



**TECHNIUM**  
**SOCIAL SCIENCES JOURNAL**

**Vol. 8, 2020**

**A new decade  
for social changes**

[www.techniumscience.com](http://www.techniumscience.com)

ISSN 2668-7798



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## **Influence of Packaging, Price, Promotion and Perceived Value on Purchase Decision at Snack Business 88 Solok**

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**Abstract.** This study is aimed to find the influence of packaging, price, promotions and perceived value on purchase decision at Snack Business 88 Solok. The method used in this study is quantitative research with a descriptive approach. The population in this study was resellers who shop at Snack Business 88 Solok City. The sample used was 72 resellers by using accidental sampling. The data analysis is multiple linear regressions technique. The results of the study show that: (1) Packaging has a positive and significant effect on purchase decision at Snack Business 88 Solok City, (2) Price has a negative and significant effect on purchase decision at Snack Business 88 Solok City, (3) Promotion has a positive and significant effect on purchase decision at Snack Business 88 Solok City, (4) Perceived value has a positive and significant effect on purchase decision at Snack Business 88 Solok City, (5) Packaging, price, promotion and perceived value have a significant effect on purchase decision at Snack Business 88 Solok City.

**Keywords.** Purchase Decision, Packaging, Price, Promotion, Perceived Value

### **Introduction**

Kotler and Armstrong (2016:177) state that purchase decision refers to the behavior of final purchase of consumer, both individual and household who purchase goods and services for private consumption. Purchase decision of people does not suddenly appear, but it is underlied by stimulus first. The higher the market opportunity of snack industry is, the higher the number of entrepreneur that enter this sector is thus it increases competition.

Snack business 88 of Solok is one of snack entrepreneurs that is quite popular. In a month Snack business 88 of Solok can produce 2-4 tons of *karak kaliang* and corn per month. These two products are marketed for examples to Solok, Bukittinggi, Padang, and Pekanbaru areas. Based on data of early survey done by researcher at Snack business 88 of Solok it is known that frequency of visit of buyers per day decreases significantly, which is clearly seen from data of sales during 2015-2019 as follows:

**Table 1.**  
**List of number of Sales of Snack 88 of Solok**  
**(in thousand packs) in 2015-2019**

No	Year	Sales
1	2015	5.899
2	2016	5.101
3	2017	4.412
4	2018	3.920
5	2019	3.670

Source: Snack 88 of Solok, year 2019

From Table 1. above we can see that sales of Snack business 88 of Solok decreases in the last four years. Sales in 2015 is at 5.899 packs, and decreases in 2016 at 5.101 packs. In 2017 the sales re-decrease at 4.412 packs, and in 2018-2019 the decrease is quite significant on each which is at 3.920 packs and 3.670 packs. It indicates that the purchase decision of customers of Snack 88 of Solok decreases.

The data are also supported by data of number of customers of Snack 88 of Solok decreasing in the last 5 months. On July there are 150 people that increase into 254 people on August. On September it decreases at 187 people and re-increase on October at 245 people. Meanwhile, on November there is a significant decrease at 158 people. The decrease of sales and number of customers are caused by packaging, price and promotion, and perceived value.

Result of survey on Snack business 88 of Solok it is known that packaging of product of *karak kaliang* does not have standard of good packaging. The product still uses packaging from plastic, the look of packaging that is less interesting and often imitated by customer who buy certain brand to resell makes loss for Snack business 88 of Solok and purchase decision of consumers decreased. Beside packaging, other factor that influence purchase decision is price. Price is a variable that is very strategic and crucial for retailer because it influences number of sales and money that will be obtained. Price offered by Snack business 88 of Solok based on result of interview with consumers on December 2018 is still considered higher than the price of competitor, which is explained in the table of price below:

**Table 2.**  
**Price of Snack business 88 of Solok /Kg in 2019**

Business	Price (Rp/Kg)
Business of Snack 88 of Solok	40.000
Joint enterprise	38.000
Sammy 88	38.000

Source: Snack business 88 of Solok, 2019

From the table above, it is seen that price of snack of Snack Business 88 of Solok at Rp 40.000/kg. This price is more expensive if we compare to price of competitor such as joint enterprise that the price is at Rp 38.000/Kg and Sammy 88 at Rp 38.000/Kg.

Promotion as a part of efforts of supporting marketing of company also has an important role in influencing purchase decision of customer and maintaining customers. Based on interview with Snack business 88 of Solok, it is obtained that promotion done in selling snack only uses social media, then promotion of sales does not affect significantly purchase decision of consumers. Perceived value (value of product) has a close relation to the functional benefit,

purchase practise, and use of brand on the product. From the interview with the customers of business of Snack 88 of Solok, it is known there is still customer who has negative perception on product of business of Snack 88 of Solok, proven by the result of interview in which customers feel that product offered are less varied, the packaging of product that still uses plastic looks less interesting, and the price is more expensive than the competitor.

The aim this study is to know empirically: (1) Influence of packaging on purchase decision of business of Snack 88 of Solok. (2) Influence of price on purchase decision on Business of Snack 88 of Solok. (3) Influence of promotion on purchase decision at Business of Snack 88 of Solok. (4) Influence of perceived value on purchase decision at Business of Snack 88 of Solok. (5) Influence of packaging, price, promotion and perceived value simultaneously on purchase decision at Snack Business 88 of Solok.

### **Theory and Hypothesis**

Kotler and Armstrong (2016:177) define purchase decision as a part of consumers' behavior on how the individual, group and organization in choosing, buying, using goods, services, ideas or experiences in giving satisfaction of needs and request of consumers. Stefanus and Djoko (2015), purchase decision is a process in purchasing product started by thought on the benefit that can be obtained after buying and using that product. According to Machfoedz (2013:44), purchase decision is a process of reviewing and choosing many alternatives that are in line with certain interest by choosing the most beneficial ones by the consumers. According to Kotler and Armstrong (2016:176), processes of purchase decision of five stages model are as follows: (1) introducing problems, (2) searching information, (3) Evaluating alternative, (4) purchase decision, and (5) behavior after purchase.

Kotler and Keller (2012:27) define packaging as all activities of designing and producing container for a product. Peter and Olson (2010:393) define packaging as an element of product environment that marketing spends billions of dollars per year. Other opinion by Tarigan and Putra (2017:58) state that packaging is all activities of arranging and producing wrap of a product. In this study there are indicators of packaging based on Kotler and Keller (2012:28) namely: (1) design, (2) brand, and (3) color.

Suparyanto and Rosad (2015:141) state that price is number of something had by value generally in the form of money that should be spent to get a product. The price that is too expensive will make a product not afforded by market of certain target or make customer value becomes low. In contrast, if the price is too cheap, the company is hard to get profit or part of consumers think that the quality is bad (Tjiptono, 2015:289). Kanisius (2015:6) state that indicator of price consists of affordable price, competitive price, and price uniformity. In contrast, Tjiptono (2015:292) declare that there are indicators characterizing price namely: (1) price affordability, (2) price uniformity with quality, (3) competitive price.

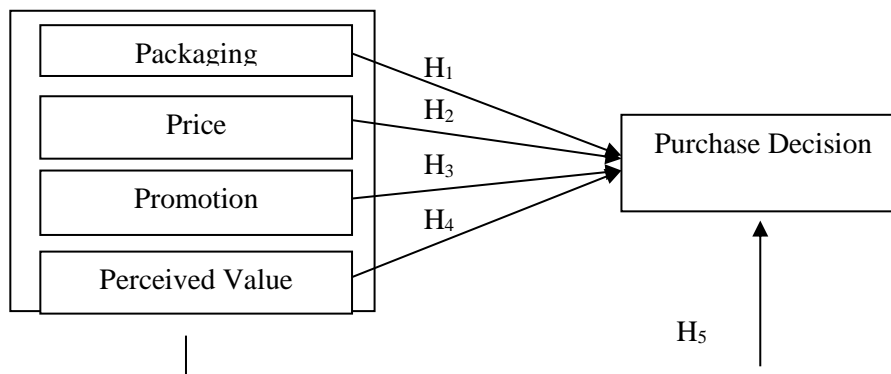
Tjiptono (2015:387) affirm that promotion is mix of marketing focusing on the attempt of informing, persuade and remind consumers about brand and product of company. Other opinion stated by Kotler and Armstrong (2016:62) that promotion is a tool to inform and persuade market about new product or service in the company that is conducted through advertisement, personal selling, sales promotion and publication. Indicators of promotion in this study according to Kotler and Armstrong (2016:582) are (1) advertising, (2) sales promotion, (3) personal selling, (4) public relations and (5) direct selling.

Stefanus and Djoko (2015:160), perceived value is a value felt by consumers about the product they use, and this is an important concept that needs to be known by company, because basically consumers tend to maximize the value they get from the product used with the problems of cost, limited knowledge, mobility, and income. Sangadji (2013:64) argue that

perceived value is a thorough evaluation from the use of a product based on perception of consumers on some benefits that they will get. Perception is the meaning that has relation to the past through stimulation accepted through senses. Indicators of perceived value according to Stefanus and Djoko (2015:160) are: (1) quality value, (2) emotional value, (3) functional value, and (4) social value.

### Conceptual Framework of Study

Based on theoretical basis above, conceptual framework developed in this study is seen in the following Figure:



**Figure 1.**  
**Conceptual Framework of Study**

### Research Method

#### Research Type

In this study, the researcher uses quantitative research method with survey and descriptive approaches.

#### Population and Sample

Population in this study is all resellers who shop at Business of Snack 88 of Solok in 2017 that is 256 resellers. Sampling is done by using formula of Taro Yamane with accidental sampling, which is technique of sampling based on fluke; consumers who accidentally meet the researcher can be used as sample. Therefore, sample in this study is 72 resellers.

#### Technique of Data Analysis

Technique of data analysis used is analysis of multiple linear regression. In regression analysis, beside it is for measuring strength of influence among two variables or more, it is also for showing the aim of influence among dependent variables and independent variables (Ghozali, 2013:96). Form of equation of multiple linear regression is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_3X_3 + e$$

In which:

Y = Purchase decision

a = Constant, Y value is in the amount of a, when X = 0

b<sub>1</sub>, b<sub>2</sub> = Coefficient of each variable

X<sub>1</sub> = Packaging

X<sub>2</sub> = Price

X<sub>3</sub> = Promotion  
X<sub>4</sub> = Perceived value  
e = Error standard

### Testing Hypothesis

Testing hypothesis used in this study includes partial test (t-test) and F-test. T-test is used to test influence of packaging, price, promotion and perceived value partially on purchase decision. In contrast, F-test in this case is aimed to test simultaneously the packaging, price, promotion and perceived value on purchase decision.

### Research Result and Discussion

#### Multiple Linear Regression

Multiple linear regression is used to know how much the coefficient of regression from each independent variable is and how the aim of influence on dependent variable is; it is seen from data analysis of multiple regression that is obtained by using SPSS program Version 23 such in the following table:

**Table 3.**  
**Result of Multiple Regression of Research Variables**

Variable	Coefficient of Regression	t <sub>count</sub>	Significance
Packaging	0,250	2,358	0,021
Price	-0,175	-2,549	0,013
Promotion	0,312	2,862	0,006
Perceived value	0,240	2,417	0,018
Constant	16,504		
R	0,807		

Source: processed primary data, 2019

Based on result of regression from Table 3 above the equation of multiple linear regression can be decided as follow:

$$Y = 16,504 + 0,250 X_1 - 0,175 X_2 + 0,312 X_3 + 0,240 X_4$$

Interpretation of regression equation obtained is:

1. Constant value at 16,504 with positive sign means that even there is no packaging, price, promotion and perceived value thus purchase decision at Business of Snack 88 of Solok is still at 16,504.
2. Coefficient of regression of packaging variable shows positive influence on purchase decision at Business of Snack 88 of Solok with value 0,250 meaning that each addition of one variable of packaging thus it will increase purchase decision at 0,250.
3. Coefficient of regression of price variable shows negatif influence on purchase decision at Business of Snack 88 of Solok with value -0,175 meaning that each addition of one variable of price thus it will decrease purchase decision at 0,175.
4. Coefficient of regression of promotion variable shows positive influence on purchase decision at Business of Snack 88 of Solok with value 0,312 meaning that each addition of one variable of promotion thus it will increase purchase decision at 0,312.

5. Coefficient of regression of perceived value variable shows positive influence on purchase decision at Business of Snack 88 of Solok with value 0,240 meaning that each addition of one variable of perceived value thus it will purchase decision at 0,240.

#### **T-test (in Partial)**

Based on process of data analysis done it obtains summary of result as seen in the following:

- a. Result of data processing it obtains packaging ( $X_1$ ) that significantly influence purchase decision (Y). Then based on table 3 it obtains p-value  $0,021 < 0,05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Therefore, it can be concluded that packaging influences significantly purchase decision at Business of Snack 88 of Solok.
- b. Based on data processing it obtains that price ( $X_2$ ) influences significantly purchase decision (Y). Based on table 3 it obtains p-value  $0,013 < 0,05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that price influences significantly purchase decision at Business of Snack 88 of Solok.
- c. From the data processing it also shows that promotion ( $X_3$ ) influences significantly purchase decision (Y). based on table 3 it obtains p-value  $0,006 < 0,05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that promotion influences significantly purchase decision at Business of Snack 88 of Solok.
- d. Result of data processing it obtains that perceived value ( $X_4$ ) influences significantly purchase decision (Y). Based on table 3 it obtains p-value  $0,018 < 0,05$ . It means that  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be concluded that perceived value influences significantly purchase decision at Business of Snack 88 of Solok.

#### **F-test (Simultaneously)**

Based on the result of data processing conducted, it obtains summary of result as seen in table 4:

**Table 4.**  
**Result of F-test**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	766,704	4	191,676	31,250	,000 <sup>b</sup>
Residual	410,948	67	6,134		
Total	1177,653	71			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Perceived Value, Price, Packaging, Promotion

Source: processed Primary Data, 2019

In table 4 it obtains value of Fcount at 31,250 with significance  $0,000 < 0,05$  (alpha). It means that variables of packaging, price, promotion, perceived value simultaneously influence significantly the purchase decision at Business of Snack 88 of Solok. In this case influence of packaging, promotion and perceived value is positive. It is known that from the value of coefficient of regression shown by  $b_1$ ,  $b_3$ ,  $b_4$ , it has positive value. Positive value shows that if these variables are increased, thus it will increase purchase decision at Business of Snack 88 of Solok. On the other hand, influence of price is negative, which means that coefficient of regression shown by  $b_2$  is negative. it shows if variable of price is increased, thus it will decrease purchase decision at Business of Snack 88 of Solok.

### Coefficient of Determination

Test of Coefficient of Determination ( $R^2$ ) is aimed to know the amount of influence of independent variable to dependent variable. Value  $R^2$  is at 0-1, if it is getting closer to 0 then the influence is getting weaker, while if it is getting closer to 1 then the influence is getting stronger. Result of analysis by using  $R^2$  is around 0-1, which gets closer to 0 thus the influence is getting weaker, while if it is getting closer to 1 then the influence is getting stronger as seen in table 5 as follow:

**Table 5.**  
**Model of Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807 <sup>a</sup>	,651	,630	2,477

a. Predictors: (Constant), Perceived Value, Price, Packaging, Promotion

Source: processed Primary Data, 2019

From the table 5 above, value adjusted R square shows 0,630, it indicates that contribution of variables of packaging, price, promotion, perceived value on purchase decision is 63% while 37% is decided by other factor that is not investigated in this study.

### Discussion

#### Influence of Packaging on Purchase Decision

Based on result of data analysis, then based on hypothesis proposed that packaging gives influence to purchase decision. It shows that purchase decision at Business of Snack 88 of Solok can be influenced by packaging. Result of descriptive analysis in the indicator included in the criteria that are quite good. It means that the packaging needs to be adjusted to the focus of design, brand and colour to increase purchase decision. Result of analysis of multiple regression by doing t-test it obtains p-value of  $X_1$  variable = 0,021 < 0,05 thus  $H_0$  is rejected, that means partially packaging influences purchase decision positively and significantly.

Kuvykaite et.al. in Setiawati and Lumbantobing (2017) explain that visual element and verbal element of packaging can influence emotion and cognitive orientation from the process of making decision of consumers. It is in line with Tarigan and Putra's (2017) study showing that packaging influences purchase decision positively and significantly.

#### Influence of Price on Purchase Decision

The result of analysis on result of data and then based on proposed hypothesis is that price influences significantly purchase decision. From the descriptive analysis it obtains that offered price is in the category that is quite good. It means that the price of product of Snack business 88 of Solok based on the reseller still needs to adjust to indicator of affordability of price, price uniformity with competitive quality and price. Based on result of analysis of multiple regression by doing t-test it obtains p-value of  $X_2$  variable = 0,013 < 0,05 thus  $H_0$  is rejected, meaning that partially price influences negatively and significantly purchase decision.

Price according to Tjiptono (2015:289) can be adjusted to or changed dramatically, it depends on what to reach. However, determining the appropriate price is an important factor in determining success of company in short term and long term. Sari and Nuvriasari (2017) state that price is one of determinant in influencing purchase decision. Price uniformity with product quality should be balanced in order that products offered can be accepted by consumers and

push consideration of consumers to decide doing purchase. Based on research result of Nur (2016) it shows that there is an influence of price partially and simultaneously on purchase decision.

#### **Influence of Promotion on Purchase Decision**

Based on result of data analysis, then based on proposed hypothesis that promotion gives influence to the purchase decision. It shows that purchase decision can be influenced by price. Result of descriptive analysis in the indicator included in the criteria that is quite good. There is an increase of promotion viewed from advertising, sales promotion, personal selling, public relations and direct marketing. From the result of analysis of multiple regression of doing t-test it obtains p-value  $X_3$  variable =  $0,006 < 0,05$  thus  $H_0$  is rejected, meaning that partially promotion influences positively and significantly purchase decision.

Promotion activities can attract consumers' attention in order to be attracted to buy the product, and can give strong response of pembeli, dramatize the product offering and increase the sales in short-term (Tjiptono, 2015:393). By doing promotion reseller can make a purchase decision of a product in this case it is a product of Snack business 88 of Solok. It is in line with previous study conducted by Ahmad (2014), stating that promotion influences significantly purchase decision. Bagas and Siti (2016) states that promotion influences significantly purchase decision. The higher the promotion is, the higher the purchase decision is. On the other hand, the lower the promotion is, the lower the purchase decision is.

#### **Influence of Perceived Value on Purchase Decision**

From the analysis of data result and then based on proposed hypothesis namely perceived value that influences significantly purchase decision. Viewed from the descriptive analysis that offered perceived value is in the category which is quite good. It means that perceived value of Snack business 88 of Solok according to reseller still needs to be fixed from the indicator of quality value, emotional value, functional value and social value. Result of analysis of multiple regression of doing t-test it obtains p-value of  $X_4$  variable =  $0,018 < 0,05$  thus  $H_0$  is rejected, meaning that partially perceived value influences positively and significantly purchase decision.

Perceived value is an thorough evaluation of of benefit of a product based on perception of consumers on a number of accepted benefits compared to sacrifice that is done (Zeithaml and Bitner in Tjiptono, 2015:296). In the study of Yee and San (2012) it shows that perceived value felt by the consumers has positive relation with purchase decision, research result also shows that perceived value is a factor that influences consumers' attention on when they want to buy. In accordance with the study of Stefanus and Djoko (2015), it shows that perceived value felt by consumers has positive relation to the purchase decision.

#### **Influence of Packaging, Price, Promotion and Perceived Value on Purchase Decision**

Based on result of data analysis, then based on proposed hypothesis packaging, price, promotion and perceived value simultaneously influence significantly purchase decision. Study of Setiawati and Lumbantobing (2017) shows that promotion and packaging influence positively and significantly purchase decision. It is in line with the study of Ahmad (2014) showing that each of price and promotion influence significantly purchase decision. In accordance with research result of Arti, dkk (2017) it shows that perceived value and price influence significantly purchase decision.

## **Conclusions and Suggestions**

### **Conclusions**

Based on data analysis and interpretation delivered in the previous chapter, there are some conclusions of research result that can be stated as follows:

1. Packaging influences positively and significantly the purchase decision at Snack business 88 of Solok. It means that the better the packaging is, the higher the purchase decision is.
2. Price influences negatively and significantly purchase decision at Snack business 88 of Solok. It means that if the price offered is high, the purchase decision decreases.
3. Promotion influences positively and significantly purchase decision at Snack business 88 of Solok. It means that the higher the promotion is, the higher the purchase decision is.
4. Perceived value influences positively and significantly the purchase decision at Snack business 88 of Solok. It means that the higher the perceived value is, the higher the purchase decision is.
5. Packaging, price, promotion and perceived value simultaneously influence the purchase decision at Snack business 88 of Solok significantly.

### **Suggestions**

Based on research findings stated previously, the researcher gives some suggestions in the following to increase purchase decision at Snack business 88 of Solok:

1. The lowest score in packaging variable is in the color indicator. Therefore, in term of increasing the purchase decision, the color of product packaging of Snack business 88 of Solok should be made more interesting by using bright and clear colors thus it looks more interesting for consumers.
2. Result of deskriptive analysis variables of price, the lowest score is in the indicator of uniformity of price and quality. Therefore, Snack business 88 of Solok should decide the price based on the quality of the product thus the consumers do not feel loss with the cost they spend until finally it can increase the purchase decision.
3. Result of average score of lowest TCR of promotion variable is in indicator of advertising. To achieve purchase decision of consumers, Snack business 88 of Solok should make the promotion through interactive advertisements and it should have stimulant of strong attraction in order that the consumers have desire to know further about Snack business 88 of Solok for example by using video advertisements which are different from the others.
4. Viewed from lowest score, perceived value variable is in the indicator of functional value. Therefore, Snack business 88 of Solok should increase the product quality based on the cost spent by the consumers in order to give impression or value that makes consumers doing purchase.
5. For the next researcher, it is expected to be able to conduct a further research by adding research variables that are much bigger beyond the variables used in this study such as variables of trust, product quality, brand image, perceived risk and others.

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