel	Collinearity Statistic	
	Tolerance	VIF
Kualitas Produk	0,825	1.213
Desain Kemasan	0,789	1.267
Harga	0,882	1.134

Source : Developed for this research

If using alpha / tolerance = 5% or 0.05, then VIF = 5. From the large output VIF count (VIF product quality = 1,213, packaging design = 1,267, and price = 1,134 above 5%, it can be concluded that the independent variables are not multicollinearity occurs.

Heteroscedasticity Test Results

Figure 4. 2. Classical Heteroscedasticity Assumption Test Results



Source : Developed for this research

Based on the results of data processing in (scatter plot image) above, it is found that the points spread below and above the Y axis and do not have a regular pattern, so in conclusion the independent variables do not have heteroscedasticity or are homoscedastic in nature.

Multiple Linear Regression Test Results

Table 6 Multiple Linear Regression Hypothesis Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	36.729	7.477		4.912	.000		
	X1	.274	.183	.371	2.572	.026	.825	1.213
	X2	.381	.167	.410	2.279	.031	.789	1.267
	X3	.319	.183	.296	2.726	.044	.882	1.134
a. Dependent Variable: Y								

Source : Developed for this research

The table above shows that the multiple linear regression equation obtained from the results of the analysis is $Y = 36,729 + 0,274X_1 + 0,381X_2 + 0,319X_3$ the regression equation that the price $\alpha_1 = 0,274$ is marked positive, $\alpha_2 = 0,381$ is marked positive, $\alpha_3 = 0,319$ is marked positive. Thus there is a positive relationship between X_1 and Y , a positive relationship between X_2 and Y , and a positive relationship between X_3 and Y .

Partial Test Results (t Test)

Table 7 Partial Test Results (t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.729	7.477		4.912	.000
	X1	.274	.183	.371	2.572	.026
	X2	.381	.167	.410	2.279	.031
	X3	.319	.183	.296	2.726	.044
a. Dependent Variable: Y						

Source : Developed for this research

1. The product quality variable has a significance value of 0.026 (<0.05) so it is concluded that the product quality variable has a significant effect on the purchasing decision variable.
2. The packaging design variable has a significance value of 0.031 (<0.05), so it is concluded that the packaging design variable has a significant effect on the purchasing decision variable.
3. The price variable has a significance value of 0.044 (<0.05), so it is concluded that the price variable has a significant effect on the purchasing decision variable

Simultaneous Test Results (Test f)

Table 8 Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45,943	3	15,314	4,374	.013 ^b
	Residual	91,024	26	3,501		
	Total	136,967	29			

Source : Developed for this research

The significant value obtained is $4.374 > 2.98$, it is concluded that the variable product quality, packaging design and price have a significant effect simultaneously (together) on the purchasing decision variable.

Correlation Test Results (R2)

Table 4. 8 Correlation Test Results (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.579 ^a	.335	.259	1,87107
a. Predictors: (Constant), X3, X1, X2				

Source : Developed for this research

From the table above it can be seen that there is a moderate relationship between the independent variables (product quality, packaging design and price) to the dependent variable (purchasing decision) as evidenced by the R square value of 0.335.

4.2 Discussion

Discussion of Research Analysis Results

Effect of Product Quality on Product Purchase Decisions

The results of testing the effect of product quality on product purchasing decisions show a t-count value that is greater than the t-table, namely $2.572 > 2.055$, so at a 5% error rate it is decided to accept H1. Then the results of Channa's research (2020) have also proven that product quality has a positive effect on increasing purchasing decisions.

The Influence of Packaging Design on Product Purchasing Decisions

The results of testing the effect of packaging design on product purchasing decisions show a t-count value that is greater than the t-table, namely $2.279 > 2.055$, so at a 5% error rate it is decided to accept H2. Research by Huang Jing et al. (2018) show that color also plays an important role in product packaging design, and explains the mechanism of action of color on consumers.

Effect of Price on Product Purchasing Decisions

The results of testing the effect of price on purchasing decisions show that the t-count value is greater than the t-table, namely $2.726 > 2.055$, so at the 5% error level it is decided to accept H3. Research by Amirullah (2002); Cuong, (2021) explains that purchasing decisions are a process of assessing and choosing various alternatives according to certain interests by determining an option that is considered the most profitable, in this case price is the most influential element.

The Influence of Product Quality, Packaging Design and Price, on Product Purchasing Decisions

The results of testing the simultaneous effect of product quality, packaging design and price show that the F-count value is greater than the F-table, namely $4.374 > 2.98$, so at a 5% error rate it is decided to accept H4. Based on the data above, this proves that the variable product quality, packaging design and price contribute a joint effect of 33.5% to the purchasing decision variable and the remaining 56.5% is influenced by other variables outside this study. Meanwhile Childs et al., (2020) proved that product quality, design and price influence purchasing decisions. The variables present are clearly correlated.

5. Research Limitations

There are a number of things that can go wrong during the research process, and these include: There were problems with study time, tenacity, and research subjects. It is possible that the results will not be accurate due to the limited ability of the respondent to understand the speaker's utterances and the underlying motivation when interacting with the speaker. This study only has a limited number of respondents, namely consumers of Way Kambas pineapple dodol products.

6. Conclusion

Conclusions And Recommendations

Based on the results of the analysis and discussion in chapter IV, it can be concluded that variable X1 (product quality) has a significant effect on variable Y (purchasing decision). Variable X2 (packaging design) significantly affects variable Y (purchasing decision). Likewise, variable X3 (price) also significantly influences variable Y (purchasing decision).

To further improve consumer purchasing decisions for Dodol Nanas Way Kambas products, it is better if these three things must be improved together, especially in the product quality variable, because according to research the quality variable has more influence on purchasing decisions than the other two variables. The quality of the product offered must have a better advantage and be in line with consumer expectations compared to competing products. As in the development of product innovations that always pay attention to consumer needs.

Reference

- Arikunto, S. (2018). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Channa, N.A., Bhutto, M.H., Bhutto, M., Bhutto, N.A. and Tariq, B. (2020), "*Capturing customer's store loyalty through relationship benefits: Moderating effect of retail innovation*", *European Business Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EBR-092019-0179>
- Childs, M., Blanchflower, T., Hur, S. and Matthews, D. (2020), "*Non-traditional marketplaces in the retail apocalypse: investigating consumers' buying behaviours*", *International Journal of Retail & Distribution Management*, Vol. 48 No. 3, pp. 262-286. <https://doi.org/10.1108/IJRDM-032019-0079>
- Cuong, D. T. (2021). The Relationship Between Product Quality, Brand Image, Purchase Decision, And Repurchase Intention. *International Conference On Emerging Technologies And Intelligent Systems*, 533–545.
- Devi Marta Dwi .L, Theresia Pradiani, I. K. R. (2021). *Pengaruh Kualitas Produk, Harga, Diskon, Dan Keputusan Pembelian*. *Angewandte Chemie International Edition*, 6(11), 951–952., 2013–2015.
- Ezar, G., & Kohardinata, C. (2018). *Dampak Packaging dan Product Quality terhadap kepuasan konsumen pada produk sambal Dapoer Kuno*. 2. Manajemen & Start-up bisnis Universitas Ciputra Surabaya
- Gerin Johansyah, I., & Kaniawati, K. (2020). the Impact of Price and Quality Product on Consumers' Purchasing Decision in Kaos Anak for Kids' (Kafk) Clothing Shop. *Journal Sampurasun: Interdisciplinary Studies for Cultural Heritage*, VI(12), 29–39. <https://doi.org/10.23969/sampurasun.v6i1.2386>
- Ghozali, I. (2018). "*Aplikasi analisis multivariate dengan pogram ibm spss*" edisi sembilan. Semarang: Badan Penerbit Universitas Diponegoro
- Ginting, O. S. B., & Affandi, A. A. (2022). *Citra produk, harga jual produk, analisis pengaruh citra produk, harga jual dan desain kemasan terhadap keputusan pembelian vco di apotek matahari: analisis pengaruh citra produk, harga jual dan desain kemasan terhadap keputusan pembelian vco di apotek matahari*. *Forte Journal*, 2(1), 83-88.
- Gunawan, D. (2022). *keputusan pembelian konsumen marketplace shopee berbasis sosial media marketing*. Padangsidempuan: PT. Inovasi Pratama Indonesia.

- Handayani. (2020). *Metodelogi penelitian*. Jurnal Respirologi Indonesia. Vol 40.No. 2, April 2020. Perhimpunan Dokter Paru Indonesia
- Handayani, R. R., Rianto, A., KM, S., Fis, M., (2021). *Pengaruh Penambahan Slow Deep Breathing Dalam Senam Hipertensi Terhadap Penurunan Tekanan Darah Penderita Hipertensi Pada Lansia Narrative Review*.
- Hanum, F., & Perhusip, A. A. (2022). *Analisis Desain Kemasan, Harga, Kualitas Produk Dan Pengaruhnya Terhadap Keputusan Pembelian (Studi Kasus 22 M2c Desa Sampali Precut Sei Tuan)*
- Herawati, H., & Muslikah. (2019). *Pengaruh Promosi dan Desain Kemasan terhadap Keputusan Pembelian Sariayu Putih Langsat. (Studi Kasus Pada Factory Outlet Pt. Martina Berto, Tbk)*. Kinerja Jurnal Ekonomi Dan Bisnis. 2(1)
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Jasmani. (2018). *Effect of Product Quality and Price on Decision Purchase in Pt. Mandiri Steel in Jakarta*. Jurnal Disrupsi Bisnis, 1(1), 113–134.
- Jing, H.; Zhengrong, W.; Dechun, Y.; Hongliang, L. Color Marketing Research: Review and Prospects. *Foreign Econ. Manag.* 2018, 40, 40–53.
- Kidane, T. T., & Sharma, R. R. K. (2019). Factors Affecting Consumers' Purchasing Decision Through Ecommerce. *Proceedings Of The 2016 International Conference On Industrial Engineering And Operations Management Kuala Lumpur, Malaysia*, 8(10), 159–165.
- Lediana, E. (2018). *Pengaruh Produk, Harga, Promosi Dan Saluran Distribusi Terhadap Keputusan Konsumen Dalam Pembelian Produk Dodol Nanas Kartika Kabupaten Subang*. Jurnal Agrosainta: Widyaaiswara Mandiri Membangun Bangsa, 2(2), 201-217.
- Mardia, Hasibuan, A., Simarmata, J., Kuswanto, Lifchatullaillah, E., Saragih, L., Purba, D. S., Anggusti, M., Purba, B., Noviasuti, N., Kusuma, I., Gemilang, D. F. A., & Rahman, S. P. T. (2021). *Kewirausahaan* (Abdul Karim (ed.)). Yayasan Kita Menulis.
- Nasution, A. A., Harahap, B., & Ritonga, Z. (2022). The Influence of Product Quality, Promotion and Design on Purchase Decisions for Yamaha Nmax Motor Vehicles SPSS Application Based. *International Journal of Economics (IJE)*, 1(1), 01-13.
- Pandjaitan, D. R. H., & Ahmad, A. (2017). *Metode Penelitian untuk Bisnis. Diambil dari [http://repository.lppm.unila.ac.id/12007/1/METODOLOGI PENELITIAN DAN BISNIS.pdf](http://repository.lppm.unila.ac.id/12007/1/METODOLOGI%20PENELITIAN%20DAN%20BISNIS.pdf)*
- Pasaribu, V. L. D. (2020). *Analisis Pengaruh Promosi, Kualitas Produk Dan Desain Kemasan Terhadap Keputusan Pembelian Hand And Body Lotion Merek Citra (Studi Kasus Carrefour Pamulang, Tangerang Selatan)*. Jurnal Pemasaran Kompetitif, 1(4).
- Prihartono, R. M. S. (2020). *Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Survey Pelanggan Produk Sprei Rise)*. Jimea, 4(1), 106–113.
- Prilano, K., Sudarso, A., & Fajrillah. (2020). *Pengaruh Harga , Keamanan dan Promosi Terhadap Keputusan Pembelian Toko Online Lazada*. Jbe, 1(1), 1– 10.
- Rebollar, R.; Lidón, I.; Gil-Pérez, I.; Martín, J. How Should I Tell You This? The Effects of the Image Used to Convey That a Natural Yogurt Is Sweetened on Consumer Expectations and Willingness to Buy. *Food Res. Int.* 2019, 126, 108721

- Risnawati, H., Sumarga, H. E., & Purwanto, S. (2019). The Effect of Service Quality Prices and Location of Companies to Customer Satisfaction Implications on Customer Loyalty. *International Review of Management and Marketing*.
- Rivaldo, Y., Kamanda, S. V., & Yusman, E. (2022). *The Effect Of Products, Promotions And Prices On Mizon's Purchasing Decision At Alfamart Sungai Harapan*. *Jurnal Mantik*, 6(2), 2393-2399
- Schiffman dan Kanuk. (2019). *Perilaku Konsumen*. Edisi 7. Prentice Hall. New Jersey.
- Sinurat, R. Y. (2022). *Pengaruh Kualitas Produk, Citra Merek Dan Harga Terhadap Keputusan Pembelian Air Minum Dalam Kemasan (Amdk) Merek Aqua (Studi Kasus Pada Pengunjung Lapangan Jasdarn Gaperta, Medan Helvetia Tengah)* (Doctoral dissertation, Universitas Mikroskil).
- Sousa, M.M.M.; Carvalho, F.M.; Pereira, R.G.F.A. Colour and Shape of Design Elements of the Packaging Labels Influence Consumer Expectations and Hedonic Judgments of Specialty Coffee. *Food Qual. Prefer.* 2020, 83, 103902
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, dan R&D*, penerbit Alfabeta, Bandung
- Tjiptono Fandy (2020). *Strategi Pemasaran Prinsip dan Penerapan*. Penerbit Andi. Yogyakarta.
- Tjiptono, F., & Diana, A. (2020). *Pemasaran*. Yogyakarta: Penerbit ANDI.
- Tonce, Y., dan Yoseph, D. (2022). *Minat dan Keputusan Pembelian*. Penerbit Adab. <https://books.google.co.id/books?id=96NxEAAQBAJ>
- Turri, F., Pizzi, F., & Gandini, G. (2021). *Learning resilience in local livestock breeds*. *Sustainability*, 13, 1715.
- Widiyanto., (2008), Pointers : *Metodologi Penelitian*. Badan Penerbit Undip, Semarang
- Wu, Y.; Xu, C. Cognition and Design: Selection of Illustration Style in Native Products Packaging Design Based on Neurocognitive Science. *NeuroQuantology* 2018, 16, 385–390