



Marketing Mix Effect on Purchase Decision of Traditional Jamu Sabdo Palon

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ABSTRACT

The current Covid-19 pandemic has made herbal medicine producers experience an increase because herbal medicine is an alternative in boosting immunity. The purpose of this study was to determine the effect of the marketing mix (product, location, promotion, price, process, employees and physical evidence) the decision to buy the traditional herbal medicine Sabdo Palon. This study used a sample of 80 respondents using purposive sampling technique. The data analysis technique used instrument test, classical assumption test and multiple linear regression analysis. Simultaneously, product, place/location, promotion, price, process, people/employee and physical evidence variables have a significant influence on purchasing decisions but partially purchasing decisions are not influenced by product, location, promotion, price, process, employee and physical evidence variables.

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1. Introduction

The existence of the Covid-19 virus is needed to be extra extra in increasing immunity and maintaining the body's immune system to avoid dangerous viruses. Applying 3M's steps, namely wearing masks, washing hands, and maintaining distance by avoiding crowds can reduce the risk of contracting Covid-19. Taking vitamins and supplements alone is still far from enough, one way is to increase the intake of traditional herbal medicine. This herbal remedy has been shown to be beneficial for immunity and prevent complications of Covid-19. During the pandemic, the demand for herbal medicine continued to increase due to public awareness of the importance of strengthening immunity. According to the Governor of Central Java Province Ganjar Pranowo (2015) Central Java already has the properties and legacy of herbal medicine, Sukoharjo Regency is one of the areas in Indonesia which is known as a producer of herbal medicine. The special herbal medicine market in Sukoharjo Regency is located in Nguter Jamu Market which was founded in 1965. Jamu is a characteristic of Sukoharjo Regency and is known as the City of Jamu. There is a shop at the Nguter Jamu Market that sells various kinds of empon-empon and spices. The increase in sales of herbal medicine related to the Covid-19 virus outbreak was also influenced by the marketing mix, namely product variables, location, promotion, price, process, employees and physical evidence. This makes herbal medicine producers in Nguter Jamu Market continue to develop and improve their herbal products. packaging and also innovating. However, there are also herbal producers who choose to stay focused on selling their concocted herbal products as recorded on the portal of Sukoharjo Regency.

Table 1.
List of Traditional Herbal Industry

No	Nama Industri	Alamat
1	KUPU	Nguter Rt 09 Rw 06, Nguter Sukoharjo
2	JOGLO	Nguter Rt 13 Rw 06, Nguter Sukoharjo
3	KRESNO	Nguter Rt 12 Rw 05, Nguter Sukoharjo
4	GUNUNG MAS	Songgorunggi, Nguter, Sukoharjo
5	WISANG GENI	Nguter Rt 14 Rw 06, Nguter Sukoharjo
6	GATOT KACA	Jl. Kepodang No. Joho, Sukoharjo
7	AKOR ARUN	Jl. I Merak No. 8, Sukoharjo
8	KETUT	Ngepakan Rt 03 Rw 02, Sukoharjo



No	Nama Industri	Alamat
9	MUNCUL JAYA	Kateguhan Rt 02 Rw 02, Sukoharjo
10	WIJAYA KUSUMA	Kateguhan Rt 02 Rw 03, Tawang Sari, Sukoharjo
11	HARIMAN	Kateguhan, Tawang Sari, Sukoharjo

Source: Sukoharjo Regency Official Portal (sukoharjokab.go.id)

Meanwhile, herbal medicine producers who have made innovations include Gujati59 and Rachma Sari, who during the Covid-19 pandemic produced hand sanitizers. Unlike Gujati59 and Rachma Sari, Sabdo Palon has chosen to expand its sales of herbal medicine by opening a traditional Jamu shop which is also located in Sukoharjo. Sabdo Palon Jamu Factory is one of the herbal medicine industries in Sukoharjo Regency which produces herbal medicine legally and has been registered with BPOM. Jamu Sabdo Palon can be consumed from children, adolescents, to adults. The wide variety of products and packaging variations of the traditional Sabdo Palon herbal medicine made many consumers satisfied and sales increased. Its coverage area is not only in Nguter Market but also in several other places such as Ir. Soekarno Sukoharjo, Sragen Market, Tawang Sari Market, Wonogiri Market, Jatisrono Market, and Jatipuro Market make Sabdo Palon jamu easy to find. Apart from being sold in traditional market stalls, Sabdo Palon herbal medicine is also sold through the official Sabdo Palon website and also through the shopee and Instagram applications from Sabdo Palon. The price of the Sabdo Palon herbal medicine ranges from Rp. 3000 to Rp. 40,000 depending on various product variants. The product variants of the jamu sabdo palon consist of packaging variants (children's herbal medicine, ordinary herbal medicine, super powdered herbal medicine, super pill herbal medicine, and honey), bulk variants (boiled herbal medicine, bulk pills and powdered herbal medicine), bottle packaging variants (premium remph powder, syrup and instant seasonings), wedang variants (herbal teas and herbal wedang).

The production process of the Sabdo Palon herbal medicine itself uses quality ingredients and is of guaranteed quality. Employees from Sabdo Palon find it difficult to comply with the rules set by the company, such as uniforms, wearing gloves and masks. The distribution of goods from Sabdo Palon is carried out from the finished goods warehouse and then distributed to the official distributor, then only to consumers. The jamu kiosk located in the Traditional Market itself is very clean and for consumers who buy at the kiosk, most of them buy in retail form and if they are going to buy in large quantities, they will be sent by expedition. The existence of the Covid-19 pandemic has made the Sabdo Palon herbal medicine factory experience an increase in the sale of herbal medicine and there are new buyers and buyers who are satisfied with Sabdo Palon's traditional herbal medicine both at traditional market stalls and in the Sabdo Palon herbal cafe. The large variety of products and the convenience of making transactions make consumers buy Sabdo Palon herbal medicine. The decision to buy Sabdo Palon traditional herbal medicine can have an influence on product variables, location, promotion, price, process, employees and physical evidence.

There are weaknesses related to the results of previous studies such as those conducted by Lilik Andriyanto, Siti Syamsiar, Indah Widowati (2019), the results of this study indicate that the 7P marketing mix has a positive effect on purchasing decisions with the highest variable results, namely physical evidence of 0.112 and a price of 0.095. in the purchase decision of Thiwul Ayu Mbok Sum. But research conducted by Abigail Anastasia Sowanto (2019) shows that only product, price, and physical evidence variables have a positive and significant effect and the most dominant is price in purchasing decisions at Warung Gudeg Bu Yul Surabaya. But research conducted by Luluk Ristin M, Isdiana Suprapti (2020) shows that price variables do not affect purchasing decisions but product, promotion, process, and physical evidence variables have a significant effect on purchasing decisions for traditional herbal medicine at UD Nata Payung Mas. Meanwhile, research conducted by Samron Akhiri (2020) shows that the marketing mix variable has a simultaneous effect of 74.4%, while the remaining 25.6% is influenced by variables not examined in this study.

Based on this phenomenon, this study aims to determine the effect of the marketing mix on purchasing decisions for Sabdo Palon herbal medicine.

2. Literature Review

2.1 Products

According to Kotler and Armstrong (2012), products are products that can be given to the market to attract attention, purchase, use, or consume, and meet consumer needs. The factors included in the product are quality, appearance, choice, style, brand, packaging, size, type, guarantee and service (Assauri, 2012: 45). Supranto & Limakrisna (2011) in Anggraini (2018) believe that products meet the needs and needs of

consumers and can meet the needs felt by the community. According to Sangadji (2013: 15) cited by Soewanto (2019), products are products that companies can provide to the market to meet consumer needs and expectations.

2.2 Place/Location

According to research by Kotler and Armstrong (2012), positioning is a variety of activities carried out by companies, with the aim of making their products easy to obtain and oriented to target consumers. According to Lupiyoadi (2013: 42), location is where a company does business. The location of the event or event that has the greatest impact on the development of his business. According to Swastha (2002: 24) quoted by Pertiwi et al. (2016), place is where a business or commercial is carried out, so it can be denied that a place is a channel for producers to sell their products to consumers. According to Sutojo (2009: 11) quoted by Christine et al. (2017), distribution is an effort so that products are sold in places that make it easier for consumers to buy when they need them.

2.3 Promotion

Abdurrahman (2013) states that promotion is all activities that aim to introduce, persuade and remind customers of products or agents. According to Dharmmesta (2007), promotion is a one-way form of information, which was created to guide people to react, causing communication in marketing. Hurriyati (2008: 58) quoted by Aristo et al. (2019) argued that promotion has a function to convince consumers that the products and services provided have better advantages and advantages than competitors in the same field. According to Suryadi (2011: 8) quoted by Pertiwi et al. (2016), promotion is a series of activities designed to communicate, provide knowledge, and invite people to use a certain product so that they can recognize the advantages of the product, purchase and use the product and tie their thoughts and feelings in it.

2.4 Price

Kotler and Armstrong's (2012) price is the amount spent on products and services, or the amount of value that is exchanged by customers to benefit from owning or using a product or service. Lupiyoadi (2012) suggests that price is the money paid by consumers to obtain the services they need by comparing costs and benefits (costs and benefits of consumers). According to Alma (2014: 169) quoted by Soewanto (2019), price is the value of an item in a currency. According to Schiffman and Kanuk (2001) quoted by Sukotjo et al. (2010), the price of each person is expensive, cheap or mediocre, and these prices do not have to be the same, because it depends on personal perceptions based on personal environment and conditions.

2.5 Process

Hurriyati's (2010) process is the actual process, mechanism and activity process used to deliver products. This process element represents the company's activities to meet and satisfy consumer needs. According to Tjiptono (2008: 289), this process is a way for companies to carry out and control their activities to meet consumer needs. According to Blythe (2006: 15) quoted by Soewanto (2019) the process is a procedure that must be carried out, the service mechanism provided to consumers and the flow of activities. According to Tjiptono (2008: 289) quoted by Gajali et al. (2020), the process is a way for a company to carry out and control its activities. This process can meet consumer needs through a good process, thus affecting marketing success.

2.6 People/Employee

According to Nirwana (2004: 48), people are people who provide or show a part of services to consumers when buying goods. According to Lupiyoadi and Hamdani (2010), related to service marketing, "person" as a "service provider" will greatly affect the quality of service when making decisions between "persons", which means that they are related to choice, training, and motivation. related to human resource management. Gajali (2020) quotes Grewal and Levy (2010) who say that people who spontaneously interact with consumers when providing services are a major factor in building employee loyalty, understanding and competence. These employees work in accordance with the company's wishes to achieve success. The most important element. According to Kotler (2000) cited by Panjaitan (2017), society is an important marketing mix because it involves interactions between consumers and employees, and this interaction greatly influences consumers' view.

2.7 Physical Evidence

According to a study by Kotler and Keller (2016), physical evidence is evidence that service providers target consumers and are consumer value-added suggestions. Rambat Lupiyoadi (2013: 94) states that "physical evidence is a physical area that is built for direct contact with consumers". The components included in physical evidence are as follows: buildings, equipment, facilities, symbols, patterns and other items. According to Muala and Qurner (2014) quoted by Setiawan (2019), physical evidence refers to the environment in which real services or products that contribute and support service and communication performance are delivered. Physical evidence cited by Anggraini (2018) in the research of Zeithaml, Bitner,



Mary, and Dwayne (2009) is an environment where services are provided, companies and customers interact with each other, and tangible / tangible goods interact to improve service or communication performance.

2.8 Purchase Decision

The purchase decision itself is a stage of the decision process where consumers actually make a product purchase (Kotler and Armstrong, 2008).

3. Research and Analysis

3.1 Data Collection Methods

This study collected data through observation, interviews and questionnaires. The questionnaire contains a series of questions about product variables, location, promotion, price, process, employees and physical evidence that will influence consumer decisions in purchasing Sabdo Palon traditional herbal medicine. The questionnaire used in the analysis uses a Likert scale.

3.2 Population and Sample

The population of this study were all consumers of Jamu Sabdo Palon, with a sample size of 80 respondents. Sampling using purposive sampling technique with predetermined criteria at least 2x within 6 months of buying Jamu Sabdo Palon and having consumed it.

3.3 Validity and Reliability Test

The data obtained needs to be tested for accuracy and reliability so that the results can be accurate and precise.

Table 2
Validity and Reliability Test Results

Variable	Sig. (2-tailed)	Description Validity	Cronbach's Alpha	Description Reliable
Product (X ¹)	0,000	Valid	0,851	Reliabel
Place (X ²)	0,000	Valid	0,818	Reliabel
Promotion (X ³)	0,000	Valid	0,763	Reliabel
Place (X ⁴)	0,000	Valid	0,829	Reliabel
Process (X ⁵)	0,000	Valid	0,785	Reliabel
People (X ⁶)	0,000	Valid	0,893	Reliabel
Physical Evidence (X ⁷)	0,000	Valid	0,879	Reliabel
Purchase Decision	0,000	Valid	0,876	Reliabel

Based on the results of the Sig. (2-tailed) on product variables, location, promotion, price, process, employees, physical evidence and purchase decisions that show a value of 0,000 where the results are below 0.05, it can be said to be valid and the reliability test results show the Cronbach's Alpha value ≥ 0.6 then the variables of this questionnaire are said to be reliable.

3.4 Normality Test

The normality test is used to find out whether the data is normally distributed or not. The data is said to be good if the data is normally distributed.

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		80
Normal Parameter ^{a,b}	Mean	,0000000
	Std. Deviation	2,77420731
	Most Absolute	,076
	Extreme Positive	,034
	Differences Negative	-,076
	Kolmogorov-Smirnov Z	,683
	Asymp. Sig. (2-tailed)	,739
a. Test distribution is Normal.		
b. Calculated from data.		

Based on the results of the One Sample Kolmogorov-Smirnov Test table, it can be seen from the Asymp value. Sig. (2-tailed) shows the result ≥ 0.05 , namely 0.739 which means the data distribution is normal.

3.5 Multicollinearity Test

The multicollinearity test is used to determine the relationship between independent variables having multicollinearity symptoms or not by looking at the VIF (Variance Inflation Factor) value <10 and the Tolerance value ≥ 0.10 , so it can be said that it does not show multicollinearity symptoms.

Table 4.
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
VARIABLE_PRODUCT	,929	1,077
VARIABEL_PLACE	,291	3,440
VARIABEL_PROMOTION	,285	3,505
1 VARIABEL_PRICE	,319	3,134
VARIABEL_PROCESS	,343	2,917
VARIABEL_PEOPLE	,334	2,994
VARIABEL_PHYSICALEVIDENCE	,286	3,497

a. Dependent Variable: PURCHASE_DECISION

Based on the results of the multicollinearity test, the VIF value of the product, location, promotion, price, process, employee and physical evidence variables was <10 and the Tolerance value was ≥ 0.10 , so it can be concluded that there was no multicollinearity.

3.6 Heteroscedasticity Test

Heteroscedasticity test is used to determine that the variance of a variable is different for all observations. A good regression model is if there is no heteroscedasticity.

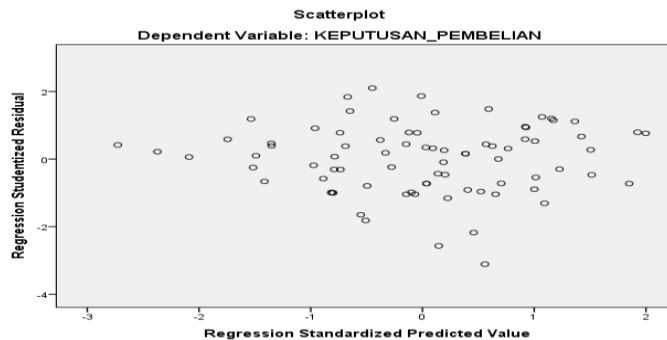


Fig 1. Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test, it shows that the dots in the scatterplot look spread out, this means that there is no heteroscedasticity.

3.7 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a significant effect partially or simultaneously between two or more independent variables on one independent variable.

Table 5.
Results of Multiple Linear Regression Analysis

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error	Beta			
(Constant)	8,291	3,753			2,209	,030
VARIABLE_PRODUCT	-,133	,115	-,124		-1,154	,252
VARIABEL_PLACE	,014	,216	,012		,063	,950
1 VARIABEL_PROMOTION	-,159	,240	-,129		-,665	,508
VARIABEL_PRICE	,056	,219	,047		,258	,797
VARIABEL_PROCESS	,142	,209	,120		,680	,499
VARIABEL_PEOPLE	,071	,205	,062		,345	,731



Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
VARIABEL_PHYSICAL EVIDENCE	,415	,211	,381	1,966	,053

a. Dependent Variable PURCHASE_DECISION

Based on the results from column B (beta) Unstandardized Coefficients, the regression equation is

$$Y = 8,291 - 0,133X_1 + 0,014X_2 - 0,159X_3 + 0,056X_4 + 0,142X_5 + 0,071X_6 + 0,415X_7$$

3.8 Analysis of Multiple Correlation Coefficient (R) and Coefficient of Determination (R²)

Multiple correlation coefficient (R) is used to determine the level of strength or the closeness of the independent variable to the dependent variable. The coefficient of determination (R²) is used to measure the model's ability to explain the dependent variable.

Table 6.
Results of Multiple Correlation Coefficient (R) and Coefficient of Determination (R²)

Model	R	Model Summary ^b		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	,476 ^a	,226	,151	2,906

a. Predictors: (Constant), VARIABEL_PHYSICALEVIDENCE, VARIABEL_PROCESS, VARIABEL_PRODUCT, VARIABEL_PEOPLE, VARIABEL_PRICE, VARIABEL_PLACE, VARIABEL_PROMOTION

b. Dependent Variable: PURCHASE_DECISION

Based on the value of the coefficient of determination or the magnitude of the contribution of product, location, promotion, price, process, employee and physical evidence variables to purchasing decisions is 0.226 (22.6%) for R Square or 0.151 (15.1%) for Adjusted R Square.

3.9 F Test

This aims to determine the independent variable on the dependent variable by looking at the significance value if <0.05 means that the independent variable has a simultaneous influence on the dependent variable.

Table 7.
F Test Results

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
Regression	177,948	7	25,421	3,010	,008 ^b
Residual	608,002	72	8,444		
Total	785,950	79			

a. Dependent Variable: PURCHASE DECISION

a. Predictors: (Constant), VARIABEL_PHYSICALEVIDENCE, VARIABEL_PROCESS, VARIABEL_PRODUCT, VARIABEL_PEOPLE, VARIABEL_PRICE, VARIABEL_PLACE, VARIABEL_PROMOTION

Based on the results of the sig value below 0.05, namely 0.008, it means that the variables of product, location, promotion, price, process, employees and physical evidence have a joint or simultaneous effect on purchasing decisions.

3.10 t Test

This aims to determine whether the independent variable partially has a significant effect on purchasing decisions by seeing if the sig value ≤ 0.05 then partially affects the purchase decision. It is said that if t count > t table or -t count > -t table then the results are significant and it means that H0 is rejected and H1 is accepted. Meanwhile, if t count < t table or -t count < -t table, the result is not significant, meaning that H0 is accepted and H1 is rejected.

a. The product variable (X1) shows t count = -1.154 while the t table ($\alpha = 0.05$; db residual = 72) is 1.99346. Because -t count < -t table, namely -1.154 < -1.99346, the product variable is not significant.

This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchase decision is not influenced by product variables.

- b. The place variable (X2) shows t count = 0.063 while the t table ($\alpha = 0.05$; residual db = 72) is 1.99346. Because t count < t table is 0.063 < 1.99346, the location variable is not significant. This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchase decision is not influenced by the location variable.
- c. The promotion variable (X3) shows t count = -0.665 while t table ($\alpha = 0.05$; db residual = 72) is 1.99346. Because -t count < -t table which is -0.665 < -1.99346, the promotion variable is not significant. This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchase decision is not influenced by the promotion variable.
- d. The variable price (X4) shows t count = 0.258 while the t table ($\alpha = 0.05$; db residual = 72) is 1.99346. Because t count < t table, namely 0.258 < 1.99346, the price variable is not significant. This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchase decision is not influenced by the price variable.
- e. The process variable (X5) shows t count = 0.680 while t table ($\alpha = 0.05$; db residual = 72) is 1.99346. Because t count < t table, namely 0.680 < 1.99346, the process variable is not significant. This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchase decision is not influenced by the process variable.
- f. The people variable (X6) shows t count = 0.345 while the t table ($\alpha = 0.05$; db residual = 72) is 1.99346. Because t count < t table, namely 0.345 < 1.99346, the employee variable is not significant. This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchasing decision is not influenced by the people variable.
- g. The physical evidence variable (X7) shows t count = 1.966 while t table ($\alpha = 0.05$; db residual = 72) is 1.99346. Because t count < t table, namely 1.966 < 1.99346, the employee variable is not significant. This means that H0 is accepted and H1 is rejected, so it can be concluded that the purchase decision is not influenced by the physical evidence variable.

4. Conclusion

Based on the results and discussion which aims to determine the effect of the marketing mix on purchasing decisions for traditional herbal medicine Sabdo Palon, the following conclusions can be drawn:

- a. Simultaneously or together by using multiple linear regression analysis, the variables of product, place, promotion, price, process, people and physical evidence have a significant influence on purchasing decisions.
- b. Partially or individually, purchasing decisions are not influenced by product, place, promotion, price, process, people and physical evidence variables.
- c. There is a positive influence on the variables of location, price, process, employees and physical evidence on purchasing decisions which indicate that if these variables increase by one unit, the purchase decision will also increase.
- d. There is a negative influence on product variables and promotions have no effect on purchasing decisions which indicate that if these variables increase by one unit, the purchase decision will decrease.

Some suggestions that can be taken into consideration in this research, such as for products that can be introduced more on social media and can provide promotions for the Sabdo Palon herbal product during the Covid-19 pandemic, because many activities are carried out online so as not to be left behind by existing competitors. do promotions on social media. The location itself can be added to open stalls in addition to traditional markets and jamu cafes so that the wider community can recognize them. This will form a positive perception of consumers and can influence purchasing decisions to increase sales of the traditional herbal medicine Sabdo Palon.

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