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## **The Effect of Marketing Mix on Buying Interest (Study at Mentari Muara Bungo Supermarkets)**

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### **Abstract**

This study aims to determine the relationship between the marketing mix variable (X) and the buying interest variable (Y). This research is a survey research with quantitative approach. The study population was all consumers while the research sample of consumers who shopped at the Mentari Muara Bungo Supermarkets. The sampling technique uses accidental sampling and simple random sampling that is the consumer who is shopping at the time the researcher distributes the questionnaire. Methods of data collection using pre-prepared questionnaires and data analysis using multiple linear regression with IBM SPSS Statistics version. 20 The results showed that partially the product test results for  $t_{count} < t_{table}$  ( $0.537 < 1,989$ ) sig level of  $0.593 > 0.05$  conclusion of H1 were rejected, the price of  $t_{count} < t_{table}$  ( $1,905 < 1,989$ ) sig level of  $0.060 > 0.05$  conclusion of H2 was rejected, promotion variable  $t_{count} > t_{table}$  ( $2.892 < 1,989$ ) sig level  $0.005 < 0.05$  H3 conclusion accepted, location variable  $t_{count} > t_{table}$  ( $2,588 < 1,989$ ) sig level  $> 0.05$  conclusion H4 accepted. Simultaneously the product, price, promotion and location variables together influence the buying interest  $F_{count} > F_{table}$  and sig  $0.011 < 0.05$  Conclusions H5 is accepted.

**Keywords:** Marketing Mix; Product; Price; Promotion; Location; and Buying Interest.

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## **1. Introduction**

Business is an activity that is organized and arranged to provide goods and or services to consumers to get Scholl's profit [1]. Meanwhile, according to [1], business is defined as an organization that provides goods or services made to make a profit. Business activities for profit are carried out with a marketing mix. Kotler defines the marketing mix is a collection of marketing tools (marketing mix) that can be used by companies to obtain marketing objectives in the target market. Companies to be able to reach the target markets that have been set need to manage marketing activities properly. Companies must be able to manage and arrange and use controllable marketing variables, those are variables that can be controlled by the company. Consumer buying interest is a decision to consume products offered by the company after going through several evaluation stages. Purchasing activities arrive at the decision making process to buy because there is a positive response and feel the product is offered so that they have the desire to buy. Mentari Muara Bungo supermarkaets is one of the shopping centers of daily necessities for the people of Bungo district, one of the promotions in the form of Corporate Social Responsibility (CSR) based on the appeal of the Bungo Regent with the number SE 650/170 / DPKP / 2018 community and private participation in order to increase facilities supporting the City Park. The facilities provided by Mentari Muara Bungo supermarkets self-service are garden chairs. In addition to CSR, what has been done about other marketing concepts at the Mentari Muara Bungo supermarket. Based on observations by researchers, there were more visitors than other supermarkets in the city of Muara Bungo Jambi. Based on the description above, researchers conducted a study to get a comprehensive picture. Research Purposes Based on the description in the background above, and the gap of some previous researchers, the purpose of this study is as follows:

- H1: There is an influence between product variables on buying interest variables
- H2: There is an influence between the price variable on the variable buying interest
- H3: There is an influence between the promotion variable on the buying interest variable.
- H4: There is an influence between location variables on buying interest variables
- H5: There is an influence between product variables, price, promotion and location on buying interest variables

## **2. Literatur Review**

### Market and Marketing Concepts

Market means a place where buyers and sellers gather to exchange their goods. Economists define markets in terms of groups of buyers and sellers who trade certain products and product classes. The market consists of all potential customers who have the same needs and desires that may want and are able to engage in exchanges to satisfy needs or wants [3]. Kotler further stated that marketing is a social and managerial process by which individuals and groups get what they need and want through the creation, supply and exchange of valuable products. Human needs are a state of feeling of lack of certain basic satisfaction. Desires are drives for certain satisfiers of deeper needs. While demand is the desire for certain products supported by an ability and the desire to buy it. Marketing Mix The marketing mix are elements of a company organization that can be controlled by

the company in communicating with consumers and used to satisfy consumers [2]. The concept of marketing mix is traditionally known as 4P. According to Hurriyati, the marketing mix is marketing elements that are interrelated, mixed, organized and used appropriately, so that the company can achieve marketing objectives effectively, while satisfying the needs and desires of consumers.

### Product

Product is anything that can be offered by producers to be considered, requested, sought, bought, used or consumed by the market as meeting the needs or desires of the relevant market. a product is anything that can be offered to the market to get attention, be bought, used, or consumed that can satisfy Kotler's wants or needs [4]. Kasali stated that the product is anything in the form of goods, services, or ideas offered to the market to be obtained, used or consumed that can meet the needs of consumers [5]. Meanwhile, according to Ahyari, quality is in general quality or quality is as a sum of attributes or traits as described in the product concerned so as to include in this quality is [5].

1. The durability of the product.
2. User comfort
3. Usability.

### Price

Price is the crucial point in the marketing mix, because price determines the income of a business / business. The pricing decision is closely related to the value / benefits that can be given to customers as an illustration of the quality of the service. According to Tjiptono & Chandra, prices can be interpreted simply as the amount of money (monetary unit) and / or other aspects (non monetary) that contain certain uses needed to obtain a product [5].

.Price indicators consist of:

1. Prices affordable by consumer purchasing power.
2. Prices have competitiveness with prices of other products.
3. Price compatibility with product quality.

### Promotion

Promotion is one of the determinants of the success of a marketing program. No matter how good the quality of a product if consumers have never heard it is not sure it works for them and will never buy it. Promotion is a form of marketing communication as a marketing activity trying to spread information, influence / persuade and or remind target markets for companies, and their products to be willing to accept, buy and be loyal to the products offered by the companies concerned. According to Tjiptono promotion is a media to introduce a new product and service or to strengthen the brand image of an existing product. Furthermore, promotion is an element used to inform and persuade the market about new products or services to the company through [5]:

1. Advertising.
2. Personal sales.
3. Sales promotion.
4. Publication.

#### Place / Location

Place is defined as a distribution channel for manufactured industrial products while place is a place of service. The location of services used to supply services to the intended customer is a key decision. Location relates to decisions made by the company where operations and staff will be located. Placement or distribution is a distribution mechanism used to deliver products from the point of production to consumers [5]. Location indicators consist of:

1. How strategic the place is
2. Facilities that can be obtained by potential customers
3. Ease of accessing the location

#### Purchase Interest

Anoraga's definition of buying interest is interpreted in many ways. first, buying interest as a decision making process carried out by consumers for products offered or needed by consumers [4]. Assael further stated that buying interest is a behavior that arises in response to objects that indicate the desire of consumers to make purchases. Interest in buying according to [4] consists of:

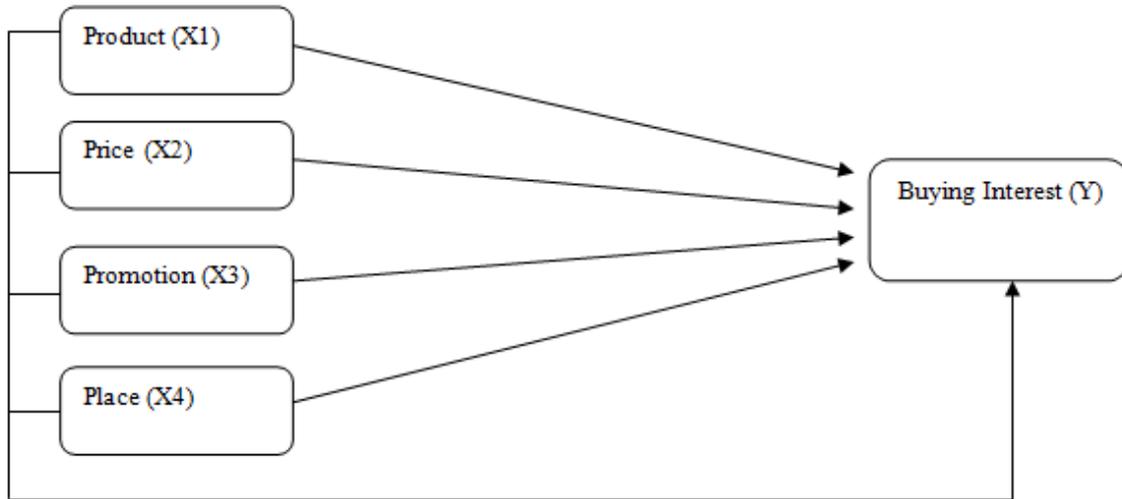
1. Buying interest indicates how far a person has the will to buy.
2. Buying interest shows the measurement of one's will to buy
3. Buying interest is related to continuous buying behavior.

Buying interest is a person who has a positive response to the quality of the product or service of a company and intends to consume the company's products again. Ferdinand stated that the buying interest indicator consisted of [5]:

1. Transactional Interests are one's tendencies to buy products.
2. Referential Interests are one's tendencies to refer products to people other.
3. Preferential interest is interest that describes the behavior of someone who has main preference on the product.
4. Explorative interest is interest that describes the behavior of someone who is always looking information about the product he is interested in and looking for information to support the positive qualities of the product.

Buying interest is the stage of the respondent's tendency to act before the buying decision is actually

implemented. A product that is consumed by consumers if the product has been decided to be purchased. The decision to purchase is influenced by the value of the product that has been evaluated. If the perceived benefit is greater than the level of sacrifice to get it, then the drive to buy it is higher Kinnear and Taylor [6]. Conversely, if the benefits are smaller than the sacrifice, the buyer will generally refuse to buy and evaluate other similar products. In most people, consumer buying behavior is often preceded and influenced by many external stimuli, both in the form of marketing stimuli and stimuli from the environment. The concept model of this research is shown in Figure 1.



**Figure 1**

Based on the framework of the above research concept, the research hypothesis is as follows:

H1: There is an influence between product variables on buying interest variables

H2: There is an influence between the price variable on the variable buying interest

H3: There is an influence between the promotion variables on the buying interest variable.

H4: There is an influence between location variables on buying interest variables

H5: There is an influence between product variables, price, promotion and location on buying interest variables

### **3. Research Method**

The research method used is a survey method with a quantitative approach. The population of this study is all consumers who shop at the Mentari Muara Bungo supermarket while the sample of this study is consumers who shop who happen to meet with researchers when distributing questionnaires. The sampling technique uses accidental sampling and simple random sampling, namely accidental sampling and simple random sampling.

Data collection techniques using a questionnaire while data analysis using multiple linear regression analysis with IBM SPSS Statistics version software. 20

### **3.1 Validity test**

The validity test according to Sudjana states that validity is related to the accuracy of the appraisal tool against the concept being assessed so that it truly evaluates what should be assessed. So the validity test is a testing tool /research instrument that will be used really can be sure to meet the criteria [7]. Validity testing is comparing the correlation value between  $r$  count and  $r$  table, with the determination if  $r$  count  $<$   $r$  table then the questionnaire is invalid, whereas if  $r$  count  $>$   $r$  table then the questionnaire is valid.

### **3.2 Reliability Test**

The reliability test based on Sudjana states that the reliability of the appraisal tool is the accuracy or the constancy of the tool in assessing what it values. That is, whenever the appraisal or test equipment is used will give relatively the same results. Validity testing is comparing the correlation value between  $r$  count with  $r$  table, with the determination if  $r$  count  $<$   $r$  table then the questionnaire is unreliable, whereas if  $r$  count  $>$   $r$  table then the questionnaire is reliable [7].

### **3.3 Classic assumption test**

The classic assumption test is a regression model obtained from the least squares method to produce the best unbiased unbiased linear estimator [8].

### **3.4 Multiple Linear Regression Analysis Test**

Multiple linear regression is a test of the effect of one or more dependent variables on the dependent variable, this model is to form a regression equation. This regression analysis is not only to estimate the results of the  $ij$  but also to draw inferences of actual values [9].

### **3.5 Determination Coefficient Test (Adjusted $R^2$ )**

Testing the coefficient of determination is to measure the extent of the ability of the model in translating the variation on the dependent variable. The coefficient of determination is between 0 and 1 on the  $R^2$  value meaning that if the value approaches 0 is categorized as weak in explaining the dependent variable whereas if the value is close to 1 then the independent variable provides more complete information in explaining or predicting the dependent variable [9].

## **4. Results and discussion**

Characteristics of Respondents

**Table 1:** Characteristics of Respondents

Description	Alternativ Answer	F	%
Gender	Male	28	33,3
	Women	58	66,7
Age	18 - 20 Years	19	21,8
	21 - 25 Years	36	41,4
	26 - 30 Years	15	17,2
	31 - 40 Years	10	11,5
	41- 50 Years	7	8,0
Education	Elementary School	3	3,4
	Middle School	8	9,2
	Higt School	53	60,9
	Diploma	4	4,6
	Bachelor	19	21,8
Shopping Needs	Own consumpcion	84	96,6
	Selling	3	3,4

Source: Data processed, 2019

Table 1 above shows that the characteristics of respondents according to male sex numbered 28 people or 33.3%, the respondent meeting housed 58 people or 66.7%. Characteristics of respondents according to age 18 < 20 years totaling 19 people or 21.8%, respondents aged 21-25 years were 36 people or 41.4%, aged 26-30 years totaling 15 people or 17.2%, aged 31-40 fighting for 10 people or 11.5%, aged 41-50 years as many as 7 people or 8%. Based on the age level, it was dominated at 21-25 years with 41.4%. Characteristics of respondents based on elementary education amounted to 3 people or 3.4%, junior high school education amounted to 8 people or 9.2%, high school education totaled 53 people or 60.9%, Diploma as many as 4 people or 4.6% and bachelor totaled 19 people or 21.8%. Characteristics of respondents seen from the needs of shopping for self-consumption as many as 84 people or 96.6%. Shop for resale of 3 people or 3.4%. 9 employees or 9.8% private employees and 18 people or 19.6% entrepreneurs. Characteristics of majority shopping respondents for their own consumption.

#### 4.1 Validity test

Table 2 Test Validity

Marketing Mix Variable

**Table 2**

Variabel	Dimensi	Indikator	r hitung	r tabel	Ket
Marketing Mix	Product	1. The durability of the product.	0,872	0,196	Valid
		2. User comfort / consumption.	0,626	0,196	Valid
		3. Durability	0,826	0,196	Valid
	Price	1. Prices affordable by consumer purchasing power.	0,677	0,196	Valid
		2. Prices have competitiveness with prices of other products	0,733	0,196	
		3. Price compatibility with product quality.	0,658	0,196	
	Promotion	1. Advertising	0,817	0,196	Valid
		2. Personal sales	0,795	0,196	
		3. Sales Promotion	0,886	0,196	
		4. Publication is available	0,822	0,196	
	Place	1. How strategic the place is.	0,765	0,196	Valid
		2. Facilities that can be obtained by potential customers.	0,771	0,196	
3. Ease of accessing the location.		0,837	0,196		

Source: Data processed, 2019

**Table 3:** Test Validity Buying Interest Variable

Variabel	Indikator	r hitung	r tabel	Ket
Buying Interest	1. Transactional Interests are one's tendencies to buy products	0,661	0,196	Valid
	2. Referential Interests are one's tendencies to refer products to other people	0,680	0,196	
	3. Preferential interest is interest that describes the behavior of someone who has a primary preference on the product.			
	4. Explorative interest is interest that describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product.	0,765	0,196	
		0,745	0,196	Valid

Source: Data processed, 2019

**Uji Reliabilitas**

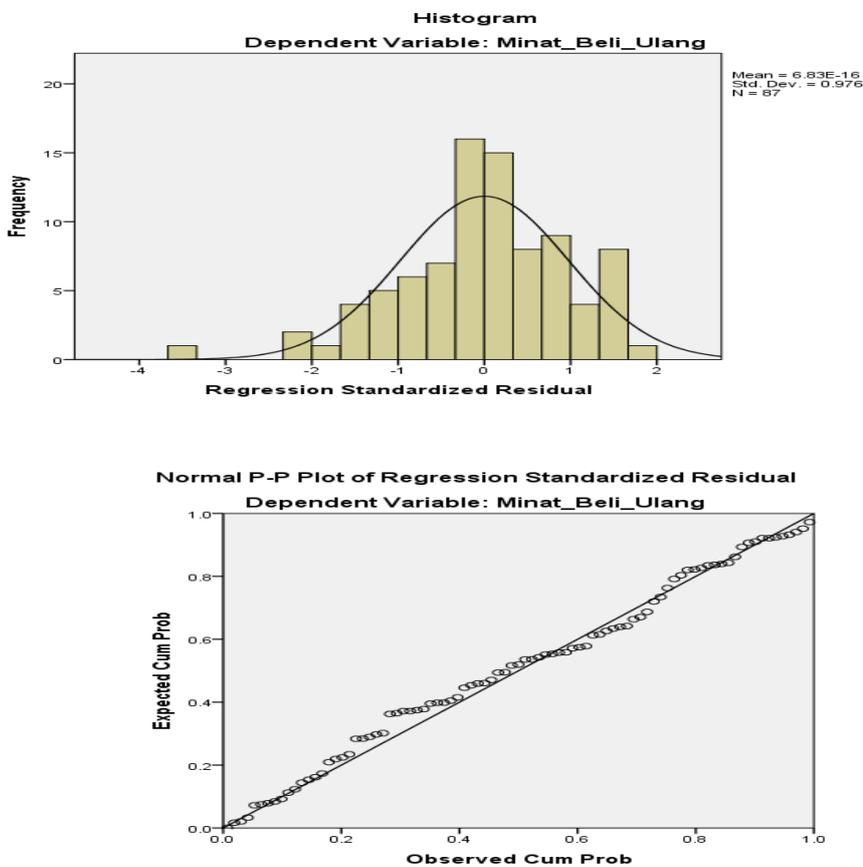
**Table 4:** Reliability Test

No	Variable	rhitung	rtabel	Description
1	Product	0,682	0,196	Reliabel
2	Price	0,445	0,196	Reliabel
3	Promotion	0,848	0,196	Reliabel
4	Place	0,700	0,196	Reliabel
5	Buying Interest	0,677	0,196	Reliabel

Source: Data processed, 2019

Classic assumption test

Normality test



**Figure 2:** Normal P - P plot

**Table 5:** Normality Test (One Sample Kolmogorov-Smirnov)

**One-Sample Kolmogorov-Smirnov Test**

		Standardized Residual
N		87
Normal Parameters <sup>a,b</sup>	Mean	.00E-7
	Std. Deviation	.97646729
	Absolute	.083
Most Extreme Differences	Positive	.045
	Negative	-.083
Kolmogorov-Smirnov Z		.778
Asymp. Sig. (2-tailed)		.580

a. Test distribution is Normal.

b. Calculated from data.

Data normality test results are said to meet the requirements if the value of asymp.sig (2. Tailed) >  $\alpha$ . In table 5 above shows that the value of asymp.sig. (2-tailed) 0.580 > 0.05 (alpha) therefore the standardized residual value is concluded normally.

Multicollinearity Test

**Table 6:** Multicollinearity Test

**Coefficients<sup>a</sup>**

Model	Collinearity Statistics	
	Tolerance	VIF
1	Product	.413
	Price	.515
	Promotion	.436
	Place	.753

a. Dependent Variable: Buying \_ Interest

Based on table 6, it is said that multicollinearity does not occur if the value of variant inflation factor (VIF) tolerance value is between 0.413 to 0.753 and no VIF value is above 10 (VIF values range between 1,329 to 2,423. Conclusions test results do not occur multicollinearity [9].

Autocorrelation Test

**Table 7:** Autocorrelation Test

**Model Summary<sup>b</sup>**

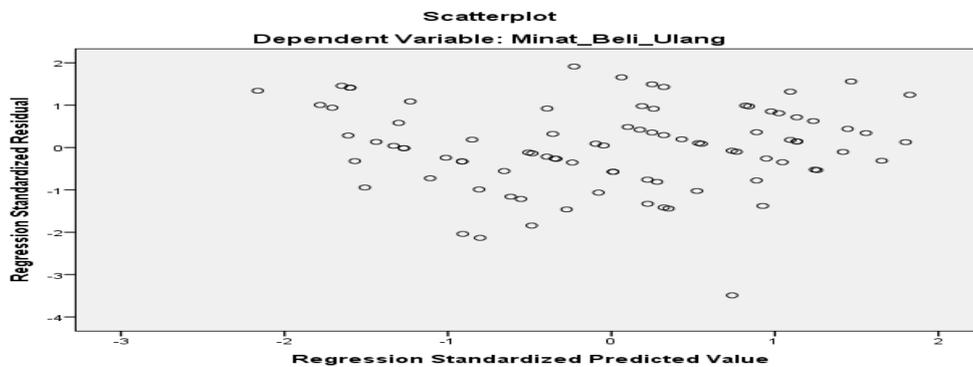
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.670 <sup>a</sup>	.448	.422	1.757	1.998

a. Predictors: (Constant), Place, Promotion, Price, Product

b. Dependent Variable: Buying \_ Interest

Table 7 autocorrelation test if  $DL > D > DU$  then there is no autocorrelation, research with  $n = 87$  and  $k 5$  then  $DL 1.555 > 1,998 > 1,748$ , it can be concluded that autocorrelation did not occur

**Heterokedasticity Test**



**Figure 3:** Heteroscedasticity Test

**Table 8:** Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.107	1.581		1.965	.053
1 Product	.077	.144	.069	.537	.593
Price	.326	.171	.218	1.905	.060
Promotion	.230	.089	.322	2.588	.011
Place	.322	.111	.273	2.892	.005

a. Dependent Variable: Buying \_ Interest

**Coefficient of Determination (R<sup>2</sup>)**

**Table 9:** Test the coefficient of determination ( $R^2$ )

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 <sup>a</sup>	.448	.422	1.757

a. Predictors: (Constant), Place, Promotion, Price, Product

Based on table 9 of the coefficient of determination test, the Adjusted R Square value is 0.448 multiplied by 100%, a value of 44.8.0% is obtained, meaning that the marketing mix variable can explain consumer buying interest in the Mentari Muara Bungo supermarkets by 44.8% and the rest is influenced by other variables.

T test (Partial Test)

**Table 10:** t Test (Partial Test)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.107	1.581		1.965	.053
	Product	.077	.144	.069	.537	.593
	Price	.326	.171	.218	1.905	.060
	Promotion	.230	.089	.322	2.588	.011
	Place	.322	.111	.273	2.892	.005

a. Dependent Variable: Buying \_ Interest

Table 10 above, the product variable has no significant effect on the buying interest of tcount of 0.537 < t table 1.986 and the significance level of 0.593 > 0.05, the variable price has no significant effect on buying interest of t value of 1.905 < t table 1.986 and the significance level of 0,60 > 0.05, promotion variable has a significant effect on interest in buying tcount value of 2.588 > t table 1.986 and a significance level of 0.011 < 0.05, location variable has a significant effect on interest in buying value tcount of 2.892 > table 1.986 and a significance level of 0.005 < 0.05.

Test f (Simultaneous Test)

**Table 11:** F Test (Simultaneous Test)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.822	4	51.455	16.666	.000 <sup>b</sup>
	Residual	253.167	82	3.087		
	Total	458.989	86			

a. Dependent Variable: Buying \_ Interest

b. Predictors: (Constant), Place, Promotion, Price, Product

Table 11 test results simultaneously between product variables (X1), price (X2), promotion (X3) and location variables have a significant effect on buying interest  $F_{count} > F_{table}$  ( $16.666 > 2.71$ ) and a significance level of  $0.000 < 0.05$ .

## **5. Discussion**

H1: There is an influence between products on buying interest

Based on table 10 above, the effect of product variables on the purchase value of tcount is  $0.537 < t_{table}$  1.986 and the significance level is  $0.593 > 0.05$ . Statistical test results can be concluded that H1 was rejected. This means that the product has a partially insignificant effect on buying interest. Because t count  $0.537 < t_{table}$  1.986 while sig value  $0.593 > 0.05$  or  $> 5\%$ . The results of this study are in line with studies conducted by previous researchers that the product has no significant effect on buying interest [5, 12, 16]. The availability of product variations must be multiplied, with the number of products varying, the buyer has many choices. The number of products available and consists of various brands will make it easier for buyers to determine which products will be purchased based on quality and in accordance with their needs. In contrast to the results of the study [10, 6, 4, 11] the research conclusions that the product has a positive and significant effect on buying interest. Because the products traded are quite adequate, according to buyer's ambiance. A more complete number of products the buyer does not have to move to look for a different supermarkets.

H2: There is an influence between price on buying interest

Table 10 above, the effect of price variables on the purchase value of tcount is  $0.537 < t_{table}$  1.986 and the significance level is  $1.905 > 0.05$ . The conclusion that H2 is rejected. This means that the product has a partially insignificant effect on buying interest. Because tcount  $1.905 < t_{table}$  1.986 while the significance value  $0.060 > 0.05$  or  $> 5\%$ . The results of this study are in line with previous studies with the finding that prices do not significantly influence buying interest [5]. However, the results of this study differ from previous studies, the price of a significant positive effect on buying interest [10,4, 11, 12,13, 16]. Price becomes a consideration for consumers to make a purchase. Therefore, by deciding a price lower than a competitor becomes a competitive advantage strategy. Lower prices reduce profits but can attract more consumers, with consumers who exceed the average number of supermarkets visitors will increase profits to be gained.

H3: There is an influence between promotion and buying interest

Based on table 10 above, the effect of promotion variables on buying interest tcount value of  $2.588 > t_{table}$  1.986 and a significance level of  $0.011 < 0.05$ . Statistical test results can be concluded that H3 is accepted. This means that the product partially has a significant positive effect on buying interest. Because tcount  $2.588 > t_{table}$  1.986 while the significance value  $0.011 < 0.05$  or  $< 5\%$ . The results of this study support the results of previous studies that promotion has a significant effect on buying interest. Promotion is one form of marketing communication that has the appeal of consumers to foster interest in buying a product offered [5,6,10,12,14, 17]. By conducting promotions to attract potential consumers to buy products in order to meet their needs. Promotion is the power to influence buyers, promotions can be done in various ways one of which is advertising through

local media both mass media and electronic media. The results of this study do not support previous research that promotion does not affect buying interest [16].

H4: There is an influence between location on buying interest

Based on table 10 above, the effect of location variables on buying interest tcount value of 2.892 > t table 1.989 and the significance level of 0.005 < 0.05. Statistical test results can be concluded that H4 is accepted. This means that partially significant positive effect on buying interest. Because t count 2.892 > t table 1.986 significant value 0.005 < 0.05 or > 5%. The results of this study support the results of existing studies that location has a significant positive effect on buying interest. Location is considered by consumers in buying products, the location is easy to reach because the location of the Mentari Muara Bungo supermarkets is in an environment or market area [5,10]. The location that is easily accessible by consumers is very profitable for business people, because by itself consumers will come the main destination in shopping. Strategic location is an advantage for Mentari Muara Bungo supermarkets. Strategic location makes it easy for buyers to recognize and remember the location of supermarkets locations that are easy to remember in their minds. The human mind will be influenced by what is seen that is easy to remember and easy to reach to the shopping location. The results of this study do not support previous studies that location has no effect on buying interest [16].

H5: There is an influence between product, price, promotion and location on buying interest

Based on table 11 simultaneous statistical tests between product variables, price, promotion and location have a positive and significant effect on buying interest Fcount > Ftable (16,666 > 248) and a significance of 0,000 < 0.05. H5 test results are accepted. This means that simultaneously the product, promotion price and location have a significant positive effect on buying interest. The results of this study are in line with the findings of previous studies that simultaneously product, price, promotion and location have a positive and significant effect on buying interest [5,10, 16]. So by combining the four marketing mix variables, the business that is being occupied at this time will develop even though partially the product and price do not have an influence on buying interest, but promotion and location have a significant effect on buying interest, so it is used as the main strategy in increasing buying interest. Simultaneous test results of all marketing mix variables have a positive and significant effect on buying interest. Therefore, business actors must consider and prioritize products and prices need improvement, these two variables become weaknesses while location and promotion become strengths owned by Mentari Muara Bungo minimarket should be maintained and more flows should be improved in the future to cover future losses occur.

## **6. Conclusion**

The statistical test results partially that the marketing mix variable consisting of product variables (X1), price variables (X2) have no significant effect on buying interest, which means that the product and price are not the main consideration for consumers to buy the product while the promotion variable (X3) and location (X4) have a significant positive effect on buying interest. So the main consideration of consumers in shopping is solely because the location of the Mentari Muara Bungo supermarkets is in the middle of an easy-to-reach market that

is indirectly promoted by itself, consumers can easily see the existence of the supermarkets. While the simultaneous influence between product variables, price, promotion and location together has a positive and significant effect on buying interest. Promotion and location are important points to cover the shortcomings of the product and price so that the risk of loss can be minimized.

## **7. Limitations and further research**

Research using minimarkets in districts which are small cities, researchers should then use a number of minimarkets to obtain a more complete Figure in big cities. Product and price variables are not the main consideration by consumers in shopping, can use variable product completeness, store atmosphere and service quality. Suggestions to business owners can maintain and increase safety and comfort when consumers shop because the factors considered by consumers are not the product and price but because the promotion and location are at the center of the market and easily accessible.

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