

ANALYSIS OF PRODUCT INNOVATION, PRODUCT QUALITY, PROMOTION, AND PRICE, AND PURCHASE DECISIONS

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ABSTRACT

Consumers' behaviors in buying a product need to be identified by entrepreneurs in an effort to find the right strategy to increase consumers' buying interest. Therefore, research is needed on the analysis of product innovation, product quality, promotion, and price on purchasing decisions that aim to find out the perceptions of respondents about product innovation, product quality, price, promotion, and purchasing decisions; the effect of product innovation, product quality, promotion, and prices partially on purchasing decisions. The study used 150 consumers of Lapis Bogor Sangkuriang in Bogor City as randomly selected respondents. The research instrument was a questionnaire with answers to closed-end statements and 1-5 Likert scale. Data were analyzed by SEM, Lisrel program. The results showed that respondents' perceptions of innovation and product quality, price, promotion, and the level of purchasing decisions were high; product innovation and promotion did not affect purchasing decisions. While product quality and price affected purchasing decisions.

Keywords: product innovation, product quality, price, promotion, purchasing decision

Introduction

Every company will face competition in an increasingly tight business world. According to Tjiptono (2008), in order to be successful in a competition each company tries to achieve the goal of creating and maintaining customers. Therefore, companies must understand the behavior of consumers in an effort to obtain, use, and determine a product or service including the decision-making process that precedes and follows these actions. If a company is able to understand this, then the company can provide better satisfaction to consumers. Thus, the company will be able to gain a much greater profit than its competitors.

Many factors are taken into consideration by consumers before deciding to buy a product. Therefore, entrepreneurs must be observant in seeing what factors must be considered to attract consumers. Demand for a product that is interesting or needed by consumers makes companies engaged in various fields competing to improve the quality of their products. According to Lupiyoadi and Hamdani (2006), product quality is a combination of traits and characteristics that determine the extent to which output/product can meet the requirements of needs or appeal to customers. To produce products that are marketable and profitable on an ongoing basis, the company must innovate products. Companies that do not innovate will be left behind by competitors because the company's customers will gradually leave them and turn to other competitors. A company that relies only on a certain product alone will be considered by consumers as a boring product and make them bored. Therefore, creativity and modification are needed for product development or innovation so that the product still receives consumer acceptance. Another important factor that can affect purchasing decisions is price. According to Lupiyoadi and Hamdani (2006), pricing strategies are very significant in providing value to consumers and influencing product image, as well as consumer decisions to buy. Promotion can also play a role in creating consumer opportunities to buy a product. According to Tjiptono (2008), promotion is a form of marketing communication or marketing activity that seeks to disseminate information, influence/persuade and/or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the product offered.

But the results of previous researches can be said that there is an inconsistent relationship between the variables of product innovation, product quality, price, promotion, and purchasing decisions. The results of researches from Agus and Gita (2009), Andri et al (2018), Leow and Ng Sook (2016), explained that product innovation has an effect on purchasing decisions. The results of researches from Puji, et al (2012), Victoria et al (2011), explained that product quality affects purchasing decisions. The results of researches by Md Reza et al (2014), Linda et al (2017), Desy and Rahmat (2017), Achmad, et al (2015), explained that prices affect purchasing decisions. The results of researches by Achmad et al (2015) and Hulya (2013), explained that promotion influences purchasing decisions. But some of the results of previous researches provided different results. The results of research by Doni, et al (2016), explained that prices do not affect purchasing decisions. The research results by Victoria et al (2011), explained that sales promotion does not affect the purchasing decision.

Based on the above discussion, it is necessary to conduct study about the analysis of product innovation, product quality, price, and promotion, as well as purchasing decisions (Sangkuriang Lapis Bogor Consumer Study in the City of Bogor, Indonesia) with the aim of knowing respondents' perceptions of innovation and product quality, price, promotion, as well as the level of purchasing decisions; the effect of product innovation, product quality, pricing and promotion policies partially on purchasing decisions.

Literature Review

The dependent variable in this study is the purchasing decision. The independent variables are product innovation, product quality, price, and promotion. Almost every day, even in a matter of time we always make decisions. A decision can be made only if there are several chosen alternatives. If the alternative choice does not exist, then the action taken without the choice cannot be said as making a decision. Every manufacturer must carry out various strategies in order to make consumers decide to buy their products. According to Kotler and Keller (2012), consumer purchasing decisions are buying the most preferred brand from various alternatives. According to Kotler and Armstrong (2008), they suggested that the purchasing process is through 5 (five) stages, including: needs recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior

Some experts say that the factors supporting the level of purchasing decisions include innovation and product quality, price, and promotion. According to Nanang Rizali (2002), product innovation is one of the efforts to find a new opportunity that includes ideas, actions about products so that changes can occur that benefit the welfare of the community. According to Kotler & Keller (2012), there are 6 dimensions including new products, new product lines, and additions to existing product lines, existing product improvements, redefinition, and cost reduction. The similarity in the appearance of similar products from competitors is a driving factor for product innovation, because usually the competitor's product appears without experiencing meaningful changes and even tends to be static. The development of a new product and its more effective strategy often determines the success and survival of a company, but it is not an easy job. New product development requires effort, time and capability including the magnitude of the risk and the cost of failure.

The product has an important meaning for the company because without the product, the company will not be able to do anything from its business. Quality products in accordance with the wishes or needs of buyers, will make buyers feel fit. In other words, creating a product is better oriented to market desires or consumer tastes. According to Kotler (2005) product quality is a dynamic condition associated with products/services that meet or exceed expectations. Excellent quality products will be more attractive to consumers and ultimately can increase sales volume. But more than that, quality products have other important aspects, namely: consumers who buy products based on quality, are generally more loyal than consumers who buy based on price; it is contradictory to the traditional way of thinking, it turns out that producing quality goods does not necessarily require expensive costs; selling bad quality goods is likely to receive a lot of complaints and return of goods from consumers or the cost to repair them becomes very high, the image is not good, even the claim of compensation through the court. So, based on these three reasons, producing high-quality products will bring more benefits to the producers, when compared to producers that produce low-quality products. According to Kotler & Keller (2012) the quality of products can be classified into 9 dimensions, namely: the product in the form, size, or physical structure; product features in the form of secondary or complementary characteristics that are useful to add basic functions related to product choices and development; performance is related to the functional aspects of an item and is the main characteristic considered by the customer in buying the item; accuracy or conformance related to the level of conformity of specifications/standards set or based on customer desires; durability related to how long a product can be used; reliability is related to the probability or likelihood of an item successfully carrying out its function every time it is used within a certain time period and under certain conditions; repairability related to the ease of repair of the product if it is damaged; style of product appearance and consumer impression of the product; design of the overall product features that will affect the appearance and function of the product to the desires of consumers.

According to Kotler and Armstrong (2012), price can be narrowly defined as the amount of money that is charged for a product or service or can be broadly defined, namely the price as a number of values exchanged by consumers for the benefits of owning and using a product or service that allows the company to profit reasonable by being paid for the value of the customer he created. According to Tjiptono (2008), one element of the marketing mix is price that requires careful consideration, in connection with the following strategic pricing dimensions: statement of the value of a product; aspects that are visible to buyers; the main determinant of demand; directly related to income and profit; flexible, meaning that it can be adjusted quickly; affect the image and positioning strategy; is the number one problem facing managers. According to Tjiptono (2008), there are four types of pricing: profit oriented, volume oriented, image oriented, price stabilization, and other objectives. According to Kotler and Armstrong (2012), some of the main elements of price activities include: price list, price discount, payment period. Another factor that influences a company's pricing decision is the competitor's price and possible competitor's reaction to the company's pricing action.

According to Lupiyoadi and Hamdani (2006), promotion is one of the variables in the marketing mix that is very important to be carried out by the company in marketing service products. Promotional activities not only serve as a communication tool between the company and consumers, but also as a tool to influence consumers in purchasing activities or use of services in accordance with their wants and needs. Sales promotion according to Fandy Tjiptono (2008) is a direct persuasive form through the use of various intensive that can be organized to stimulate the purchase of products immediately or increase the number of items purchased by customers. According to Kasmir (2004), promotional facilities include advertising, sales promotion, publicity, and personal selling. According to Tjiptono (2008), promotion aims, among others for: informing, persuading target customers, reminding.

Based on the above discussion, the following research hypothesis is made:

H₁: The influence of product innovation on purchasing decisions

H₂: The influence of product quality on purchasing decisions

H₃: The influence of prices on purchasing decisions

H₄: The influence of promotion on purchasing decisions

Research Methodology

The population of this study were customers who bought the Lapis Bogor Sangkuriang product in the City of Bogor. The sample examined was 150 respondents selected by random sampling. This research measuring instrument was a questionnaire consisting of statements with 1-5 Likert Scale. According to Sugiyono (2014), Likert Scale is a psychometric scale used in questionnaires for research in the form of surveys. This scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. Scale 1 = strongly disagree, scale 2 = disagree, scale 3 = neutral, scale 4 = agree, and scale 5 = strongly agree.

The average rating of each respondent’s answer uses a range of scales with the following calculations:

$$RS = \frac{m-n}{k} \qquad RS = \frac{5-1}{5} = 0,80$$

Description: *RS* = Scale Range, *m* = Maximum Score, *n* = Minimum Score, *k* = Number of Categories. Based on the above calculation, it can be made a scale range category as follows: average values 1.00-1.80 = very low, 1.81-2.60 = low, 2.61-3.40 = medium, 3.41-4.20 = high, and 4.21 - 5.00 = very high.

Data processing using the Statistical Product and Service Solution (SPSS) Program for Windows Version 24 can perform validity and reliability testing. If the result of the validity test is obtained the value of $r \geq 3$ 0.3 or has an asterisk, namely star 1 (*) or star 2 (**), then the indicator in the instrument is declared valid. While a construct or variable is said to be reliable, if it gives the value of Cronbach Alpha > 0.60 (Azwar, S, 2014).

Data analysis is in the form of SEM analysis, Lisrel program, so that the testing of the significance level of the influence of each independent variable on the dependent variable is obtained, which is conducted with t test. According to Hair, et al (2010), testing the null hypothesis (H_0) and the alternative hypothesis (H_a) is as follows $H_0 : B_1 = B_2 = B_3 = B_4 = 0$, meaning that there is no significant effect between the independent variables on the dependent variable. $H_a : B_1 \neq B_2 \neq B_3 \neq B_4 \neq 0$, meaning that there is a significant influence between the independent variables on the dependent variable; Determine the level of significance (α) = 5%; Testing Criteria: H_0 is accepted, if the value of t counts $t_{count} \leq t_{table}$, H_0 is rejected, if the value of $t_{count} \geq t_{table}$.

Research Results and Discussion

Based on the validity test, there are 35 valid indicators because *r* of all indicators ≥ 0.3 , consists of 7 valid indicators that reflect product innovation variables, 8 valid indicators that reflect product quality variables, 5 valid indicators that reflect price variables, 6 valid indicators that reflect promotion variables, and 9 valid indicators that reflect purchasing decision variables. Based on the reliability test, there are 5 reliable variables because these variables have a Cronbach Alpha value > 0.60. Therefore, the indicators and variables used in this study are feasible.

Characteristics of respondents are that most respondents were female (75%), most respondents aged ≥ 29 years (69%), and a certain percentage (30%) of respondents live outside Bogor, and other respondents live in Bogor (70%)

Respondent’s assessment of the 5 variables of this study is high. Respondents’ assessment of product innovation is high (average = 3.65). This is supported by 3 main indicators namely Lapis Bogor Sangkuriang as an alternative choice of typical Bogor cuisine (average = 4.00), has a superior form compared to other sponge cake products (average = 3.80), and has competitiveness in the existing culinary market (average = 3.77). Respondent’s assessment of product quality is high (average = 3.43). This is supported by 3 main indicators, namely Lapis Bogor Sangkuriang easy to consume (average = 3.54), can be consumed by all people (average = 3.53), and flavor according to taste (average = 3.46). Respondent’s assessment of prices is high (average = 3.69). This is supported by 3 main indicators, namely giving discounts to Lapis Bogor customers who make regular purchases (average = 4.01), on a wholesale basis (average = 3.93), and the payment method of Bogor Lapangkung Sangkuriang in cash and non-cash at the outlet (average = 3.84). Respondent’s assessment of promotion is high (average = 3.26). This is supported by 3 main indicators, namely “I often see advertisements, logos and hear Sangkuriang Bogor Lapis” (average = 3.44), “the advertisements in the mass media and in the electronic media are very interesting” (average = 3.35), and “salespeople managed to convince people to buy” (average = 3.33). Respondent’s assessment of purchasing decisions is high (average = 3.42). This is supported by 3 main indicators, namely buying a Lapis Bogor product because they want to try it (average = 3.54), typical souvenirs from Bogor (average = 3.53), and recommendations from relatives or friends (average = 3.47).

Based on the Lisrel Program, the equation that describes the relationship of the 5 observed variables can be seen in table 1. Based on Table 1, it is obtained that $R^2 = 0.40$ explains that the innovation and product quality, price, and promotion variables provide 40% clarity of the purchasing decision variable. While other variables that are not explained in this study can provide clarity on the variable purchasing decisions by 60%.

Table 1.
Study Model

No.	Structural Equation	Description
1.	PI = 0.22 ND + 0.05 IDE + 0.21 ED + 0.23 SD + 0.21 MPE + 0.03 UCE + 0.27 VDE	$R^2 = 0.40$.

Source: The results of data processing

Based on table 2, it was found that NCP = 96,07; F0 = 0,64; RMSEA = 0.034; ECVI = 5,41; AIC Model = 806,07; CAIC Model = 1126,92; PNFI = 0.86; CFI = 0.98; IFI = 0.98; IFI = 0.98; RFI = 0.93; RMR = 0,044; AGFI = 0,77; and PGFI = 0,70. This is what causes a model match.

Table 2.
Goodness of Fit Statistics (GoF)

No.	Element	Standard	Description
1	Minimum Fit Function Chi-Square = 701.67 (P = 0.0)	646.07 (P = 0.0029)	Not good
2	Estimated Non-centrality Parameter (NCP) = 96.07	(36.80; 163.59)	Acceptable
3	Population Discrepancy Function Value (F0) = 0.64	(0.25; 1.10)	Acceptable
4	Root Mean Square Error of Approximation (RMSEA) = 0.034	(0.021; 0.045)	Acceptable
5	Expected Cross-Validation Index (ECVI) = 5.41	(5.01; 5.86)	Acceptable
6	AIC Model = 806.07	Independence AIC = 10,557.85, Saturated AIC = 1,260.00	Good
7	AIC Model = 1,126.92	Independence CAIC = 10,698.22, Saturated CAIC = 3,786.70	Good
8	Parsimony Normed Fit Index (PNFI) = 0.86	Normed Fit Index (NFI) = 0.93	Good
9	Comparative Fit Index (CFI) = 0.98	Non-Normed Fit Index (NNFI) = 0.98	Acceptable
10	Incremental Fit Index (IFI) = 0.98		Acceptable
11	Relative Fit Index (RFI) = 0.93		Good
12	Root Mean Square Residual (RMR) = 0.044	0.057	Good
13	Adjusted Goodness of Fit Index (AGFI) = 0.77	Goodness of Fit Index (GFI) = 0.80	Good
14	Parsimony Goodness of Fit Index (PGFI) = 0.70		Good

Source: The results of data processing

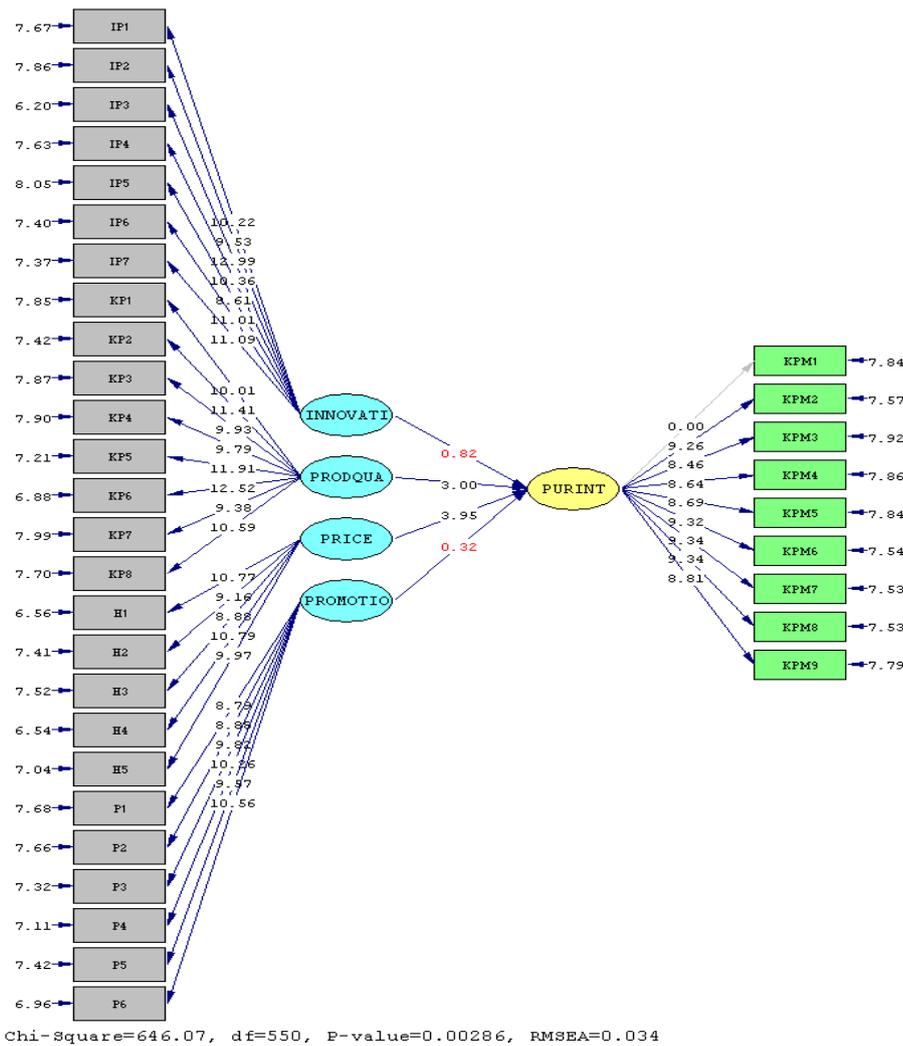


Figure 1.
Study Model

From Figure 1, it can be said that the results of testing are 4 hypotheses, as follows: product innovation and promotion variables do not have a partial effect on the purchasing decision variable; product quality and price variables have a partial effect on the purchasing decision variable. In the product innovation path (X_1) and purchasing decision (Y) there is a value of t_{count} (0.82) < value t_{table} (1,976) with $\alpha = 0.05$, then H_0 is accepted and H_a is rejected which means that product innovation has no effect on consumer purchasing decisions. The diversity of product innovation and purchasing decision variables has not been able to explain the relationship between these two variables. The results of this study are not in accordance with previous studies by Andri, et al (2018), namely the influence of product innovation on purchasing decisions. The more variety of products, the more it will stimulate an increase in the level of purchasing decisions. In the product quality pathway (X_2) and purchasing decision (Y) there is a value t_{count} (3.00) > value t_{table} (1,976) with $\alpha = 0.05$, then H_a is accepted which means that the quality of the product influences consumer purchasing decisions. The diversity of product quality and purchasing decisions variables can explain the relationship between these two variables. The results of this study are in accordance with the study of Cahya, et al (2018), namely the quality of products has a positive effect on purchasing decisions. The better the quality of the product, the higher the level of purchasing decision. In the price path (X_3) and purchasing decision (Y) there is a value t_{count} (3.95) > value t_{table} (1,976) with $\alpha = 0.05$, then H_a is accepted which means that the price has an effect on consumer purchasing decisions. The diversity of values of price and purchasing decision variables can explain the relationship between these two variables. The results of this study are in accordance with the research of Ummu Habibah, Sumiati (2016), Cahya, et al (2018), that prices affect the purchasing decisions. Pricing that is affordable by consumers will increase the level of purchasing decisions. In the promotion path (X_4) to the purchase decision (Y) there is a value t_{count} (0.32) < value t_{table} (1,976) with $\alpha = 0.05$, then H_0 is accepted which means that the promotion does not affect consumer purchasing decisions. The diversity of values of promotional and purchasing decision variables have not been able to explain the relationship between these two variables. This is not in accordance with

Christina's research, et al (2014) that promotion affects the purchasing decisions. The better the promotion, the higher level of purchase decisions.

The implication of this research is that the Lapis Bogor Sangkuriang entrepreneurs can further increase the level of purchasing decisions for consumers through activities such as encouraging consumers to try it, buying it as a typical gift of Bogor, recommending relatives or friends. More importantly, the increase in the level of decisions can be made by improving product quality (through products that are easy to consume, can be consumed by all people, and flavor according to taste) and the pricing that can be reached by consumers through the activity of giving discounts to customers who buy the product regularly, on a wholesale basis, and payment methods made in cash and non-cash at outlet.

CONCLUSION

Product innovation and promotion variables do not affect the variable level of purchasing decisions. But the variables of product quality and price affect the level of purchasing decisions. Therefore, the level of purchasing decisions for Lapis Bogor Sangkuriang consumers still needs to be improved through activities such as encouraging consumers to try it, buying it as a typical gift of Bogor, recommending a relative or friend to buy it. More importantly, an increase in the level of consumer decisions can be made through activities that can improve product quality and determine affordable prices for consumers.

For further research that there is no need for product innovation and promotion variables, and there is still a need for variables other than quality and price variables as determinants of purchasing decision variables so that they can better explain the level of purchasing decision variables.

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