



The Influence of Selling Price, Product Design and Brand Image on Interest in Buying a Yamaha Motorcycle at PT. Alfa Scorpii Adam Malik

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Abstract This study aims to determine the effect of selling price determination, product design and brand image on motorcycle buying interest at PT. Alfa Scorpii Adam Malik. The type of research used in this study uses quantitative research. The data sources used in this study are primary and secondary data sources. The data analysis technique used in this study uses descriptive statistical tests, classical assumption tests, multiple linear regression tests and hypothesis tests. Based on the results of the partial test, it is known that selling price determination has a positive and significant effect on buying interest, it is known that the *t*-count value is $2.235 > 1.984$, then partially product design has a positive and significant effect on buying interest, it is known that the *t*-count value is $34.534 > 1.984$. And on brand image, it has a positive and significant effect on buying interest, it is known that the *t*-count value is $6.446 > 1.984$. Simultaneously, it is known that selling price determination, product design and brand image together have a positive and significant effect on buying interest, it is known that the *f*-count value is $16.890 > 2.47$. In the results of the multiple linear regression test, the dominant variable that has an influence is product design at 1.052 .

Keywords: Selling Price Determination, Product Design, Brand Image, Buying Interest

1. INTRODUCTION

This era of globalization, business competition is inevitable. Marketers who will sell their products, in the form of goods and services, must be able to fulfill what their consumers need and want, so that they can provide better value than their competitors. Marketers must try to influence consumers in every way so that consumers are willing to buy the products they offer, even those who originally did not want to buy. The rapid population growth in Indonesia has increased the need for transportation. Transportation itself is the movement of people or goods from one place to another using a vehicle. Currently, motorized vehicles are one of the main needs of the community because they have an important role to support community mobility in everyday life. With the various types of motorcycle products at dealers that are also increasingly emerging where the products offered have various brands, prices, quality, features, and after-sales service, there are many alternatives that consumers can choose from. To determine these choices, consumers will make a purchase decision where decisions are often made in purchasing motorcycle products, especially at the PT Alfa Scorpii Motorcycle Dealer.

Table 1. Number of Motorcycle Users in North Sumatra Period 2023

No.	Period	Number of Users
1.	2019	5.724.881 unit
2.	2020	5 821 157 unit

3.	2021	6.076.695 unit
4.	2022	6.318.408 unit
5.	2023	6.760.123 unit

Source: Central Bureau of Statistics data (2024)

Based on the table above, it can be seen that in a period of 5 years the number of motorcycle users in North Sumatra has always increased, this is because the price is relatively cheap, affordable for some groups and the use of fuel is economical and the operational costs are also very low. The movement of motorcycles will further reduce the cost of travel. An important point for a company to be able to win a market competition, the company needs to pay attention to what underlies a consumer in choosing a product, in this case is the buying interest of a consumer which always arises after an alternative evaluation process and in the evaluation process a person will make a series of choices about the product to be purchased on the basis of brand and interest. This is in accordance with the opinion of Kinnear & Taylor (2019), who explain purchase interest as a stage of consumer tendency to act before the buying decision is actually carried out, and purchase interest is a series of evaluation actions on the quality and characteristics of a product and then processed into functional information.

This also applies to the competition in the motorcycle industry in Indonesia, the public's need for a comfortable, economical, fast, efficient and affordable means of transportation makes motorcycle products one of the most desirable means of transportation for most people in Indonesia. Consumers assume that motorcycle products are a means of transportation that has an affordable price and is easy to maintain. Increased market competition forces companies to create product innovations that have more value. Where the advantages of this product will be an attraction that can influence consumer buying interest.

Table 2. Total Sales of Motorcycle Brands in Indonesia for the Period of 2023

No.	Motorcycle Brand	Total Sales
1.	Honda	4.125.226 unit
2.	Yamaha	1.073.034 unit
3.	Kawasaki	22.990 unit
4.	Suzuki	10.011 unit
5.	TVS	6.715 unit
Total Sales		5.237.976 unit

Source: GridOto.com (2024)

Based on the table above, it can be seen that the number of motorcycle sales most widely used by consumers is the Honda brand with total sales of 4,125,226 units followed by Yamaha motorbikes with a total of 1,073,034 units sold. This happens because the Honda brand

is fuel efficient, durable, then spare parts are easy to find and affordable and also the big name Honda so that consumers are more interested in buying it. Based on the results of the survey, it can be concluded that when consumers buy a product, it is done with full awareness and full of caution, as is the case with Yamaha manufacturer products where some consumers do not really like Yamaha manufacturer products because of the waste of fuel and the quality of products that are easily damaged so that not all consumers put their choice on Yamaha manufacturers.

Price also plays a very important role as the main determinant of buyer choice, because consumers will decide whether the price of a product is right or not. Companies must realize that consumers want to get a fair price, where consumers feel that the sacrifices they make in the form of costs must match the benefits of the product they will get. Through more competitive pricing, it is hoped that a product can influence consumer buying interest and then direct consumers to make purchases. Price is everything that customers give to get the advantages offered by the company's marketing mix (Cannon et al., 2019). Consumer assessment of the price of a product greatly influences their buying interest in the product, therefore setting the right and competitive price on a product needs to receive great attention from the company.

Table 3. Comparison of Yamaha and Honda Selling Prices (Matic Motorcycle)

No.	Brand	Selling Price	Brand	Selling Price
1.	Beat CBS	Rp. 17.050.000	Mio S	Rp. 19.620.000
2.	Beat Street	Rp. 19.585.000	Fino Premium	Rp. 19.276.000
3.	Beat CBS ISS	Rp. 20.725.000	Fino Grande	Rp. 18.326.000
4.	Beat Deluxe	Rp. 17.135.000	Mio M3	Rp. 18.472.000
5.	Genio CBS	Rp. 17.270.000	Mio M3 AKS SSS	Rp. 18.880.000
6.	Genio CBS-ISS	Rp. 19.400.000	x-Ride	Rp. 19.475.000
7.	Scoopy Fashion	Rp. 19.965.000	Freego S Version	Rp. 22.353.000
8.	Scoopy Sporty	Rp. 21.520.000	Free S ABS Version	Rp. 22.115.000
9.	Scoopy Prestige	Rp. 23.920.000	Gear 125 Standar	Rp. 22.115.000
10.	Scoopy Stylish	Rp. 17.735.000	Gear 125 S Version	Rp. 23.009.000
11.	Vario 125 CBS	Rp. 21.890.000	Fazzio Neo	Rp. 23.920.000
12.	Vario 125 CBS-ISS	Rp. 22.190.000	Fazzio Lux	Rp. 23.081.000

Source: Detik.com (2024)

Comparison of selling prices between the Honda and Yamaha brands of the matic versions of each brand can be seen that from the comparison there is a significant price

difference, the price of the Yamaha brand is more expensive compared to the price of the Honda brand. While the Yamaha brand when you want to resell the price will be much cheaper than the Honda brand. This happens because of various factors including the factor of expensive spare parts, the selling value factor and also the engine power factor. Based on the pre-survey, it can be concluded that the price of a Yamaha motorcycle manufacturer is quite expensive with various types that are not comparable to the quality obtained by consumers, as well as the benefits obtained by consumers, although the price of a Yamaha motorcycle can be said to be quite competitive with the prices of other brands.

A company must always adjust the design of their products to the tastes and desires of potential consumers, this is because design is an element of a product that can be seen and assessed by consumers directly, and through attractive product design, it is hoped that at that time it can also increase consumer buying interest in the product. Companies will always compete to produce the best products and in accordance with consumer expectations. Product design is one of the factors that manufacturers need to pay attention to in creating a product, because product design can form an image or identifier on a product so that it can characterize the product which in turn can distinguish it from similar products of other brands from competitors. According to Kotler (2020), explains that product design or design as a totality of features that affect the appearance and function of a product in terms of customer needs. Based on the pre-survey, it can be concluded that the design of the Yamaha manufacturer is not good enough and some Yamaha designs are not in accordance with consumer selera, so not all Yamaha motorcycle designs and Yamaha motorcycle models are accepted by the public for various reasons both technical reasons, quality and also selera from the consumers themselves.

A company has an interest in providing information to the public in order to form a good image. Brand image can be made like goods in a factory, but image is an impression obtained according to one's understanding and knowledge of something. Brand image indicators include professional impression, modern impression and attention to consumers. Developing a strong brand image is one way to make consumers recognize the product. This will affect consumer behavior in making choices. According to Musay (2018) argues that brand image is a person's perception of a brand which is a reflection of a person's memory of his associations with the brand. According to Kotler (2019) branding is the art and foundation of marketing. Based on the results of the survey, it can be concluded that the Yamaha manufacturer's products are quite popular with some consumers, but not all consumers like Yamaha Motorbikes because of several factors such as wasteful Yamaha fuel and expensive

spearpart prices, but Yamaha spearparts are still modern with other motorcycle brand manufacturers. The company PT Alfa Scorpii does not always prioritize the interests of consumers as seen in the following review.

2. LITERATURE REVIEW

Buying Interest (Y)

According to Kotler & Keller (2018), explaining that purchase interest is consumer behavior that arises in response to objects that indicate the customer's desire to make a purchase, If the perceived benefits are greater than the sacrifice to get it, the urge to buy it is higher. Conversely, if the benefits are smaller than the sacrifice, buyers will usually refuse to buy and generally switch to evaluating other similar products. It is further explained by Saputra (2018), that purchase intention is something related to consumer plans to buy a product and how many product units are needed in a certain period. Purchase interest is a mental statement from consumers to make a purchase plan for a number of products with a certain brand.

Selling Price (X₁)

According to Tjiptono (2020), explains that price is the amount of money exchanged for products or services, furthermore it is the sum of all values that consumers exchange for benefits by owning or using goods and services. Price is the amount of money spent on a product or service or the amount of value exchanged by consumers to obtain benefits or ownership of a product or service (Firmansyah, 2021). It is further explained by Setyaningrum (2020) that price is one of the main factors that influence choice in a product.

Product Design (X₂)

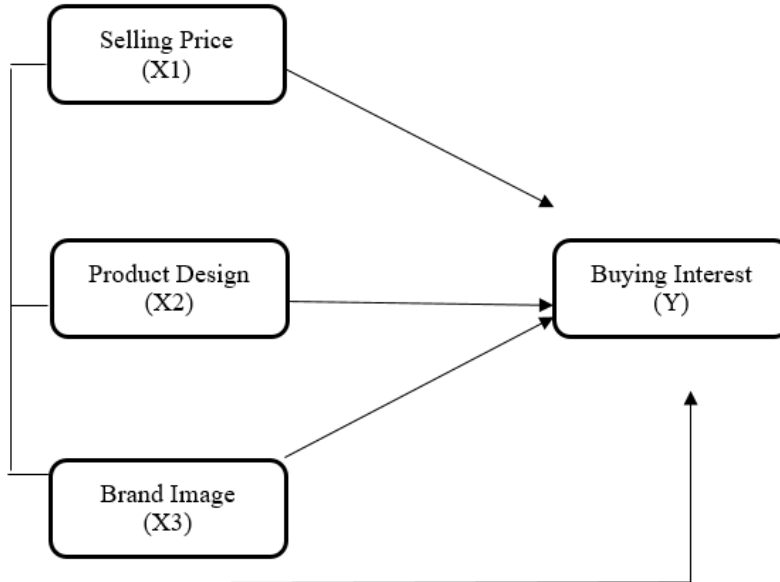
According to Rosnani (2019) argues that design can be interpreted as one of the broad activities of design and technological innovation that is conceived, made, exchanged (through buying and selling transactions) and functional. Good design is assessed by a deep understanding of customer needs. Attractive and good product design can improve marketing in various aspects such as facilitating the marketing operations of a product, increasing the value of product quality and durability and increasing the appearance of the product.

Brand Image (X₃)

A brand is also a distinguishing name and or symbol (such as a logo, stamp or packaging) with the intention of identifying goods or services from a seller or a particular group of sellers (Aaker 2019). According to Kotler (2019) branding is an art and foundation in marketing. The purpose of branding is to create various perceptions in the minds of consumers and facilitate the development of relationships between customers and companies (Foster,

2018). According to Tjiptono (2019), explains that brand image is a description of consumer associations and beliefs about certain brands. Brand Image is the observations and beliefs that consumers hold, as reflected in associations or in consumer memories.

Conceptual Framework



Source: Researcher (2024)

Figure 1. Conceptual Framework

3. RESEARCH METHOD

Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2017).

Data source

This research uses primary and secondary data sources, as follows:

- a. According to Sugiyono, (2017), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- b. According to Sugiyono, (2017), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents.

Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

Research Population and Sample

According to Sugiyono, (2017) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The population in this study were all consumers at PT Alfa Scorpii but the population size was unknown. According Sugiyono (2018) states that the sample is part of the number and characteristics of the population. This study uses Nonprobability Sampling techniques and the number of respondents is determined using Accidental Sampling. Accidental Sampling is a sampling technique by chance, namely anyone who is a consumer of PT. Alfa Scorpii. In calculating the number of samples needed, the researcher used the Lemeshow formula. Through the Lameshow formula, it can be calculated that the number of samples to be used is 100 respondents.

4. RESULTS AND DISCUSSION

Respondent Characteristics

Table 4. Characteristics of Respondents

No.	Characteristic	Description	Number of Respondents
1.	Age	20-30 year	47 respondents
		31-45 year	28 respondents
		46-60 year	25 respondents
2.	Gender	Male	82 respondents
		Female	18 respondents
3.	Respondent Profession	Civil servants	5 respondents
		Self-employed	7 respondents
		Labor	77 respondents
		Others	11 respondents
4.	Total installments	1 year installment	9 respondents
		2 year installment	11 respondents
		3 year installment	79 respondents
		Lunas	2 respondents

Source: Processed by researchers (2024)

Validity and Reliability Test Results

Table 5. Validity Test Results

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,901	Valid
X1.2	0,922	Valid
X1.3	0,964	Valid
X1.4	0,967	Valid
X2.1	0,754	Valid
X2.2	0,829	Valid
X2.3	0,850	Valid
X2.4	0,965	Valid
X2.5	0,953	Valid
X3.1	0,937	Valid
X3.2	0,917	Valid
X3.3	0,907	Valid
Y.1	0,775	Valid
Y.2	0,802	Valid
Y.3	0,845	Valid
Y.4	0,960	Valid
Y.5	0,953	Valid
Y.6	0,933	Valid

Source: Processed by researchers (2024)

Based on the statistical test results above, it is known that the corrected item correlation value > 0.361 , so the data is declared valid.

Table 6. Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Selling Price (X1)	0,954	Reliable
2	Product Design (X2)	0,921	
3	Brand image (X3)	0,909	
4	Buying Interest (Y)	0,942	

Source: Processed by researchers (2024)

Based on the table above, it is known that the Cronbach's alpha value for all research variables selling price, product design, brand image and buying interest > 0.60 , it can be said that the overall reliability test results are reliable (reliable)..

Normality Test Results

Table 7. Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	.67828304
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.062
Test Statistic		.075
Asymp. Sig. (2-tailed)		.177^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed by researchers (2024)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is $0.177 > 0.05$ so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

Multicollinearity Test Results

Table 8. Multicollinearity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
(Constant)	-.190	.310			
Selling Price	-.069	.031	-.051	.398	2.515
Product Design	1.052	.030	.859	.340	2.939
Brand Image	.333	.052	.195	.231	4.337
a. Dependent Variable: Interest Buying					

Source: Processed by researchers (2024)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10 , and the Tolerance value for each variable is > 0.10 , so it can be concluded that there is no multicollinearity.

Heteroscedasticity Test Results

Table 9. Glejser Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.112	.199		.564	.574
Selling Price	-.007	.020	-.053	-.335	.739
Product Design	.027	.020	.233	1.368	.174
Brand Image	.007	.033	.043	.208	.835

a. Dependent Variable: Abs

Source: Processed by researchers (2024)

Based on the Glejser test table above, the significance value of the three independent variables is > from 0.05, it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Test Results

Tabel 10. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.190	.310		-6.12	.542
Selling Price	-.069	.031	-.051	-2.235	.028
Product Design	1.052	.030	.859	34.534	.000
Brand Image	.333	.052	.195	6.466	.000

a. Dependent Variable: Interest Buying

Source: Processed by researchers (2024)

Based on the table above, the regression equation is obtained as follows:

$$Y = -0,190 -0,069 X_1 + 1,052X_2 + 0,333X_3 + e$$

This can be seen in the following information:

1. From this regression equation shows the value of a or constant of -0.190, which means that the variable selling price, product design and brand image in a constant state is -0.190.
2. From this regression equation shows that the regression coefficient value = -0.069 indicates that if the selling price setting decreases 100%, it will result in a decrease in buying interest of -0.069%.

3. From this regression equation shows that the regression coefficient value = 1.052 indicates that if the product design experiences a 100% increase, it will result in an increase in buying interest of 1.052.
4. From this regression equation shows that the regression coefficient value $b_3 = 0.333$ indicates that if the brand image experiences a 100% increase, it will result in an increase in buying interest of 0.333%.

T-test Results (Partial Test)

Table 11. T-test Results (Partial Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.190	.310		-.612	.542
Selling Price	-.069	.031	-.051	-2.235	.028
Product Design	1.052	.030	.859	34.534	.000
Brand Image	.333	.052	.195	6.466	.000

a. Dependent Variable: Interest Buying

Source: Processed by researchers (2024)

Based on the t-test results above, the t-table value = at n-k (100-4) is 96 at a significant level of 5% (0.05) is 1,984. Thus, to find out partially, the following explanation can be described:

1. Based on the results of the t test can be seen in the table above, the hypothesis test criteria are accepted, namely $t\text{-count} > t\text{-table}$ For this reason, the t test testing criteria at the sig level of 0.05 are known (n-k), where n is the number of respondents and k the number of variables = $100-4 = 96$. The t-table value for n = 96 is 1984. It can be seen that the effect of setting the selling price on buying interest is obtained a t-count value of -2.235 t-table 1.984, so the basis of the partial test provisions can be concluded that H1 is accepted, which means that partially setting the selling price has a significant positive effect on buying interest.
2. Based on the results of the t test can be seen in the table above, the hypothesis test criteria are accepted, namely $t\text{-count} > t\text{-table}$ For this reason, the t test testing criteria at a sig level of 0.05 are known (n-k), where n is the number of respondents and k the number of variables = $100-4 = 96$. The t-table value for n = 96 is 1984. It can be seen that the effect of product design on buying interest is obtained a t-count value of 34.534 t-table 1.984, so the basis

for partial test provisions can be concluded that H2 is accepted, which means that partially product design has a significant positive effect on buying interest.

- Based on the results of the t test can be seen in the table above, the hypothesis test criteria are accepted, namely $t\text{-count} > t\text{-table}$. For this reason, the t test testing criteria at a sig level of 0.05 are known (n-k), where n is the number of respondents and k is the number of variables = $100 - 4 = 96$. The t-table value for n = 96 is 1.984. It can be seen that the effect of brand image on buying interest is obtained a t-count value of 6.446 t-table 1.984, so the basis for partial test provisions can be concluded that H3 is accepted, which means that partially brand image has a significant positive effect on buying interest.

F-Test Results (Simultaneous Test)

Table 12. F-Test Results (Simultaneous Test)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2206.013	3	735.338	16.890	.000b
Residual	45.547	96	.474		
Total	2251.560	99			
a. Dependent Variable: Interest buying					
b. Predictors: (Constant), Brand image, selling price, product design					

Source: Processed by researchers (2024)

Based on the table above, it is known that the f-count value is 16.890, the f-table value is 2.47 from these results it is known that $f\text{-count} > f\text{-table}$, namely $16.890 > 2.47$. So, it can be concluded that the variable selling price (X1), product design (X2) and brand image (X3) together have a positive and significant effect on consumer buying interest at PT. Alfa Scorpii..

Determination Test Results

Table 13. Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990a	.980	.979	.689
a. Predictors: (Constant), Brand image, selling price, product design				

Source: Processed by researchers (2024)

The R Square value obtained a value of 0.979, which means 97,9% of the effect of setting the selling price (X1) product design (X2) and brand image at PT. Alfa Scorpii Then the remaining 3,1% is influenced by other variables not examined by the researcher..

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research and discussion, the following conclusions can be drawn:

1. It is known that the variable selling price setting has a significant effect on consumer buying interest at PT. Alfa Scorpii, it can be explained that the variable selling price setting with buying interest has the same relationship.
2. It is known that the product design variable has an effect and is significant on consumer buying interest at PT. Alfa Scorpii, it can be explained that the variable setting the selling price with buying interest has the same relationship.
3. It is known that the brand image variable has an effect and is significant to consumer buying interest at PT. Alfa Scorpii, it can be explained that the variable setting the selling price with buying interest has the same relationship.

Suggestion

Based on the conclusions obtained from the above research, the following suggestions are made:

1. To further increase the number of sales, PT Alfa Scorpii must make innovations in promoting its products by providing counseling by approaching consumers. Not only that, the company PT. Alfa Scorpii must also be able to provide good service and be able to resolve all consumer complaints properly. It should be noted that the lowest average value lies in the "Buyer" indicator of 2.75, where quite a lot of buyers or consumers choose products from Yamaha.
2. PT. Alfa Scorpii must be able to set the selling price of each vehicle unit sold so that consumers can buy these products at a price that consumers can afford. Then also the company PT. Alfa Scorpii must be able to set a selling price that is adjusted to market prices and prices that are not far from other companies. It should be noted that the lowest average value lies in the "Price Competitiveness" indicator of 2.95, where the price of Yamaha motorbikes can compete with the prices of other brand manufacturers.
3. PT Alfa Scorpii must be able to know the model and consumer tastes regarding the motorbike design that consumers want, as well as always knowing the wishes of the market and ensuring that the design of the Yamaha manufacturer's model is no less good than the product design models of other brands. In the descriptive statistical test results, it is known that the lowest average value lies in the "Testability" indicator of 2.78, where all designs from Yamaha manufacturers have been tested in the market and all designs can be accepted

by the public.

4. To improve the brand image of the Yamaha manufacturer, especially making it a reliable product and being the first choice of customers, it can be done by means of promotions showing the advantages of the product repeatedly so that it can be embedded in the minds of consumers that Yamaha manufacturers do have a positive image. In the descriptive statistical test results, the lowest average value lies in the “Attention to Consumers” indicator of 2.75, where PT. Alfa Scorpii always prioritizes consumer desires and all consumer desires will be fulfilled.

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