

The Relationship Between Promotion Mix and Price Perception With Student Purchasing Decisions: A Continuing Study

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This study aims to analyse the correlation between promotion mix and price perception with student purchasing decisions in continuing studies. Research by the author uses quantitative methods. The population of this study was all One-Year Professional Program students at the El Rahma Educational Institute Bogor in 2017/2018, amounting to 191 people. The sampling method used was stratified random sampling with the number of samples taken determined using the Slovin formula totalling 130 respondents. Data analysis uses simple linear and multiple regression tests, simple correlation test, multiple correlation test, partial correlation test, and the coefficient of determination test. The results showed there was a positive and significant relationship between the promotion mix variable and the purchase decision with a correlation coefficient (r) of 0.770, which means strong. And the contribution of the promotion mix variable (X_1) to the purchase decision (Y) obtained the value of R Square (R^2) of 0.593, and this means that the promotion mix (X_1) made a contribution of 59.3% to the purchase decision (Y). There is a positive and significant relationship between the variable price perception with purchase decisions with a correlation coefficient (r) of 0.711, which means strong. And the contribution of the price perception variable (X_2) to the purchase decision (Y) obtained R Square value of 0.505, and this means that the price perception variable (X_2) formed a contribution of 50.5% to the purchase decision (Y). There is a positive and significant relationship between the promotion mix variable and price perception, together with the purchase decision with a correlation coefficient (r) of 0.799, which means strong. And the contribution of the promotion mix (X_1) and price perception (X_2) together with the buying decision (Y) obtained an Adjusted R Square (R^2) value of 0.632. This shows that 63.2% of student purchasing decisions in continuing their studies at the El Rahma Educational Institution in Bogor are influenced by the promotion mix and

price perception while the remaining 36.8%, purchasing decisions are influenced by other factors, which in this study were not discussed.

Key words: *Promotion Mix, Price Perception, Purchase Decision*

Introduction

In the era of technological and industrial development where competition demands in human resources are very important factors, it is demanded of universities to be able to improve the quality of their graduates. This provides positive opportunities and challenges for all tertiary institutions and educational and skills institutions, especially in efforts to improve quality and competitiveness. The existence of educational institutions and skills is still very necessary to prepare for high school, or for vocational graduates who want to jump right into the world of work to have the skills and abilities needed to work. The government's attention and policy regarding course institution are under the Directorate of Course and Training Development under the Ministry of Education and Culture of the Republic of Indonesia.

For some people, a large cost factor is not a problem as long as it can be accepted in universities or educational institutions that are highly regarded and well known. But for people who have economic limitations but want to study in tertiary institutions, the cost factor will be a consideration. The education process will not be able to run properly without adequate financial support. Therefore the educational cost factor is one of the important factors in decision making so that educational institutions must be able to manage their education costs well so that the continuity of teaching and learning activities can proceed satisfactorily without overloading their students.

El Rahma Bogor Institute of Education promotes, among other things, ways to go to school, both High Schools (SMU) and Vocational High Schools (SMK), using brochures and banners, exhibitions, and promotions through social media. Through promotions the El Rahma Bogor Educational Institute communicates its educational and training products in the form of study programs to its consumers, in this case, prospective students. The superiority of the products offered is known by consumers and can make them interested, leading them to make the decision to buy and continue their studies at the El Rahma Educational Institution in Bogor. El Rahma Educational Institute seeks to provide optimal education services to students. For this reason, management must be responsive to changes in the environment, both internal and external. Data from the numbers of students in the last 4 years (2014-2018) indicates a declining trend in the number of students who decide to continue their education at the One Year Professional Program at El Rahma Educational Institution, Bogor. It is concluded that the management of the El Rahma Bogor Educational Institution must better understand the factors that influence the students' buying decisions to continue their studies.

The research aims 1) To find out and analyse the relationship between the promotion mix and the buying decision of students in continuing their studies, 2) To find out and analyse the correlation between price perception and student buying decisions in continuing their studies, 3) To obtain and analyse the correlation between promotion mix and price perception together with student purchasing decisions in a continuing study at the El Rahma Educational Institution in Bogor.

Kotler (2005) said that decision making is an individual activity that is directly involved in obtaining and using the goods offered. Consumer decisions are one aspect that is found in consumer behaviour. Swastha & Handoko (2000) and De Mooij (2019) suggested that consumer behaviour is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities.

Armstrong & Kotler (2003) stated the components that influence consumers' decisions to buy consist of, 1) Cultural factors, namely determinants of underlying desires and behaviours consisting of a collection of values, preferences, and behaviours showing the different product and brand preferences in many ways. 2) Social factors, which can come from the reference group, are all groups that affect directly (face to face) or not, one's attitude or behaviour; while the family is the most important purchasing organisation in society. It has become the object of extensive research. 3). Personal factors, which consist of age and consumption life-cycle stages formed by the family life-cycle; marketers often choose groups based on the life-cycle as the target market. 4). Psychological factors, namely the motivation and knowledge of a consumer arising from his experience consisting of cultural, social, personal, and psychological factors.

Kotler (1993) stated consumers who are moved may or may not be looking for more information. When the consumer drive is stronger, and a product that will satisfy is available at hand, the consumer will buy it. The consumer's evaluation phase forms preferences among brands in a choice group. Consumers might also form a buying intention to buy the most preferred brand (McConnell & Rydell, 2019). The stronger the negative attitude of other people and the closer that another person is to the consumer, the more consumers will regulate their buying intentions. When consumers act, an unanticipated situation factor might occur to change the purchase intent (Samli, 2012).

Based on the understanding and definition of the experts above, it can be summarised that the consumer purchasing decision as an act is a form of combined knowledge to evaluate two or more alternative behaviours and choose one of them. Indicators of purchasing decisions are (1) problem identification, (2) information, (3) alternative evaluation, (4) purchasing decisions, (5) post-purchase behaviour.

Promotion is one of the variables in the marketing mix that is very important for companies to market their products. Promotion can be interpreted as a flow of information or one-way persuasion to direct an individual or organisation towards actions that create exchanges in marketing (Li, 2016; Swastha & Irawan, 2005). Stanton (1996) states that basically, promotion is something to inform, persuade, and influence.

According to Armstrong & Kotler (2003), promotion is defined as “communication from marketers who inform, persuade, and remind potential buyers of a product to influence their opinions or obtain a response”. Promotion can help buyers evaluate alternative products and brands. According to Swastha (2010), promotional objectives within the company, are namely: 1) Behaviour modification. With the promotion of the company trying to create a good impression of itself and thus be able to change the behaviour and opinions of consumers about the company's products so that it encourages product purchases. 2) Notifying. Promotional activities are carried out to notify the objective market of the company's offerings regarding a product. 3) Persuade. Directed primarily to encourage purchases, often companies do not want to get an instant response from consumers, but rather give a positive impression. 4) Remind. This promotion is carried out primarily to remind the public that the company's products are still on the market. Promotion is one of the marketing mixes used by companies to communicate with their markets. Promotion is also often said to be an ongoing process because it can lead to a series of further activities for the company.

In communicating its products to consumers, companies can achieve this through several promotional tools known as the promotion mix. Promotion mix is a set of tools used by companies to communicate their products to consumers (Chen, Chen & Huang, 2012; Oke et al., 2016). Swastha (2008) suggests, “the promotion mix is the best combination of strategies from advertising, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales program”. According to Stanton (2002) and Khan (2007), “the promotion mix is a combination of personal selling, advertising, sales promotion, public relations and publicity to help create the company's marketing goal”. Kotler and Keller (2012) suggest there are eight main ways of communication from the marketing communication mix, namely: “advertising, sales promotion, public relations and publicity, events and experiences, direct marketing, interactive marketing, word of mouth, and personal selling”.

Understanding some of the experts above, it can be summarised such that the promotion mix is promotional effectiveness, which is “a combination of personal selling, advertising, sales promotion, public relations, word of mouth and publicity to help create the company's marketing goals”. Indicators of the promotion mix in this study are advertising (advertising), sales promotion (sales promotion), events and experiences, interactive marketing, word of mouth, personal selling (personal selling), public relations (public relations), and direct marketing (direct sales).

Price perception recounts an approach to justifying the price impact for a product or service in a purchasing situation where the level of consumer involvement is high. This has a strong influence on consumer buying decisions about a product or service (Gilaninia, Taleghani & Azizi, 2013). Xia et al. in Lee & Lawson-Body (2011) suggested: “price perceptions are consumer judgments and associated emotional forms about whether prices offered by sellers and prices compared to others are reasonable, acceptable or justified”.

While Campbell in Cockril & Goode (2010), states, “price perception is a psychological factor in various ways that has an important influence on consumers' reactions to prices”. According to Peter & Olson (2000), price perception is how it is understood entirely and gives a deep meaning to consumers. That's why price perception is one of the reasons why someone decides to buy.

Furthermore, Peter & Olson (2002) stated in the condition of cognitive price information processing, consumers can make a comparison between the price determined with a price or price range that has formed in their minds for the product. The price in the minds of the consumers used to make this comparison is called the internal reference price.

According to Hawkins & Mothersbaug (2010) and Leonardo & Erwan (2012), perception is a process that begins with consumer exposure and pays attention to marketing stimuli and ends with consumer interpretation. Freddy Rangkuti, in Leonardo & Erwan (2012), states the perception of price is measured based on customer perception, namely by asking customers what variables they think are most important in choosing a product.

Price perception is formed by 2 main dimensions, namely: 1) Perception of quality; consumers tend to prefer products that are expensive when they get the price of the product. Their perceptions of product quality are affected by their views of the name, brand, store name, warranty provided, and the producers of the products. 2) Perception of costs incurred. Consumers usually accept that the price is the cost incurred to get them. But they have different assumptions of it even for the same product. It turns on the situation and conditions undergone by consumers (Familmaleki, Aghighi & Hamidi, 2015).

Furthermore, Nagle & Hogan (2006) added 2 dimensions that shape consumer price perceptions, namely: 1) Perception of price differences. Evaluation from consumers of the price difference offered to the basic price that is known by consumers. 2) Reference prices. The price formed by the customer is based on two things, including the price according to the customer's experience (internal reference price) and the amount that is informed by other people or advertisements on the outside seen by the customer (external reference price). Kotler & Keller (2012) note four indicators of prices that are: (1) price affordability, (2) price conformance with product quality, (3) price competitiveness, and (4) price match with benefits.

According to Stanton (1998), prices consist of several sub-variables, including, 1) Affordability of prices, i.e., aspects of pricing carried out by producers/sellers by consumers' purchasing abilities. 2) Price competitiveness – whether the price offered has the same value as a similar type of product given by a different producer/seller. 3) Price conformity with product quality, i.e., aspects of pricing offered by producers/sellers by product quality that can be obtained by consumers. 4) Price conformity with product benefits; whether the aspects of pricing fulfil the consumers' desires when they get benefits from buying the product.

Lupiyoadi (2001) states, “pricing decisions are also very important in determining how far consumers value services, and also in the process of building an image. Pricing activities play an important role in the marketing mix process because pricing is directly related to the revenue received by the company”. Alma (2009) states that the price for higher education services is strongly affected by the quality of the products offered. If the quality of the product is high, the prospective customer is willing to pay more, as long as it is within their affordability. In this context, prices are all costs incurred by students to obtain educational services offered by a tertiary institution.

Lupiyoadi (2001) also says that in the education sector, the price components are stated to include: 1) Registration money/re-registration at the beginning of each semester. 2) Tuition fees, including tuition fees for education; also matters relating to the development and fostering of curricular and extra-curricular activities, such as book fees, equipment, and so on per semester. 3) Fees per credit (semester credit units). 4) Building construction donations are only paid once when received at the educational institution. 5) State exam fees and others.

Therefore it can be summarised that “price perception is an assessment of consumers and associated emotional forms about whether prices offered by sellers and prices compared to other parties make sense, are acceptable or can be justified, and are related to the level of acceptance of prices by consumers that are also wide of the price acceptance limit”. Indicators of price perception in this study are: 1) Affordability of prices. 2) Price matched with product quality. 3) Price competitiveness with other product prices. 4) Price match benefits.

Methods

The study was conducted at the El Rahma Educational Institute in Bogor. The samples were determined by using the Slovin formula. They consist of 130 respondents. A quantitative correlational approach is used to process data obtained from the study site. It illustrates the relationship of the independent variables, in this case, is the promotion mix (X1) and price perception (X2), against purchasing decisions (Y). Based on a review of the theoretical basis and previous research, in this study the constellation of research variables can be described in Figure 1.

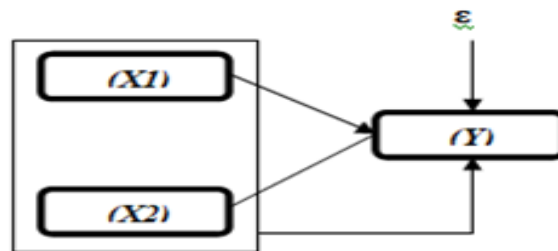


Figure 1. Variable Constellation Research Stage

Information:

X1 = promotion mix

X2 = Price perception

Y = purchasing decision ϵ = Other variables

Results and Discussion

a. Promotion Mix Variable (X1)

The description about Promotion Mix Variable (X1) can be shown in Table 1.

Table 1. Description of Variable Data (X1)

Bauran Promosi (X1)	
Mean	122,0769231
Standard Error	1,297197354
Median	121
Mode	128
Standard Deviation	14,79032545
Sample Variance	218,7537269
Kurtosis	-0,375340486
Skewness	0,355492471
Range	67
Minimum	93
Maximum	160
Sum	15870
Count	130

b. Price Perception Variable (X2)

The description about Price Perception Variable (X2) can be shown in Table 2.

Table 2. Description of Variable Data (X2)

Persepsi Harga (X2)	
Mean	116,2692308
Standard Error	1,017250639
Median	114,5
Mode	122
Standard Deviation	11,5984418
Sample Variance	134,5238521
Kurtosis	-0,357517241
Skewness	0,457205886
Range	50
Minimum	95
Maximum	145
Sum	15115
Count	130

c. Loyalty Variable (Y)

The description about Loyalty Variable (Y) can be shown in Table 3.

Table 3. Description of Variable Data (Y)

Keputusan Pembelian (Y)	
Mean	134,9230769
Standard Error	1,275315639
Median	134,5
Mode	119
Standard Deviation	14,54083551
Sample Variance	211,4358974
Kurtosis	-0,228238204
Skewness	0,280490377
Range	65
Minimum	105
Maximum	170
Sum	17540
Count	130

Test Requirements Analysis

Data Normality Test is the analysis requirements test, which includes the classic assumption test (normality test, linearity test, multicollinearity test). Test requirements analysis is needed to determine whether data analysis for hypothesis testing can be continued or not, (Santoso, 2012). Some data analysis techniques require testing the analysis requirements. Analysis of variance requires that the data come from normally distributed populations and homogeneous groups.

Table 4. Results of the Promotional Mix Variable Normality Test Results (X1)

		BauranPromosi
N		130
Normal Parameters ^{a,b}	Mean	122,0769
	Std. Deviation	14,79033
Most Extreme Differences	Absolute	,074
	Positive	,074
	Negative	-,062
Test Statistic		,074
Asymp. Sig. (2-tailed)		,180 ^c

a. Test distribution is Normal.

From Table 4 it is known that the significance value (asyp. Sig 2-tailed) for the promotion mix variable (X_1) is 0.180, indicating a significance value greater than 0.05. The distribution of the promotional mix variable data is declared normal.

Table 5. Test Result Variables Normality Price (X2)

		PersepsiHarga
N		130
Normal Parameters ^{a,b}	Mean	116,2692
	Std. Deviation	11,59844
Most Extreme Differences	Absolute	,091
	Positive	,091
	Negative	-,040
Test Statistic		,091
Asymp. Sig. (2-tailed)		,111 ^c

a. Test distribution is Normal.

Table 5 shows the significance value (asyp. Sig 2-tailed) price perception variable (X_2) is 0.111, and this indicates a significance value greater than 0.05. The distribution of data on the perception of price variables is declared normal.

Table 6. Loyalty Variable Normality Test Results (Y)

		KeputusanPembelian
N		130
Normal Parameters ^{a,b}	Mean	134,9231
	Std. Deviation	14,54084
Most Extreme Differences	Absolute	,074
	Positive	,074
	Negative	-,044
Test Statistic		,074
Asymp. Sig. (2-tailed)		,182 ^c

a. Test distribution is Normal.

Table 6 describes that the significance value (asyp. Sig 2-tailed) for the purchase decision variable (X_1) is 0.182, this indicates a significance value greater than 0.05. The data distribution of purchasing decision variables is declared normal.

Linearity Test

The Linearity test in this study used Test for Linearity with a significance level of 0.05. Then the test criteria with two variables are said to have a linear relationship if the significance value at Linearity > 0.05 , then the two variables are linearly related.

Table 7. Linearity Test Results of Promotion Mix (X1) with Purchase Decision (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Bauran Promosi	Between Groups	(Combined)	20122,575	48	419,220	4,747	,000
		Linearity	16178,287	1	16178,287	183,210	,000
		Deviation from Linearity	3944,287	47	83,921	,950	,568
	Within Groups		7152,656	81	88,304		
Total			27275,231	129			

Table 7 above portrays that the significance value of Linearity is 0.434 on Deviation from Linearity for the relationship between the promotion mix variable (X_1) and the purchasing decision (Y). Significance value $0.568 > 0.05$. It means that between the promotion mix variable (X_1) and the purchase decision (Y), there is a linear relationship.

Table 8. Pricing Linearity Test Results (X2) with Purchasing Decisions (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Persepsi Harga	Between Groups	(Combined)	14131,666	43	328,643	2,150	,001
		Linearity	2538,898	1	2538,898	16,612	,000
		Deviation from Linearity	11592,769	42	276,018	1,806	,211
	Within Groups		13143,564	86	152,832		
Total			27275,231	129			

Table 8 shows that the significance value at Linearity of 0.958 on Deviation from Linearity for the relationship between the variable price perception (X_2) with the purchase decision (Y). The significance value of $0.211 > 0.05$. It is concluded that between the price perception variable (X_2) with the purchase decision (Y), there is a linear relationship.

Hypothesis Testing

Table 9. Relationship of promotion mix (X1) and price perception (X2) together with purchase decision (Y)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,799 ^a	,638	,632	8,82158

a. Predictors: (Constant), PersepsiHarga, BauranPromosi

b. Dependent Variable: KeputusanPembelian

The interpretation of Table 9 is as follows:

- A constant value of 23.276 means that if there is no increase in the value of the promotional mix and price perceptions, the purchase decision will be constant at 23.276.
- The regression coefficient value of the promotion mix variable is 0.530, indicating that if the value of the promotional mix (X_1) increases by one unit, the purchasing decision (Y) will increase by 0.530.
- The regression coefficient value of the price perception variable of 0.394 indicates that if the price perception value (X_2) increases by one unit, the purchasing decision (Y) will increase by 0.394.
- To test the hypothesis that there is a positive and significant relationship between the promotion variable (X_1) and price perception (X_2) together with the purchase decision, a correlation test is used with the significance of the provisions if the value of t is greater ($>$) t table with significance <0.05 , then there is a significant relationship. The t table value in this study for a sample of 130 was 1.978. Based on the results of the analysis above it is known that the t value of the promotional mix variable (X_1) = 6.819 and the t value of the price perception variable (X_2) = 3.949 which means that it is greater ($>$) t table 1.978, with a significance value of $0.000 < 0.05$ – this proves that there is a positive and significant relationship between the promotion mix (X_1) and price perception (X_2) together with the buying decision (Y).

Partial Correlation Test

The results of the partial correlation test find the correlation test uses a control variable that is the promotional mix (X_1). The variable influences, or not, on the purchase decision (Y) and the price perception (X_2). In this case, the correlation coefficient between the purchase decision (Y) and the price perception (X_2) is 0.327, and the significance value (2-tailed) is 0.002.

The number of samples in this study (130 samples) and degrees of freedom (df or degrees of freedom), namely: $df = Nk-1$, meaning $N = 130$, $k =$ number of variables, then $df = 130-2-1 = 127$. At a significance level of 0.05 obtained an r table value of 0.173, and significance value (2-tailed) <0.05 . Because the value of $0.327 > 0.173$ and significant value of $0.000 < 0.05$, this shows that the correlation or the relationship of the variable perception of the price (X2) with the purchase decision (Y) when controlled by the promotional mix variable (X1) are very strong criteria.

Thus the results of the above calculation can explain that the level of closeness of the relationship between price perception with purchasing decisions when controlled by the promotion mix forms a strong relationship.

From the results of the data analysis and research results described above, several things that can be conveyed in this study are:

1. This study consists of two independent variables and 1 dependent variable, where the independent variable is the promotion mix (X1) and price perception (X2), while the dependent variable is a purchasing decision (Y).
2. The results of the first hypothesis test obtained by the correlation coefficient (r) of 0.770; this shows that the relationship of the promotion mix with the purchase decision is on the strong relationship criteria of 0.770, and the contribution of the promotion mix (X1) to the purchase decision (Y) of 59.3 %.
3. The second hypothesis test results obtained correlation coefficient (r) of 0.711, and this shows that the relationship between price perception and the purchase decision is in the criteria of a strong relationship of 0.711, and the contribution of price perception (X2) to purchase decision (Y) of 50.5 %
4. The third hypothesis test results obtained correlation coefficient (r) of 0.799, and this shows that the relationship of the promotional mix (X1) and price perception (X2) together with the purchase decision are on the criteria of a strong relationship of 0.799, and the contribution promotion mix (X1) and price perception (X2) together towards the purchase decision (Y) shows that 63.2% of purchasing decisions are influenced by the promotional mix and price perception, while the remaining 36.8% of purchasing decisions are influenced by other factors not discussed in this study.
5. The results of the matrix between dimensions show that the largest correlation value is the event and experience dimension with a purchasing decision of 0.863, which means it is very strong. Then the dimension of price competitiveness of the price perception variable with the introduction of a problem of 0.841 means the closeness of the relationship between the two dimensions is very strong: then the dimension of personal selling with information search of 0.825 followed by the dimension of personal selling (individual selling) with purchasing decisions equal to 0.818 which means the close relationship between these dimensions is very strong. While the smallest value is the correlation value of the appropriateness dimensions of price with benefits with problem recognition of (0.013).



Event and experience dimension and Interactive Marketing dimension with problem recognition is 0.041.

Conclusion

There is a positive and significant relationship between the promotion mix variable and the purchase decision with a correlation coefficient (r) of 0.770, and this shows that the relationship of the promotional mix with the purchase decision is at a strong relationship criterion of 0.770, and the contribution of the promotional mix (X1) to the purchase decision (Y) of 59.3%.

There is a positive and significant relationship between the variable price perception with purchase decisions with a correlation coefficient (r) of 0.711; this shows that the relationship between price perception and the purchase decision is on the strong relationship criteria of 0.711, and the contribution of price perception (X2) to the purchase decision (Y) of 50.5%.

And there is a positive and significant relationship between the promotion mix and price perception together with the purchase decision with a correlation coefficient (r) of 0.799; this shows that the relationship of the promotional mix (X1) and price perception (X2) together with the purchase decision being at a strong relationship criterion of 0.799, and the contribution of the promotion mix (X1) and price perception (X2) together to the purchase decision (Y) shows that 63.2% of purchasing decisions are influenced by the promotional mix and price perception, while the remaining 36.8% of purchasing decisions are influenced by other factors not discussed in this study.



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