

THE INFLUENCE OF SALES PROMOTION AND PRICING STRATEGY ON PURCHASE INTENTION AT DISCOVERY KARTIKA PLAZA HOTEL DURING THE COVID-19 PANDEMIC

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Abstract

This study aims to analyze the effect of sales promotion and pricing strategy on the purchase intention at Discovery Kartika Plaza Hotel during the COVID-19 pandemic. The data collection technique used was by distributing questionnaires to 195 respondents who have stayed at hotels in the Kuta Area, Bali for the last 3 years (2019-2022). Respondents were selected using purposive sampling. The analysis technique used is the classical assumption test, multiple linear regression analysis, t test, F test, coefficient of determination and effective contribution using the SPSS for Windows version 25.0 program. The results showed (1) sales promotion had a positive and significant effect on purchase intention ($\beta= 0,749$; $t= 13,095$; $p < 0,05$), (2) pricing strategy had a positive and significant effect on purchase intention ($\beta= 0,217$; $t= 4,114$; $p < 0,005$), (3) sales promotion and pricing strategy have a significant effect on purchase intention with a significance value of $0.000 < 0.05$ and the effect of the independent variable on the dependent variable is 61,9%. Suggestions for this research to Discovery Kartika Plaza Hotel to help increase purchase intention, such as improving the quality of sales promotions on Discovery Kartika Plaza Hotel, especially Relax and Rejuvenate in the form of bundling packages and reviewing the prices offered by hotels in the Kuta area to adjust to the target market in order to compete.

Keywords: sales promotion, pricing strategy, purchase intention.

Introduction

Tourism sector is one sector that makes a major contribution to economic growth in Indonesia, especially in Bali. However, currently the tourism sector, especially hotels, is facing a crisis due to the spread of COVID-19. Discovery Kartika Plaza Hotel is a five-star hotel located in the Kuta Traditional Village area and was founded in 1971. Since COVID-19 pandemic appeared, this hotel was a big blow. This gave a bad impact on consumer purchasing power as seen from the room occupancy and room revenue at Discovery Kartika Plaza Hotel in 2019-2021, as shown in Table 1.

Table 1: Room Revenue and Room Occupancy Rate at Discovery Kartika Plaza Hotel 2019-2021

Year	Room Revenue	Growth (%)	Occupancy	Growth (%)
2019	89,637,884,645	(2)	67.28%	2
2020	22,934,122,491	(74)	22.21%	(67)
2021	12,542,097,802	(45)	17.94%	(19)

[Source: Sales and Marketing Department of Discovery Kartika Plaza Hotel, 2022]

Based on Table 1, the total room revenue and room occupancy achieved by Discovery Kartika Plaza Hotel in 2019-2021. Based on the table it concluded the achieved room occupancy rate has decreased every year.

The decrease in consumer purchasing power has a negative impact on consumer purchase intention (Susilo, 2016). According to Semaun (2020), consumer purchase intention is part of consumer behavior in consuming and the tendency of consumers to act before making a buying decision. Bhatti (2018) states that consumer purchase intention allows consumers to buy products so that if consumer purchase intention is high, the higher the probability of buying the product.

Despite the decrease in room revenue and room occupancy, Discovery Kartika Plaza Hotel is one of the hotels that has survived and not closed at all during the COVID-19 pandemic. This is a response to competition with hotels around the Kuta area to attract purchase intention. According to Riley (2016: 263), purchase intention can be seen from the amount of website clicks. When comparing to competitor hotels, the amount of website clicks on Discovery Kartika Plaza Hotel has decreased. Some of the hotel competitors of Discovery Kartika Plaza Hotel are The Anvaya Beach Resort Bali and Hard Rock Hotel Bali. The following is a comparison of the amount of website click on Discovery Kartika Plaza Hotel and competitor hotels in Table 2.

Table 2: Comparison of the Amount of Website Click on Discovery Kartika Plaza Hotel and Competitor Hotels in 2017-2021

Hotel Name	Website Click Amount				
	2017	2018	2019	2020	2021
Discovery Kartika Plaza Hotel	62.644	99.473	105.025	51.860	47.264
The Anvaya Beach Resort Bali	789	13.391	49.309	103.596	226.983
Hard Rock Hotel Bali	1.252.790	1.500.049	3.434.693	4.998.591	10.063.006

[Source: SEMrush.com (Retrieved March 24, 2022)]

Table 2 shows that the amount of website clicks on Discovery Kartika Plaza Hotel has decreased compared to its competitor hotels which have increased during the COVID-19 pandemic. In addition, the table above shows that Hard Rock Hotel Bali has the highest amount of website clicks.

According to Dienillah (2020), one of the factors that influenced the purchase intention during the COVID-19 pandemic was promotion. According to Rosyida (2021), one of the variables in the promotion mix that influences the purchase intention during the COVID-19 pandemic is sales promotion. In attracting interest during the COVID-19 pandemic, sales promotion became the most dominant promotional mix used by Discovery Kartika Plaza Hotel. Table 3 contains various kinds of sales promotions offered by Discovery Kartika Plaza Hotel.

Table 3: Comparison of Sales Promotions at Discovery Kartika Plaza Hotel
2018-2022

Types of Sales Promotion	2018-2019 Year (Before Pandemic)	2020-2022 Year (During Pandemic)	Category	Explanation
Price Package	Spice Up Your Life	Spice Up Your Life	Room Promotion	Stay package for 4D3N and 3D2N with 1 dinner
		Holiday Splash		Stay package with ticket facilities to Waterbom
		An Entimate Dinner	Culinary Journey	Romantic dinner package with decoration as well as 4 course set menu dinner
		High Tea By The Sea Package		Drinks package with hot tea and some delicious little treats in the seating area near the garden area or by the pool
		Day Use Pool Access		Your Experience
		Tennis Time at Discovery	The tennis package includes access to swimming in the hotel's swimming pool, pizza and drinks	
		In Room Spa Package	Relax and Rejuvenate	Spa packages in the form of reflexology, traditional Balinese massage, Kartika Signature Massage

[Source: Sales Marketing Department (2022), Processed Data]

Based on the data in Table 3, it shows a comparison of the types of sales promotions offered by Discovery Kartika Plaza Hotel before and during the COVID-19 pandemic. Based on the table above, the types of sales promotions carried out during the

COVID-19 pandemic were more diverse than before the COVID-19 pandemic, around 7 price packages. These types of sales promotion has 4 price package categories, namely Room Promotion, Culinary Journey, Your Experience, and Relax and Rejuvenate. This price package is published on the Discovery Kartika Plaza Hotel website because the most dominant sales promotion is carried out on the hotel's website compared to the hotel's social media.

In addition to sales promotion, there are other factors that influence the purchase intention at a hotel, namely the pricing strategy. The pricing strategy is a very important step because price policy determines the increase and decrease in consumer purchasing power (Zulkarnaen, 2018). According to Utami (2015), prices that are too high will make consumers switch to other similar products but at lower prices. This research focuses on room prices on the website because the hotel focuses on attracting tourists by setting lower prices on the website compared to competing hotels. In addition, Discovery Kartika Plaza Hotel also sets a Best Price Guarantee on the hotel's website which is different from other platforms or the lowest price guarantee which can be formally defined as a promise to meet (price-matching guarantee) or beat (price-beating guarantee) prices competitors on similar products (Manez, 2006). Comparison of the average room prices for Discovery Kartika Plaza Hotel and competitors in 2022 is shown in Table 4.

Table 4: Comparison of Average Room Rates and Competitors in 2022

Hotel Name	Average Room Rates (Rupiah)
Discovery Kartika Plaza Hotel	1.188.000
Hard Rock Hotel Bali	1.550.000
The Anvaya Beach Resort Bali	2.057.505

[Source: Discovery Kartika Plaza Hotel, Hard Rock Hotel Bali's Website, The Anvaya Beach Resort Bali's Website (2022), Processed Data]

Based on the data in Table 4, it concluded that Discovery Kartika Plaza Hotel has several competitors that have higher average room rates than Discovery Kartika Plaza Hotel.

The explanation above can be concluded that purchase intention has decreased, not directly proportional to various types of sales promotions and pricing strategies to attract consumer purchase intention at Discovery Kartika Plaza Hotel. When comparing to competitor hotels, the type of sales promotion offered is same and the price offered is higher but purchase intention increases. Based on the phenomena described above, the title of this research is "The Influence of Sales Promotions and Pricing Strategies on Purchase Intention at Discovery Kartika Plaza Hotel during the COVID-19 Pandemic". This research only focuses on sales promotions and pricing strategies on Discovery Kartika Plaza Hotel website during the COVID-19 pandemic.

Literature Review

1. Sales Promotion
Sales promotion is the main key in marketing campaigns that contain a collection of short-term incentive tools to attract purchase of certain products or services more quickly by consumers or trade (Kotler and Keller, 2012: 519). This research use the dimensions and indicators of sales promotion according to Kotler and Keller (in Randabunga, 2021) and research by Natalia and Mulyana (2014), namely price packages and refer to operational sales promotions at Discovery Kartika Plaza Hotel, namely Room Promotion, Culinary Journey, Relax and Rejuvenate, and Your Experience. This research does not use other dimensions because Discovery Kartika Plaza Hotel offers sales promotions according to these dimensions.
2. Pricing Strategy
Price is the sum of money to get the product or service that must be spent by consumers which to meet their needs and desires and is generally expressed in monetary units (Ritonga, 2018: 103). Setting prices means how to link our products with the aspirations of the target market, which also means having to study the needs, wants and expectations of consumers. This research use indicators of pricing strategies according to William (in Situmeang, 2017:24) and research by Lien et al (2015), namely price affordability, reasonable prices, and price competitiveness. This study does not use an indicator of the suitability of prices with benefits because the benefits are obtained by consumers when these consumers have purchased the product.
3. Purchase Intention
According to Semaun (2020: 5), purchase intention is component of consumer behavior in consuming and the tendency of consumers to act before making a buying decision. Bhatti (2018: 50) states that purchase intention allows consumers to buy products so that if consumer purchase intention is high, the higher the probability of buying the product. This study uses indicators of purchase intention according to Kotler dan Keller (in Nainggolan and Heryenzus, 2018), namely transactional interest, referential interest, preferential interest, and explorative interest.

Research Methodology

This research is located at Discovery Kartika Plaza Hotel which is a five (5) star hotel located on Kartika Plaza Street, South Kuta, Badung Regency, Bali 80361. The type of data used is quantitative data taken from questionnaires distributed to respondents. The qualitative data used in this study is a description of the sales promotions offered, the results of analysis of previous studies in the form of narratives and the results of interviews with Sales and Marketing Team of Discovery Kartika Plaza Hotel. Primary data of this study were obtained by distributing questionnaires while the secondary data consisted of the amount of website clicks for the 2017-2021 period, types of sales promotions, comparison of average room rate with competitors at Discovery Kartika Plaza Hotel for the 2022 period. This research use questionnaires, documentation studies, and interviews for collecting data.

The criteria of respondents in this study were individuals who had vacationed and stayed at hotels in the Kuta area, Bali (except Discovery Kartika Plaza Hotel) for the last 3 years (2019-2022). This criteria was chosen because respondents who had stayed in the area were part of the target market of Discovery Kartika Plaza Hotel during the COVID-19 pandemic. This research used purposive sampling technique because this study's population was unknown. Determining the amount of samples used in this study uses the formula $n = \text{Amount of Indicators} \times (5 \text{ to } 10)$ (Ferdinand in Utama, 2018), namely:

The lowest amount of samples = $26 \times 5 = 130$ samples

The highest amount of samples = $26 \times 10 = 260$ samples

From the calculation above, the author determined the median value of the lowest and highest amount of samples so that a total of 195 respondents could be determined as the research sample.

Several methods were used for data analysis on this research, namely validity test, reliability test, classical assumption test, multiple linear regression analysis, t test, f test, analysis of the coefficient of determination (R^2), and effective contribution. The framework on this research can be seen in Figure 1.

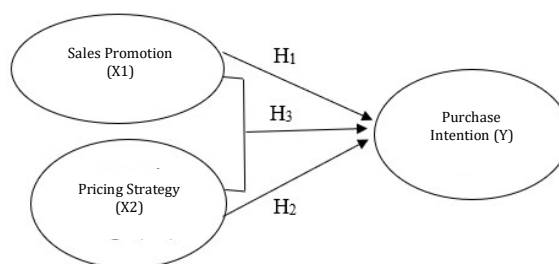


Figure 1: Framework
Source: Processed Data (2022)

Based on Figure 1, this research analyzes the influence of sales promotion variables and pricing strategy on purchase intention, namely sales promotion as the independent variable (X_1), and pricing strategy as the independent variable (X_2), and purchase intention as the dependent variable (Y). Based on theoretical studies, previous research and the framework above, the details of the hypotheses in this study are as follows:

H01 = Sales promotions do not have a positive and significant influence on purchase intention at Discovery Kartika Plaza Hotel.

Ha1 = Sales promotions have a positive and significant influence on purchase intention at Discovery Kartika Plaza Hotel.

H02 = Pricing strategy does not have a positive and significant effect on purchase intention at Discovery Kartika Plaza Hotel.

Ha2 = Pricing strategy has a positive and significant influence on purchase intention at Discovery Kartika Plaza Hotel.

H03 = Sales promotions and pricing strategies do not have a positive and significant effect on purchase intention at Discovery Kartika Plaza Hotel.

Ha3 = Sales promotions and pricing strategies have a positive and significant impact on purchase intention at Discovery Kartika Plaza Hotel.

Results and Discussion

1. Data Description

a. Respondent Characteristics

The questionnaire in this study was distributed to 195 people who were respondents in this study and then collected and classified into several characteristics. The respondent's characteristics were collected based on age, gender, profession, last education, and region. The respondents' age was predominately between the ages of 21 and 30, namely 127 people (65.1%). There were more male respondents with male than female respondents, namely 100 people (51.3%). Respondents with the last Bachelor's education were the largest number, namely 108 people (55.4%). Respondents from Bali are the largest number, namely 105 people (53.8%) and respondents with private employee professions are the largest number, namely 99 people (50.8%).

b. Classical Assumption Test Results

The findings of the classical assumption test in this research indicate that the data is normally distributed using the Kolmogorov-Smirnov with a significance value of Asymp. Sig (2-tailed) of 0.200 is greater than 0.05. The VIF value of the two variables in this research was less than 10 (in the amount of 1.298) and the tolerance value of the two independent variables was more than 0.1 (in the amount of 0.771). Based on the tolerance value and VIF value of each independent variable, it can be concluded that this study shows that there is no multicollinearity. Heteroscedasticity testing is done by making a Scatterplot and it does not form a particular pattern or flow so that it can be concluded that there is no heteroscedasticity or in other words there is homoscedasticity.

c. Multiple Linear Regression Analysis Result

The constant value and regression coefficient values of each independent variable are obtained by the multiple linear regression equation as follows:

$$Y = 0.163 + 0.749 X_1 + 0.217 X_2$$

A constant value of 0.163 means that if the sales promotion and pricing strategy variables are omitted, the purchase intention is worth 0.163. The regression coefficient value of the sales promotion variable (X_1) on the purchase intention (Y) is 0.749, meaning that if the sales promotion (X_1) increases by one unit, while the other variables remain the same, the purchase intention (Y) will increase by 0.749. The regression coefficient value of the pricing strategy variable (X_2) on purchase intention (Y) is 0.217, meaning that if the pricing strategy (X_2) increases by one unit, while other variables remain constant, purchase intention (Y) will increase by 0.217.

d. T Test Results

The findings of the t test on the sales promotion variable show that the t count $>$ t table ($13.095 > 1.652$) and a significant value $<$ $\alpha = 0.000 < 0.05$ then H_0 is rejected and H_a is accepted. This shows that sales promotion has a positive and significant effect on purchase intention with an error rate of 5 percent, 95 percent confidence and 193 degrees of freedom.

The findings of the t test on the pricing strategy show that $t_{count} > t_{table}$ ($4.114 > 1.652$) and a significant value $< \alpha = 0.000 < 0.05$ then H_0 is rejected and H_a is accepted. This shows that the pricing strategy has a positive and significant effect on purchase intention.

e. F Test Results

The findings of the F test show that the calculated F value $> F_{table} = 155.734 > 3.89$, then H_0 is rejected and H_a is accepted. The results of the F test indicate that there is a simultaneous significant effect between sales promotion and pricing strategy variables on purchase intention.

f. Analysis Of The Coefficient Of Determination Results

The findings of the analysis of the coefficient of determination show that the contribution of sales promotion and pricing strategy variables to purchase intention is 61.9% while other factors that were not considered in this study have an impact on the remaining 38.1%.

g. Effective Contribution

The results of effective contributions show that sales promotion has a contribution of 50.87% and pricing strategy has a contribution of 11.01%. This figure shows that sales promotion has a greater influence contribution to purchase intention than the pricing strategy.

2. Discussion

Based on the findings above, it shows that the sales promotion variable (X_1) partially has a positive and significant effect on the purchase intention (Y). This is shown by the results of the $t_{count} > t_{table} = 13.095 > 1.652$ and the significance value $< \alpha = 0.000 < 0.05$. So, H_{a1} is accepted and H_{01} is rejected. This means that sales promotion has a significant effect on purchase intention variable. Through the effective contribution test that has been carried out, the result is 50.87% which shows the influence of sales promotion on purchase intention variable. The results of the study explain that the increasing sales promotion offered by the hotel, will lead to an increase in purchase intention in staying at the Discovery Kartika Plaza Hotel.

The pricing strategy variable (X_2) partially has a positive and significant effect on the purchase intention (Y). This is shown by the results of the $t_{count} > t_{table} = 4.114 > 1.652$ and the significance value $< \alpha = 0.000 < 0.05$. So, H_{a2} is accepted and H_{02} is rejected. This means that the pricing strategy has a significant effect on purchase intention variable. Through the effective contribution test that has been carried out, the result is 11.01% which shows the influence of the pricing strategy on purchase intention variable. This means that the increasing pricing strategy offered by the hotel will lead to an increase in purchase intention in staying at the Discovery Kartika Plaza Hotel.

Sales promotion variables (X_1) and pricing strategy (X_2) simultaneously have a positive and significant effect on purchase intention (Y). This is shown by the results of the value of F count $> F_{table} = 155.734 > 3.89$ and a significance value $< \alpha = 0.000 < 0.05$. So, H_{a3} is accepted and H_{03} is rejected. This means that sales promotions and pricing strategies have a significant effect purchase intention variable. Judging from the results of the coefficient of determination test, it shows that the variables of sales promotion and pricing strategy together contribute 61.9%

to purchase intention, while 38.1% are influenced by other factors not examined in this study. The results of the study explain that increasing sales promotions and pricing strategies offered by hotels will lead to an increase in consumer purchase intention at the Discovery Kartika Plaza Hotel.

Conclusions

Based on the data analysis performed in the previous chapter, the conclusions from this study are as follows:

- a. Sales promotion partially has a positive and significant effect on purchase intention. If the number of sales promotions held every year continues to increase, the purchase intention will also increase. This conclusion is based on the value of t count = 13.095 > t table = 1.652 and the sig value. = 0.000 < 0.05. The effect of sales promotion (X1) on purchase intention (Y) is 50.87% through the effective contribution test. The findings of this research are consistent with findings of research conducted by Regina, et al (2021) which indicate that sales promotion has a positive and significant effect on purchase intention either directly or indirectly through perceived value.
- b. The pricing strategy partially has a positive and significant effect on purchase intention. If there is an improvement in the pricing strategy then the purchase intention can increase. This conclusion is based on the value of t count = 4.114 < t table = 1.652 and the sig value. = 0.000 < 0.05. The influence of the pricing strategy (X2) on purchase intention (Y) is 11.01% through the effective contribution test. The results of this study are in line with the results of research conducted by Neza and Pradana (2021) which indicate that prices affect consumer purchase intention at Giszella Hotel during the COVID-19 pandemic.
- c. Sales promotions and pricing strategies simultaneously have a significant effect on purchase intention by 61.9% which is proven through the R2 coefficient of determination test

Based on the conclusions described above, the suggestion from this study are as follows:

- a. Optimization of the sales promotion strategy carried out by the management of Discovery Kartika Plaza Hotel is expected to increase. This is because the average value of respondents' answers stating "Relax and Rejuvenate offers encourage staying at the Discovery Kartika Plaza Hotel" is the lowest statement with an average of 4.15. Therefore, it is suggested to management to improve the quality of sales promotions, especially Relax and Rejuvenate by adding variations such as bundling packages with rooms or other activities so as to encourage potential guests to stay at Discovery Kartika Plaza Hotel.
- b. Discovery Kartika Plaza Hotel should review the prices offered by hotels in the Kuta area to find out whether the prices offered by Discovery Kartika Plaza Hotel can compete among hotels in the Kuta area. This can be seen from the statement in the 4th questionnaire, namely "The price offered is more economical among hotels in the Kuta area" with the lowest average value of 3.82. If the price offered is deemed uncompetitive, it is best to reduce the price to suit the target market.
- d. Based on the findings of the coefficient of determination that the variable sales promotion and pricing strategy affect purchase intention by 61.9%. Further research is suggested to be able to look for other variables that can make the structural model

better. There is still 38.1% which is explained by other factors such as Online Customer Reviews, and brand awareness, brand image. This is because Online Customer Reviews, and brand awareness, brand image are sales strategies that are commonly used by management and companies.

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