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The Effects of Price and Promotion on Purchase Decisions at Eshan Petshop

Reyfika Youlanda[1], Pebi Kurniawan[2], Hevy Febriyansyah[3]
[1,2,3] Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Cirebon, Indonesia

Abstract: *The rapid growth of the pet care industry in Indonesia has intensified competition among pet shops, requiring businesses to implement effective marketing strategies to enhance consumers' purchase decisions. This study aims to examine the effects of price and promotion on purchase decisions at Eshan Petshop. A quantitative research approach was employed using a survey of 100 consumers selected through an accidental sampling technique. Data were collected using questionnaires and analyzed using multiple linear regression with IBM SPSS Statistics 32. The findings indicate that price has a positive and significant effect on purchase decisions ($t = 2.910$; $p = 0.004$). Promotion also has a positive and significant effect on purchase decisions ($t = 3.177$; $p = 0.002$). Simultaneously, price and promotion significantly influence purchase decisions ($F = 48.033$; $p < 0.001$). The coefficient of determination ($R^2 = 0.498$) indicates that price and promotion explain 49.8% of the variance in purchase decisions, while the remaining 50.2% is influenced by other variables outside the research model. These findings highlight that competitive pricing and effective promotional strategies are essential to improving consumers' purchase decisions in the pet shop industry.*
Keywords: *Price; Promotion; Purchase Decision; Pet Shop; Consumer Behavior.*

I. Introduction

The pet care industry in Indonesia continues to grow as more people keep pets as part of their families. This growth has increased demand for a range of products and services, including food, vitamins, accessories, hygiene products, and animal healthcare services. These conditions create substantial business opportunities for pet shop operators but also intensify competition, requiring businesses to implement effective marketing strategies to retain customers and attract new consumers (Mundial, 2025).

From a marketing management perspective, purchase decisions result from consumers' evaluation of alternatives and are influenced by internal and external factors. Among these factors, price and promotion are two elements of the marketing mix that play important roles in influencing consumer behavior. Price is perceived as the sacrifice consumers must make to obtain a product's benefits, whereas promotion involves marketing communications intended to inform, persuade, and remind consumers of the value of the products offered (Kotler & Keller, 2021). Recent research also indicates that a combination of pricing and promotional strategies can significantly improve purchase decisions across various business sectors.

Eshan Petshop is a pet supplies retailer in Cirebon Regency that faces relatively intense competition from other pet shops in the surrounding area. Preliminary observations indicate that Eshan Petshop experienced declining sales revenue for three consecutive months. In addition, some product prices were relatively higher than those of competitors, social media promotion was not yet effective, and the business had no customer loyalty program, such as a membership card, to encourage repeat purchases. These conditions were considered possible causes of the decline in consumers' purchase decisions.

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A preliminary survey of 32 consumers showed that 68.75% of respondents considered product prices unaffordable, 65.6% believed prices did not match product quality, and 71.9% considered prices inconsistent with their purchasing power. Regarding promotion, 65.6% of respondents reported that promotions failed to attract their attention, while 68.75% considered digital promotion insufficiently effective in influencing purchase decisions. These findings indicate that consumers' perceptions of price and promotion remain key issues that Eshan Petshop needs to address.

The relationship between price and purchase decisions has been widely studied empirically. Angelica and Gunawan (2024) found that price had a positive and significant effect on purchase decisions among Shopee users. Similar findings were reported by Lukman et al. (2024), who stated that competitive prices increase consumers' propensity to purchase. Maulana and Hariasih (2024) also demonstrated that price remains a key determinant of purchase decisions when considered alongside product quality and promotion.

Promotion has also been shown to be important in shaping purchase decisions. Darma and Napitupulu (2024) found that creative promotion in live shopping can increase consumers' purchase interest and purchase decisions. Laoli et al. (2024) likewise concluded that promotion positively and significantly affects purchase decisions, both individually and jointly with price. Furthermore, promotional strategies that allow consumers to choose the type of incentive have been shown to improve perceived value and purchase intention.

However, previous research has predominantly focused on e-commerce, online marketplaces, and general retail settings, including Shopee, food products, and micro, small, and medium enterprises (MSMEs). Research on the effects of price and promotion on purchase decisions in the pet shop industry, particularly among local retailers in Cirebon Regency, remains relatively limited. Pet shop consumers have distinct purchasing characteristics because they consider not only price but also product quality, pet health, product availability, and trust in the store. Research in the pet shop sector also indicates that marketing factors may have different effects than in other retail sectors.

Against this background, the novelty of this study lies in testing the effects of price and promotion on purchase decisions at Eshan Petshop, a pet supplies retailer facing local business competition in Cirebon Regency. The findings are expected to contribute to the marketing management literature and provide input for pet shop operators in developing more effective pricing and promotional strategies to improve consumers' purchase decisions. Accordingly, this study aims to analyze the effect of price on purchase decisions, the effect of promotion on purchase decisions, and the joint effect of price and promotion on purchase decisions at Eshan Petshop.

II. Review of Literature

2.1 Price

Price is an element of the marketing mix that directly generates revenue for a company and is a primary consideration in consumers' purchase decisions. According to Kotler and Keller (2021), price is the amount of money consumers must pay to obtain the benefits of a product or service. In addition to serving as a medium of exchange, price also indicates the quality and value consumers perceive in a product.

From a consumer behavior perspective, price perceptions are influenced not only by the amount paid but also by the relationship between price and the quality, benefits, and value received, or perceived value. Consumers tend to purchase when they consider the price fair and proportionate to the benefits obtained. Conversely, a price considered too high relative to the benefits received can reduce purchase interest and purchase decisions.

Previous research identifies price as a key determinant of purchase decisions. Competitive pricing strategies can improve consumers' perceived value, strengthen business competitiveness, and increase the likelihood of a purchase. Price transparency and consistency between price and product quality also influence consumer trust. Based on Kotler and Keller (2021), the indicators of price include:

1. Price affordability.
2. Consistency between price and product quality.
3. Consistency between price and the benefits received.
4. Price competitiveness relative to competitors.

2.2 Promotion

Promotion consists of marketing communications undertaken by a company to inform, persuade, and remind consumers about the products or services offered. According to Kotler and Keller (2021), promotion is part of the marketing mix and aims to build awareness, generate interest, shape preferences, and encourage purchases.

Developments in digital technology have expanded promotional strategies beyond conventional media to include social media, online marketplaces, digital applications, and various forms of interactive marketing communication. Effective promotion not only increases brand awareness but also builds consumer trust, improves perceived value, and strengthens relationships between companies and customers.

Studies indicate that discounts, cashback offers, bonuses, loyalty programs, and digital promotion through social media can increase consumer interest and encourage purchase decisions. In the digital era, personalized promotion has even been shown to be more effective in increasing customer loyalty and retention than general promotion. According to Kotler and Keller (2021), promotional indicators include:

1. Advertising.
2. Sales promotion.
3. Personal selling.
4. Public relations.
5. Direct marketing.

2.3 Purchasing Decisions

Purchase decisions involve consumers' selection and purchase of a product after

progressing through need recognition, information search, evaluation of alternatives, the purchase decision, and postpurchase behavior. Kotler and Keller (2021) explain that purchase decisions are influenced by cultural, social, personal, and psychological factors, as well as the marketing strategies implemented by a company.

In an increasingly competitive business environment, purchase decisions are an important indicator of a company's success in meeting consumer needs. Consumers choose products that offer the greatest benefits in line with their expectations and available resources. Companies therefore need to combine marketing strategies in ways that increase consumers' perceived value and encourage purchase decisions.

Recent systematic literature reviews indicate that purchase decisions are influenced by perceptions of price fairness, promotional effectiveness, product quality, brand image, and consumer trust in the company. Appropriate integration of pricing and promotional strategies has been shown to increase purchase interest and strengthen purchase decisions across business sectors. According to Kotler and Keller (2021), the indicators of purchase decisions include:

1. Product choice.
2. Brand choice.
3. Choice of purchase outlet.
4. Purchase quantity.
5. Purchase timing.
6. Payment method.

2.4 Previous Research

The effects of price and promotion on purchase decisions have been widely examined across different industries, including conventional retail and digital commerce. In general, the findings indicate that price and promotion are two marketing variables that play important roles in shaping consumers' purchase decisions. However, the magnitude of their effects varies according to the characteristics of the research setting, consumer behavior, and market competition.

Salsabila and Sudiro (2023) found that price and promotion had positive and significant effects on purchase decisions at RAF Printing. These findings indicate that consumers tend to choose competitively priced products supported by attractive promotion.

Similar findings were reported by Nomleni et al. (2023) among TikTok Shop consumers. They found that price and promotion significantly affected purchase decisions both individually and jointly. Their study showed that the combination of pricing and promotional strategies explained a substantial proportion of the variation in consumers' purchase decisions.

Alam et al. (2023) also demonstrated that price and promotion positively affected purchase decisions for Y.O.U products. Their study emphasized that consumers' perceptions of consistency between price and product quality, along with the intensity of a company's promotional activities, are important factors in improving purchase decisions.

Pangindaran's (2024) study of TikTok Shop users likewise showed that promotion had a more dominant effect than price in improving purchase decisions. This finding indicates that the development of digital marketing has increased the role of promotional activities in influencing consumer behavior.

Fauzi and Sijabat (2023) also concluded that price and promotion positively affect consumers' purchase decisions. Meanwhile, Ferdinand et al. (2021) explained that price and

promotion individually affect purchase decisions and have a larger joint effect when considered alongside product quality.

Although these studies indicate positive relationships between price, promotion, and purchase decisions, most have focused on e-commerce, online marketplaces, food, cosmetics, or MSMEs. Research on price and promotion in pet shop businesses remains relatively limited. This study is therefore expected to provide new empirical evidence on the effects of price and promotion on purchase decisions at Eshan Petshop in Cirebon Regency.

Table 1. Summary of Previous Research

Researcher	Variable	Findings
Salsabila & Sudiro (2023)	Price, Promotion → Purchase Decisions	Price and promotion have positive and significant effects.
Nomleni et al. (2023)	Price, Promotion → Purchase Decisions	Price and promotion have individual and joint effects.
Alam et al. (2023)	Price, Promotion → Purchase Decisions	Price and promotion positively affect purchase decisions.
Pangindaran (2024)	Price, Promotion → Purchase Decisions	Promotion has a more dominant effect than price.
Fauzi & Sijabat (2023)	Price, Promotion → Purchase Decisions	Price and promotion improve purchase decisions.
Ferdinand et al. (2021)	Price, Promotion, Product Quality → Purchase Decisions	Price and promotion significantly affect purchase decisions.

2.5 Hypothesis Development

The Effect of Price on Purchase Decisions

Price is one factor consumers consider when making purchase decisions. According to Kotler and Keller (2021), price reflects the value consumers must sacrifice to obtain a product or service. The more closely price matches the quality and benefits received, the greater the likelihood of a purchase. Salsabila and Sudiro (2023), Nomleni et al. (2023), and Alam et al. (2023) demonstrated that price has a positive and significant effect on purchase decisions.

Based on the theory and previous research, the following hypothesis is proposed.
H1: Price has a positive and significant effect on purchase decisions at Eshan Petshop.

The Effect of Promotion on Purchase Decisions

Promotion involves marketing communications intended to introduce products, generate consumer interest, and encourage purchases. The more effective a company's promotion, the greater the likelihood of consumers deciding to purchase. Pangindaran (2024), Fauzi and Sijabat (2023), and Nomleni et al. (2023) found that promotion has a positive and significant effect on purchase decisions. Accordingly, the second hypothesis is proposed.
H2: Promotion has a positive and significant effect on purchase decisions at Eshan Petshop.

The Effects of Price and Promotion on Purchase Decisions

Purchase decisions are influenced by multiple factors and result from consumers' evaluation of different marketing aspects. Competitive pricing and effective promotion improve consumers' perceived value and encourage purchases. Ferdinand et al. (2021), Nomleni et al. (2023), and Alam et al. (2023) demonstrated that price and promotion jointly have a positive

effect on purchase decisions. The following hypothesis is therefore proposed.

H3: Price and promotion jointly have a positive and significant effect on purchase decisions at Eshan Petshop.

III. Research Methods

This study employed a quantitative approach with a survey method to analyze the effects of price and promotion on purchase decisions at Eshan Petshop. The quantitative approach was selected because it allows relationships between variables to be measured objectively through statistical analysis (Sugiyono, 2023).

The study population comprised all consumers who had previously made purchases at Eshan Petshop. The sample consisted of 100 respondents selected using accidental sampling, a sampling technique based on the ease of reaching consumers who happened to make purchases and were willing to complete the questionnaire during the research period.

The study used primary data collected through questionnaires administered to Eshan Petshop consumers. The research instrument used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Price was measured through affordability, consistency between price and product quality, consistency between price and benefits received, and price competitiveness. Promotion was measured through advertising, sales promotion, personal selling, public relations, and direct marketing. Purchase decisions were measured through product choice, brand choice, choice of purchase outlet, purchase quantity, purchase timing, and payment method, based on Kotler and Keller's (2021) framework.

Before hypothesis testing, the research instrument was assessed for validity using Pearson product–moment correlation and for reliability using Cronbach's alpha, with alpha ≥ 0.70 as the reliability criterion (Ghozali, 2021). Classical assumption tests, including normality, multicollinearity, heteroscedasticity, linearity, and autocorrelation tests, were then conducted to ensure that the regression model met the statistical assumptions.

The data were analyzed using multiple linear regression with IBM SPSS Statistics version 32 to examine the effects of price and promotion on purchase decisions. Hypotheses were tested using t-tests to examine the individual effect of each independent variable on the dependent variable, an F-test to examine the joint effect of both independent variables, and the coefficient of determination (R^2) to measure the extent to which price and promotion explained variation in purchase decisions. Hypotheses were accepted when the significance value was below 0.05 (α = 5%).

Table 1. Operationalization of Research Variables

Variable	Indicator	Source
Price (X1)	Price affordability; consistency between price and product quality; consistency between price and benefits; price competitiveness	Kotler & Keller (2021)
Promotion (X2)	Advertising; sales promotion; personal selling; public relations; direct marketing	Kotler & Keller (2021)
Purchase Decisions (Y)	Product choice; brand choice; choice of purchase outlet; purchase quantity; purchase timing; payment method	Kotler & Keller (2021)

IV. Result and Discussion

4.1 Respondent Characteristics

The study involved 100 respondents who were Eshan Petshop consumers. They were selected using accidental sampling and comprised consumers who made purchases and were willing to complete the questionnaire during the research period. Respondent characteristics were analyzed by gender, age, and purchase frequency to provide an overview of Eshan Petshop's consumer profile.

4.2 Instrument Quality Tests

Before hypothesis testing, all research instruments were assessed for validity and reliability. The results indicated that all indicators of price, promotion, and purchase decisions had correlation coefficients exceeding the critical r-value and were therefore considered valid. The reliability tests also showed that all variables had Cronbach's alpha values above 0.70, indicating that the research instrument was reliable and suitable for use in the study.

Table 2. Validity and Reliability Test Results

Variable	Number of Indicators	Validity Test Results	Cronbach's Alpha	Assessment
Price (X1)	8	All items valid	>0.70	Reliable
Promotion (X2)	10	All items valid	>0.70	Reliable
Purchase Decisions (Y)	12	All items valid	>0.70	Reliable

Source: SPSS data processing results (2026).

4.3 Classical Assumption Tests

The normality test indicated that the research data were normally distributed. The multicollinearity test also showed that each independent variable had a tolerance value > 0.10 and a variance inflation factor (VIF) < 10, indicating no multicollinearity. The heteroscedasticity test showed no specific pattern in the scatterplot, while the autocorrelation test indicated that the regression model was free from autocorrelation. The regression model therefore met all classical assumptions and was suitable for hypothesis testing.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of price and promotion on purchase decisions among Eshan Petshop consumers. The results indicated that both independent variables had positive effects on purchase decisions. This suggests that more favorable consumer perceptions of price and more effective promotion increase consumers' purchase decisions.

Table 3. Multiple Linear Regression Analysis Results

Variable	Coefficient (β)	t-statistic	Sig.	Decision
Price (X1)	Positive	2.910	0.004	H1 accepted
Promotion (X2)	Positive	3.177	0.002	H2 accepted

Source: SPSS data processing results (2026).

As shown in Table 3, price had a calculated t-value of 2.910 and a significance value of 0.004; H1 was therefore accepted. Promotion had a calculated t-value of 3.177 and a significance value of 0.002, indicating a positive and significant effect on purchase decisions.

Table 4. Joint Significance Test Results (F-test)

F-statistic	Sig.	Decision
48.033	0.000	H3 accepted

Source: SPSS data processing results (2026).

As shown in Table 4, the joint significance test yielded an F-statistic of 48.033 and a significance value of 0.000 (< 0.05). This indicates that price and promotion jointly had a significant effect on purchase decisions.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.706	0.498	0.488	2.168

Table 5 shows an R^2 value of 0.498, indicating that the research model explained 49.8% of the variation in purchase decisions. The remaining 50.2% was influenced by other factors, such as product quality, service quality, location, store image, and customer loyalty.

4.5 Hypothesis Testing

The Effect of Price on Purchase Decisions

The individual significance test showed that price had a positive and significant effect on purchase decisions, with a t-statistic of 2.910 and a significance value of 0.004 (< 0.05). The first hypothesis (H1) was therefore accepted. This finding indicates that Eshan Petshop consumers consider affordability, consistency between price and product quality, benefits received, and price competitiveness before making purchase decisions.

This finding is consistent with Kotler and Keller's (2021) theory, which identifies price as an element of the marketing mix that directly influences purchase decisions. Prices considered consistent with product benefits improve perceived value and encourage purchases.

The finding is also consistent with Salsabila and Sudiro (2023), Nomleni et al. (2023), and Alam et al. (2023), who found that price has a positive and significant effect on purchase decisions. These consistent findings indicate that competitive pricing is important in improving consumers' purchase decisions.

The Effect of Promotion on Purchase Decisions

The results indicated that promotion had a positive and significant effect on purchase decisions, with a t-statistic of 3.177 and a significance value of 0.002 (< 0.05). The second hypothesis (H2) was therefore accepted.

This finding indicates that Eshan Petshop's promotional activities attract consumers' attention and interest in the products offered. More intensive and appealing promotion increases consumers' propensity to purchase.

This finding is consistent with Kotler and Keller's (2021) theory, which describes promotion as marketing communications intended to inform, persuade, and remind consumers

about a product. Pangindaran (2024) and Fauzi and Sijabat (2023) also demonstrated that promotion positively affects purchase decisions.

The Effects of Price and Promotion on Purchase Decisions

The joint significance test showed that price and promotion jointly had a positive and significant effect on purchase decisions, with an F-statistic of 48.033 and a significance value < 0.001. The third hypothesis (H3) was therefore accepted. In addition, the coefficient of determination (R^2) of 0.498 indicates that price and promotion explained 49.8% of the variation in purchase decisions, while the remaining 50.2% was influenced by factors not included in the research model, such as product quality, service quality, store image, location, and customer loyalty.

These findings indicate that a company's success in improving purchase decisions depends not only on its pricing strategy but also on the effectiveness of integrated promotional activities. Competitive pricing combined with appealing promotion improves consumers' perceived value, strengthens trust in the company, and encourages purchase decisions. This finding supports Nomleni et al. (2023), Ferdinand et al. (2021), and Alam et al. (2023), who concluded that price and promotion jointly have a significant effect on purchase decisions.

V. Conclusion

This study aimed to analyze the effects of price and promotion on purchase decisions among Eshan Petshop consumers. The findings indicate that price positively affects purchase decisions. Consumers consider affordability, consistency between price and product quality, benefits received, and price competitiveness when deciding to purchase. An appropriate pricing strategy is therefore an important factor in increasing consumers' purchase interest and purchase decisions.

Promotion was also found to positively affect purchase decisions. Effective promotional activities attract consumers' attention, generate interest, and strengthen confidence in the products offered. This finding indicates that appropriate marketing communication plays an important role in encouraging purchases.

Overall, the study demonstrates that price and promotion jointly contribute to consumers' purchase decisions at Eshan Petshop. These findings emphasize that success in improving purchase decisions depends not only on pricing aligned with consumers' perceived value but also on promotional strategies that effectively communicate product advantages. Integrated price and promotion management can therefore support improvements in Eshan Petshop's competitiveness and sales performance.

This study has several limitations. It was conducted at only one business, Eshan Petshop, so the findings cannot yet be generalized to all pet shops or other retail sectors. The study also focused on only two independent variables, price and promotion, while purchase decisions are influenced by other factors, including product quality, service quality, business location, brand image, customer satisfaction, and consumer loyalty. Furthermore, the cross-sectional approach describes conditions at a single point in time and cannot capture ongoing changes in consumer behavior.

The findings have theoretical implications by reinforcing marketing mix theory, which identifies price and promotion as important elements influencing consumers' purchase

decisions. The study also contributes empirical evidence on consumer behavior in pet shop businesses, an area that remains relatively underexplored in Indonesia.

In practical terms, Eshan Petshop should maintain competitive pricing aligned with consumers' perceived value and improve promotional effectiveness through digital media and more varied programs, including discounts, product bundles, customer loyalty programs, and social media promotion. An integrated marketing strategy is expected to improve purchase decisions and strengthen business competitiveness.

Future research should extend the study to different pet shops or similar retailers in other regions to improve the generalizability of the findings. Researchers could also expand the model by incorporating variables such as service quality, product quality, brand image, customer satisfaction, trust, and customer loyalty, and use longitudinal or mixed-methods approaches to develop a more comprehensive understanding of the factors influencing purchase decisions.

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