

Coffee Product Survival Strategy Amid Global Economic and Political Uncertainty

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Abstract

The purpose of this research was to determine the effect of price and brand awareness partially and simultaneously on the decision to purchase coffee in the city of Parepare. The data analysis method used was descriptive analysis and multiple linear regression analysis using the SPSS 26 application. The population in the sampling used the Roscoe formula in which the number of respondents studied as many as 45 people. Data collection techniques in this study were observation, questionnaires, documentation, and interviews. The results of this study indicated that the price partially had a positive but not meaningful effect on the decision to purchase coffee. Brand awareness partially had a positive but not significant effect on purchasing decisions for coffee. However, simultaneously, price and brand awareness had a constructive and significant effect on purchasing decisions for coffee. This is seen from the F_{count} value of $17.288 > F_{table}$ 3.21. Although the influence of other variables was greater, however, the independent variables, namely price and brand awareness, affect the trials of the dependent variable (purchase decisions) that made coffee products survive amid today's global economic and political uncertainty.

Keywords: Price, Brand Awareness, Purchase Decision



Introduction

President Joko Widodo (Jokowi) expressed his speech at the opening ceremony of the 2022 National Development Planning Conference (*Musrenbangnas*). For the President, Indonesia ran into a difficult situation this year and next year. Global political and economic instability is a challenge. The global economic and political situation is turbulent and full of uncertainty. The period of the Covid-19 pandemic is not yet fully over, not to allude to the war between Russia and Ukraine, which will force to an energy and food crisis. Then there was a supply chain disruption whose impact would be everywhere, and global inflation expanded sharply. Of course, this will be a major blow to the industrial world, which is just creating out after being hit by a pandemic.

Companies have felt the great effects of the pandemic times. The “survival” strategies have been fully deployed, some surviving and others having to close early. The survey results from the Ministry of Manpower found that around 88% of companies in Indonesia were affected by the pandemic over the last six months. It was found that 9 out of 10 companies were directly affected by the Covid-19 pandemic. The data is based on surveys conducted online, including by telephone and email, of 1,105 companies selected by probability sampling of 95% and a margin of error (MoE) of 3.1% in 32 provinces in Indonesia.

Corporations are certainly required to determine the right market strategies in the midst of this volatile and uncertain global economic and political situation. In carrying out marketing activities, companies need to pay attention to all aspects that can build up business income. Companies certainly desire to target consumers in the supply of goods and services. Every product offering by a manufacturer requires the right market strategy because market competition is increasingly visible among the remaining competitors. Advances in technology and threats from elements of local, national and global companies have had an influence on this increasingly complex marketing activity.

Technological advances are a challenge for every company to be able to accommodate to these turbulent and uncertain times. Manufacturers are required to be creative and take advantage of every opportunity that exists. Manufacturers can find and analyze what factors are the cause of the failure to increase sales to make many companies “fall down” during the pandemic.

Indonesia is a country that has potential in the market in the development and management of coffee. The existence of a fairly large market and ownership of raw materials affirms the reason for this potential. According to the International Coffee Organization (ICO) (2022), Indonesia is one of the broadest producers of coffee beans in the world. The ICO remarked that Indonesia’s coffee production was 12.1 million bags, measuring 60 kg in 2020. This number also strengthened by 5.83% correlated to the previous year, which was 11.43 million bags measuring 60 kg.

Along with the development, various coffee innovations began to emerge in the community. Currently, the market competition for various coffee products is

gaining tougher due to the presence of bottled coffee. However, this has not been able to shift the position of packaged coffee. The market for packaged coffee circulating in the market currently ranges at 80-85% (AEKI, 2019). Delizio Caffino is one of the stored coffee products in Indonesia, a product of PT Sumber Kopi Prima which is a business unit under the auspices of the Djarum Group. This product has been produced since 2018 and it has had many distributors distributed throughout Indonesia. One of them is PT Sumber Cipta Multi Niaga which is located in the City of Parepare.

Many factors can influence the increase in sales, both internal factors related to marketing activities—such as quality, price, brand awareness—and external factors related to consumer purchasing decisions in choosing a product (Kiswanto et al., 2019). One of the coffee products, Delizio Caffino, has proven the influence of these two factors in increasing sales so that the company making the product continues to exist through the pandemic. If we do a search on the google page, by typing “caffino”, we will be shown this text: “Delizio Caffino Cheapest Price-Favorite Choice-Tokopedia”. On the online sales page, Tokopedia, this product selection obtained a very good response from consumers by getting a “5 Star” response and reaching more than 1,300 reviews. The “5 Star” code is the highest rating from Tokopedia’s direct consumers for a product, which is of course very difficult to engineer. Why is this brand so prevalent? Is it related to the two aspects that can affect the increment in sales? And have these two factors helped to help its products survive the pandemic and the unpredictability of the current global economic and political situation?

Research Methods

Uma Sekaran (Sugiyono, 2016) suggests that the conceptual model is about as a theory related to various factors that have been defined as important problems. The population in this study were all consumers of Caffino Coffee at PT Sumber Cipta Multi Niaga in City of Parepare. The number of populations cannot be known in determining the number of samples in this population, the researcher in collecting samples refers to the Roscoe method, in multivariate research (including multiple regression) the size is 15 times larger than the number of variables in Sugiyono's research (2016).

In this study the number of variables X and Y as many as 3 variables, so the maximum number of samples is $3 \times 15 = 45$ respondents. The sampling technique uses a probability sampling technique, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. With a simple random sampling technique (simple random sampling), the sampling of members of the population is done randomly without regard to the existing strata in the population.

Result and Discussion

The Effect of Price Indicators on Making Products Wanted in the Market

In achieving marketing activities, companies need to pay attention to all aspects that can step up business income. One aspect that is no less important than other aspects is price and brand awareness (Sutrasmawati, 2016). Many things related to the price behind consumers in choosing a product. Consumers really want to experience value and benefits at a price that is more affordable than usual (more economical). As specified by Assauri, price is the only element of the marketing mix that engenders sales revenue, while the other elements only measure costs (Cindy, 2021).

Consumers in casting prices determine two main roles in the decision-making process, namely the role of allocation and information. The role of price allocation is a function of price in facilitating buyers to decide how to obtain the expected benefits based on their strengths. Thus, the price can help buyers to select how to set aside their purchasing power to various types of goods and services. Consumers compare prices from various available alternatives, then decide on the coveted allocation of funds (Misnawati & Sumarni, 2020).

Samsul Ramli determined that the price mentioned was the relative value of the product and not a definite indicator in showing the amount of resources needed to produce the product (Samsul Ramli, 2013). According to Kotler and Armstrong, the amount of money charged for an item or service or the sum of the value of money exchanged by consumers for the benefits of having or applying the product or service (Kotler and Armstrong, 2012). So it can be concluded that the price is a relative amount of compensation expressed in the form of money or goods to realize benefits, profits, or ownership of an item or service set by the seller at a particular place and time with full common sense and positive considerations for the continuity of the process economy continuously.

Price picks up a very important role in regulating consumer decisions in buying products. Price really determines the success of marketing a product. Price can indicate the brand quality of a product. Consumers have the assumption that high prices usually have good quality. Price is a monetary unit or other measure (including goods and services) that are exchanged in order to obtain ownership rights for the use of goods and services (Meithiana 2019:42). Indicators for price variables can be seen in the following scheme:

1. Price affordability. Price affordability is the price offered by a company that is adequate to reach all consumers. Starting from the top, middle, to the bottom.
2. Price match with product quality. A product quality is in accordance with the price marketed by a company.
3. Price competitiveness set by a company may be very different from other companies selling the same product.
4. The suitability of the price with the benefits of the product or goods also depends on how the benefits of the product are to the consumer if the consumer buys it.

5. Prices can influence consumers in making decisions. When the price does not match the quality and consumers do not get the benefits after consuming, consumers tend to make the decision not to make a purchase. Conversely, if the price is applicable, consumers will create a buying decision.

Strong Effect of Brand Awareness on Products

The number of businesses that have sprung up, both small and large companies, had an impact on increasingly intense competition between companies, both related and dissimilar. Therefore, in the face of this competition, marketing activities are very significant. Every development of the company will bring profits so that the product must always be developed. Starting from setting prices and making buyers aware of the brand of the product they are buying (Brand awareness) (Ambolau et al., 2015).

Wicaksono expressed that the importance of developing brand awareness in purchasing decisions (Nadya, 2017). A well-managed brand produces positive consequences. Impression creation is one of the basic characteristics of modern marketing orientation, namely through giving more attention and establishing a strong brand. The implication of this is making the brand of a product create awareness of the product itself in the minds of consumers and make the basic motivation for consumers in choosing a product.

Brand awareness can improve purchasing decisions because the brand will be a consideration of buyer interest for consumers. It can even be a serious consideration because of a strong level of awareness. Here, the brand has a distinctive character, and this is what distinguishes one product from another—even though the products are similar (Percy & Rossiter, 1992). Partially, it is known that brand awareness has a positive and significant influence on purchasing decisions. Simultaneously, it is known that brand image and brand awareness have a significant influence on purchasing decisions (Arianty & Andira, 2021).

Oviedo deals with brand awareness as one of the basic dimensions of brand equity, often considered being a prerequisite for consumer buying decisions, because this is the main factor for entering into consumer brand considerations (Wicaksano, 2016). Hermawan states that brand awareness is the ability of a proposed buyer to recognize or commemorate a brand that is part of a product category that brand awareness includes the most important business assets, which consist of intangible assets, name (image), company, brand, and symbol. , its slogans and associations, perceived quality, brand awareness, customer base, and resources, such as patents, trademarks, and dealer relationships, all of which are major sources of competitive advantage and future revenue (Wicaksano, 2016).

Brand awareness shows the ability of a potential buyer to recognize or recall that a brand is part of a certain product category (Durianto in Sudarso, 2018). According to Sulistyowati, brand awareness is the first step to building a product brand (Wicaksono, 2016). Brand awareness includes a process from feeling

unfamiliar with the brand to believe that the brand is the only one in a particular class of product or service.

Brand awareness is referred to the strength of the impression stored in memory, which is reflected in the ability of customers to recall or recognize a brand under different conditions. Brand awareness is in the range of feeling uncertain about the introduction of a brand to feeling confident that the product is the only one in the product class in question. The level of brand awareness sequentially can be depicted as a pyramid, namely:

Figure 1. Brand Awareness Level



Source: David, 2018

The explanation of the brand awareness pyramid from the lowest level to the highest level is:

1. Unaware of the brand is the lowest level in the brand awareness pyramid. Consumers are not aware of the existence of a brand. At this stage the customer feels doubtful or unsure whether he is familiar with the mentioned brand or not. This level should be avoided by the company.
2. Brand recognition is the minimum level of brand awareness. Recognition of a brand reappears after an aided recall is performed. At this stage, the customer is able to identify the brand mentioned.
3. Brand recall is an unaided recall of a brand. At this stage, customers are able to remember the brand without being given a stimulus.
4. Top of mind is a brand that is first mentioned by consumers or the first that appears in the minds of consumers. At this stage, customers remember the brand as the first thing that comes to mind when talking about a particular product.

Product Purchase Decisions by Coffee Consumers Based on Price and Brand Awareness

According to Peter and Olson, the purchase decision is an integration process that is used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Purchasing decision-making processes vary widely, some are simple and some are complex (Peter & Olson, 2013). Peter and Olson divide the decision-making process into three, namely broad decision-making, limited decision-making, and habitual decision-making (Bakhtiar, 2018). Purchasing decision indicators according to Kotler and Armstrong (Bakhtiar 2018: 44) of which have the following dimensions:

1. Product selection. Consumers can make a decision to buy a product or just use the money for other purposes. In this case, the company should focus its attention on the people who are interested in buying a product and the alternatives they are considering.
2. Brand choice. Consumers have to make decisions about which brand name to buy, each brand has its own differences. In this case, the company must know how consumers choose a brand.
3. Choice of the dealer. The consumer must make a decision about which dealer to visit. Each consumer is different in terms of choosing a dealer, which can be due to factors such as close location, low prices, complete inventory, convenience in shopping, spaciousness of the place, and others.
4. Time of purchase. Consumer decisions in choosing the time of purchase can vary, for example, there are those who buy every day, once a week, once every two weeks and so on.
5. Purchase amount. Consumers can make decisions about how much of a product to spend at a time. Purchases made may be more than one. In this case, the company must prepare a number of products according to different wishes.

So, how is the purchase decision by Delizio Caffino consumers based on price and brand awareness? Does it have a significant influence?

In this study, description of the characteristics of the respondents can be seen in table 1 below.

Table 1. Characteristics of Respondents by Gender

No	Gender	Respondent	
		Frequency	Percentage (%)
1	Male	26	57,7%
2	Female	19	42,2%
	Total	45	100%

The validity test in this study is based on the correlation value, namely the moment product correlation test or better known as the person correlation (R_{count}) with the help of the SPSS 26 application. Determining the R_{table} with respondents (n), namely 45 respondents, a significance level of 5% with a 2-way test, and the degree of freedom with the formula $df = n - 2$, $45 - 2 = 43$. Then we get an R_{table} of 0.294 which is then compared between R_{count} with R_{table} as follows:

- If $R_{count} < R_{table}$ (0.294), then the item is declared invalid
- If $R_{count} > R_{table}$ (0.294), then the item is declared valid.

Table. 2 Result of R_{count} and R_{table} of Price Variable (X1)

No	Item of Statement X.1	R_{count}	R_{table}	Description
1	X1.1	0,815	0,294	Valid
2	X1.2	0,696	0,294	Valid
3	X1.3	0,921	0,294	Valid
4	X1.4	0,867	0,294	Valid
5	X1.5	0,888	0,294	Valid

Table. 3 Result of R_{count} dan R_{table} Variable Brand Awareness (X₂)

No	Item of Statement X ₂	R_{count}	R_{table}	Description
1	X2.1	0,732	0,294	Valid
2	X2.2	0,892	0,294	Valid
3	X2.3	0,745	0,294	Valid
4	X2.4	0,862	0,294	Valid

Table 4. Result of R_{count} and R_{table} Buying Decision (Y)

No	Item of Statement Y	R_{count}	R_{table}	Description
1	Y.1	0,632	0,294	Valid
2	Y.2	0,727	0,294	Valid
3	Y.3	0,921	0,294	Valid
4	Y.4	0,835	0,294	Valid
5	Y.5	0,818	0,294	Valid

A reliability test is used to test the consistency of the measuring instrument, whether the results are consistent or not when re-measurement. Reliability means reliability or consistency. As for how to calculate the level of reliability of a data that is by using the Alpha Cronbach formula. The questionnaire is said to be reliable if the value of r croncach Alpha > 0.6 . (Ghozali, 2016). Decision making for the

reliability test uses the reliability level of Cronbach alpha (Hair et al., 2010:125) as follows:

- 0.0 – 0.20 = Less Reliable
- >0.20 – 0.40 = Moderately Reliable
- >0.40 – 0.60 = Fairly Reliable
- 0.60 – 0.80 = Reliable

Table 5. Results of Reliability Test Analysis

Variable	Cronbach Alpha	Description
Price (X ₁)	0,896	Reliable
Brand Awareness (X ₂)	0,806	Reliable
Buying decision (Y)	0,836	Reliable

The analysis of R² (Rsquare) or the coefficient of determination is used to determine the percentage of the contribution of the independent variable to the dependent variable. For the analysis of the results of SPSS 26 seen from the following table:

Table 6. Results of the Analysis of the Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672 ^a	0.452	0.425	2.523

a. Predictors: (Constant), BRAND AWARENESS, PRICE

Source: *Premiere Data Processed 2022*

From table 4.18 above, it can be seen that the value of R² (R square) is 0.452 or 45.2%, so the contribution of the impact of the independent variable on the dependent variable is 45.2% while the remaining 54.8% is influenced by other variables not examined.

The results of the multiple linear regression analysis used in this study aim to prove the hypothesis regarding the influence of the independent variable price (X₁) and brand awareness (X₂) partially or simultaneously on the dependent variable, namely purchasing decisions (Y). Statistical calculations on multiple linear regression used in this study were using the computer program SPSS statistics version 26.

Table 7. Results of Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardiz	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.124	2.674		1.168	.249
	PRICE	.389	.201	.360	1.938	.059
	BRAND AWARENESS	.471	.250	.350	1.882	.067

a. Dependent Variable: BUYING DECISION

Based on data analysis using SPSS 26, the following regression equation is obtained:

$$Y = 3.124 + 0.389 X_1 + 0.471 X_2$$

The regression equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be explained as follows:

1. Constant (a) of 3.124 if the price and brand awareness do not change, then the purchase decision value is 3.124.
2. The value of the regression coefficient of the price variable is positive at 0.389. Because the coefficient value is positive, this indicates that the value of purchasing decisions will increase from the price variable. Based on the SPSS data above, the probability value of the price variable is 0.059 so that the probability is > 0.05 , which means that there is no significant effect of the price variable on purchasing decisions.

The regression coefficient value of the brand awareness variable is positive, which is 0.471. This positive value indicates that the brand awareness variable on purchasing decisions has a positive effect. This positive value illustrates that if the value of the purchase decision will increase from the brand awareness variable. Based on the results of the SPSS data analysis above, the probability value of the brand awareness variable is 0.067 where this value is > 0.05 . Which means that there is no significant effect of the brand awareness variable on purchasing decisions.

Partial test or t test is used to determine the effect of each independent variable on the dependent variable. Where the probability is 0.05. Then determine the t_{table} , with a significance level (α) of 5% (0.05) using a two-way test, the number of respondents (n) is 45 and the number of variables X (k) is 3 variables, and the degree of freedom is with the formula $df = n - k - 1$, $45 - 3 - 1 = 42$. Then the t_{table} value is 2.018. Furthermore, the comparison between t_{count} and t_{table} is as follows:

- If $t_{count} < t_{table}$ (2.018), then H_0 is accepted H_a is rejected
- If $t_{count} > t_{table}$ (2.018) then H_0 is rejected H_a is accepted

Table 8. Results of Partial Test Analysis (t)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.124	2.674		1.168	.249
PRICE	.389	.201	.360	1.938	.059
BRAND AWARENESS	.471	.250	.350	1.882	.067

a. Dependent Variable: BUYING DECISION
Source: Premiere Data Processed 2022

Based on table 8 by observing the row, column t and sig, it can be explained as follows:

1. Effect of Price Variable (X1) on Purchase Decision

The price variable (X1) has a positive but not significant effect on the decision to purchase Caffino coffee at PT Sumber Cipta Multi Niaga. This can be seen from the significant price (X1) $0.059 > 0.05$. And the value of $t_{table} = 1.938$ ($0.05/2 ; 45-2-1$) = 1.938 ($0.025; 42$) = $1.938 < 2.018$. So H_0 is accepted and H_a is rejected, so the hypothesis which reads that there is a partial price effect on the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Niaga is rejected.

2. The influence of the brand awareness variable (X2) on purchasing decisions.

The brand awareness variable (X2) has a positive but not significant effect on the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Commerce. This can be seen from the significant brand awareness (X2) $0.067 > 0.05$. And the value of $t_{table} = 1.882$ ($0.05/2 ; 45-2-1$) = 1.882 ($0.025 ; 42$) = $1.882 < 2.018$. So H_0 is accepted and H_a is rejected, so the hypothesis which reads that there is a partial influence of brand awareness on the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Niaga is rejected.

Simultaneous Test (F) is used to test the effect of the independent variable simultaneously on the dependent variable. The F test was performed by comparing the value of F_{count} (obtained from the ANOVA table) using the F_{table} of each variable.

Table 9. Results of Simultaneous Test Analysis

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	220.187	2	110.093	17.288	.000 ^b
	Residual	267.458	42	6.368		
	Total	487.644	44			
a. Dependent Variable: BUYING DECISION						
b. Predictors: (Constant), BRAND AWARENESS, PRICE						
<i>Source: Premiere Data Processed 2022</i>						

The effect of the variables simultaneously can be known by comparing the magnitude of F_{table} with F_{count} , if $F_{table} >$ from F_{count} then H_0 is accepted, which means that the independent variable or marketing strategy does not simultaneously affect purchasing decisions. And vice versa, if $F_{table} <$ from F_{count} then H_0 is rejected, which means that the independent variable or marketing strategy has a simultaneous effect on purchasing decisions.

To determine F_{table} , it can be seen in the statistical table using the formula $F_{table} = 17,288 (2 ; 45 - 2) = 17,288 (2; 43) = 17,288 > 3,21$. And the significance value is $0.00 < 0.05$. This means that the price and brand awareness variables have a simultaneous effect on the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Niaga.

The discussion of the results of this study is intended to provide an overview and clarity as well as the understanding obtained from the research results. Based on the results of data analysis on the research on the effect of price and brand awareness on the purchase decision of Delizio Caffino coffee at PT Sumber Cipta Multi Niaga Parepare, data were obtained regarding the effect of price and brand awareness on purchasing decisions.

The results showed that price and brand awareness partially had a positive but not significant effect. However, in the F test, it was found that price data and brand awareness had a positive and significant effect on the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Niaga. Where the results obtained are $F_{count} 17.288 > F_{table} 3.21$, indicating that H_0 is rejected and H_a is accepted.

In the coefficient of determination test (R^2) where the value of R square is 0.452. The magnitude of the coefficient of determination is 0.452 or equal to 45.2%. This figure means that 45.2% of the number of purchasing decisions that occur can be explained by using price and brand awareness variables, while the remaining 54.8% can be explained by other causal factors not examined.

Conclusion

The results of the research on the price and brand awareness on the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Niaga Parepare, based on the t-test where the results of $t_{count} < t_{table}$ so H_a is denied. So that neither price

nor brand awareness was significant to the decision to purchase Delizio Caffino coffee at PT Sumber Cipta Multi Niaga Parepare.

Based on the F test data obtained that $F_{count} 17.288 > F_{table} 3.21$, so that price and brand awareness simultaneously aroused purchasing decisions. Judging from the results of the R^2 test above, the R value was 0.452 or 45.2%, meaning that the rise and fall of the dependent variable (purchase decisions) were influenced by the independent variables, namely price and brand awareness of 45.2%. While the remaining 54.8% was affected by other variables that were not included in this study. Although the influence of other variables was greater, however, the independent variables, namely price and brand awareness, affect the ups and downs of the dependent variable (purchase decisions) that make Delizio Caffino coffee products ride out in the midst of today's global economic and political uncertainty.***

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