

The Effect of Promotion Mix, Price, and Service Quality on Study Decisions

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Abstract

Purpose: This research aimed to test and empirically analyze the influence of the Promotion Mix, Price, and Service Quality on students' decisions to Select Universitas Budi Luhur Jakarta.

Research Method: The method used was quantitative, and multiple linear regression was conducted with SmartPLS to estimate the impact of study decision on promotion mix, price, and service quality.

Results: The results showed that advertising and service quality positively affect university decision-making at Universitas Budi Luhur. Meanwhile, the price significantly and negatively affected the decision to study at Universitas Budi Luhur.

Limitation: This research is limited to Universitas Budi Luhur general strategy to attract prospective students during intense competition.

Contribution: To increase students' interest, the new admissions department should improve the message content in advertisements, be more friendly and polite, make presentations more attractive, and improve service quality and library facilities.

Keywords: *Promotion Mix, Price, Service Quality, Study Decision*

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1. Introduction

Education plays a critical role in all sectors as it assists individuals in reaching their full potential through various learning methods and strategies recognized and implemented in society. Furthermore, schooling is crucial for human beings to increase their knowledge, skills, and abilities. Meanwhile, the selection process for college students to continue their studies is open to all private tertiary organizations, as the capacity of state universities is limited. The ability of private colleges (PTS) to attract a large number of students depends on effectively promoting their services and providing accurate information.

In the last five years, Universitas Budi Luhur Jakarta has experienced a downward trend in the number of students, a problem faced by other universities as well, especially in the wake of the Covid-19 pandemic in Indonesia. To combat this trend, the university has implemented various promotional strategies such as placing banners on campus and main roads, distributing brochures and advertisements in newspapers and media, and putting up posters in crowded places. Additionally, the university also offers scholarships and special discounts to prospective students during promotional events and presentations at schools.

Carrier fine is an important variable because establishments are in demand to meet college students' wishes by supplying high-quality and pleasant carriers. Guarantees are counted, academics are constantly polite, and acquire the understanding and competencies required to handle students' questions or problems. Carrier first-class is a stage where customers' needs, dreams, and expectations will be met or exceeded through a transaction to result in a students' decisions to select Universitas Budi Luhur Jakarta.

Marketing methods are a means of promoting a product that leads to sales, therefore, the marketing strategy should align with the company's goals and capitalize on existing opportunities. According to Widyaningsih et al. (2020). A different competitive strategy is needed from the company to achieve this goal. The strategies that can be implemented include the STP (Segmentation, Targeting, and Positioning) and the use of the marketing mix. The STP approach is a strategic level method for determining market competition and is essential for success. Additionally, provider promotion also plays an important function in the growth of purchaser loyalty to using the product.

The advertising method used in this research is promotion, which consists of non-public promoting, mass promoting, advertising income, public relations, and direct advertising. In this case, the right promotion is needed to help maximize sales. According to Kotler & Keller (2009), it is multiple ways to inform, persuade, and remind consumers directly or indirectly about a product or brand for sale. This is not much different from the results of Tjiptono (2014) that the essence of promotion is a form of marketing communication. The marketing activities seek to disseminate information, influence or persuade and remind the target market of the company and product to be willing to accept, buy, and be loyal to the product offered. The right marketing strategy is one way to achieve the company's goal of creating the right product. An increase in sales volume and winning the competition can be achieved. The company should be able to provide something different, even beyond consumer assumptions. However, strategy Marketing alone is not enough to influence consumer decisions. According to Majid (2009), the services provided should be qualified.

According to Tjiptono & Chandra G (2011), in the context of global competition in this free market era, every company should compete globally with local competitors. The attention is not limited to products but also aspects of processes, human resources, and the environment. Furthermore, only company quality can win the competition in the global market. The profitability is guaranteed when the quality of service is superior, and the market share is large. Therefore, the quality and profitability of the company are very closely related. Companies that offer superior goods or services can beat competitors with inferior service quality. Parasuraman, Zeithaml, and Berry in Tjiptono & Chandra G (2011) identified five main dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles.

Several research on the effect of Promotion, Price, and Quality of Service on Students' Voting Decisions have been conducted, with different results. Hamidah & Setiawan (2014) found that promotion has a positive and significant effect on purchasing decisions. Research on service quality by (Aljihadi et al., 2019) found that it has a positive and significant effect on customer loyalty, influencing the decision-making process.

Considering the description, The proposed research aims to examine the impact of the promotion mix, price, and quality of service on students' decisions to enroll at Universitas Budi Luhur Jakarta. It differs from previous research by focusing on the dimensional variables of promotion, price, and service quality, which are thought to influence students' decisions. The research will investigate these three variables and their indicators, and will aim to determine the significant influence of the promotion strategy, price, and service quality on students' enrollment decision.

2. Literature Review

The appropriate strategy can have a significant impact on the decision-making process of students when choosing to enroll at Universitas Budi Luhur in Jakarta. In order to achieve this, the institution needs to improve in a comprehensive manner, both internally and externally. This will enable the university to overcome problems in new student admissions and influence the community in making decisions to select the institution as their choice for higher education.

The traditional 4P marketing approach, which includes products, places, prices, and promotions, is often successful in selling a product. However, in the service business, additional elements are needed to effectively market the service. At Universitas Budi Luhur Jakarta, the institution uses the 7Ps of

marketing, which includes products, places, prices, promotions, people, processes, and physical evidence, as well as the motto "We exist for your better future" (Kotler & Keller, 2011) to market its services. The 7Ps are used to create a comprehensive marketing mix that combines different elements to influence the target market's demand for the service.

Following the decision to select Universitas Budi Luhur Jakarta, there is a close relationship between Promotion, Price, and quality services. Kotler & Keller (2011) stated that the marketing mix is a set of tools that companies use continuously to achieve their objectives in the target market. The tools are into seven broad groups called the 7Ps in marketing. The marketing mix of the 7Ps describes the seller's views on marketing tools to influence buyers. Therefore, it influences the decision to choose as in behavioral models, such as product, price, place, promotion, people, physical evidence, and process.

In determining shopping decisions, there is a hyperlink between advertising, fee, and nice offerings with students' decisions to apply a product service agencies that the choice to pick out is motivated through mixed advertising as in the purchaser conduct model. The stimulus income consists of product, fee, promoting, region, system, humans, and tangible.

Besides the application of a marketing mix strategy to obtain consumers, service quality also contributes significantly to creating differentiation, positioning, and each competitive strategy marketing organizations. Several empirical research concluded that profitability, asset turnover, cost efficiency, customer loyalty, and repurchase intention are positively related to perceptions of the quality of services in an organization (Boulding et all in Tjiptono & Chandra G, 2011). Furthermore, companies should concentrate their full attention on satisfying consumers. According to Subagyo (2010), quality can be interpreted as a product free of defects in conformation with the standards.

The above framework explains the relationship between the independent variables, such as Promotion Mix (X_1), Price (X_2), and Service Quality (X_3), to the dependent variable, namely Learning Decision (Y) at Universitas Budi Luhur. The primary data used are obtained by distributing questionnaires to each respondent. The conceptual framework of this research can be described as follows:

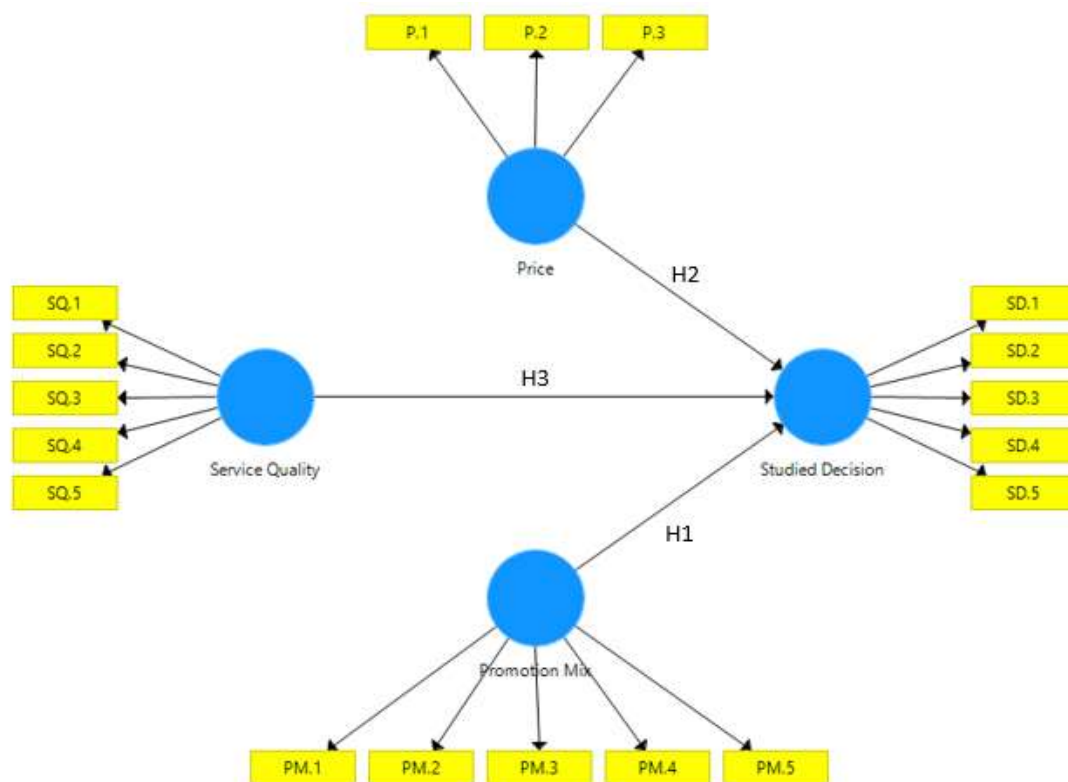


Figure 1. Conceptual Framework

Hypothesis:

- H₁ : Promotion Mix positively affects Study Decisions at Universitas Budi Luhur.
- H₂ : Price has a negative effect on Study Decisions at Universitas Budi Luhur.
- H₃ : Service Quality positively affects Study Decisions at Universitas Budi Luhur.

3. Methodology

The descriptive research method described the relationship between one variable and another. According to Sugiyono (2014), a population is a generalized area consisting of objects or subjects with certain qualities and characteristics. The population was 12,316 students who had selected to study at Universitas Budi Luhur, Jakarta (PDDIKTI, 2022), and this test used patterns to generalize conclusions. The sample was part of the population with very similar characteristics (Yuliansyah et al., 2018) and the procedure used simple random sampling. This was because the sampling technique is very simple, and the unit (Umar, 2001) survey evaluation was changed to a single non-clustered and non-stratified unit. The minimum sample size used the slovin technique with an error rate of 5% to obtain 388 students.

3.1 Research instruments

The instrument used a questionnaire with a list of questions directly to the respondents to obtain data in this research. Measurement of these variables was conducted by using a Likert scale. According to Sugiyono (2015), the Likert scale can measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Furthermore, it can translate the measurable variables into indicators used as a starting point for compiling instrument items in statements or questions. The alternative Likert choices 1 to 5 provided answers to questions with the following conditions:

- a. Value 5, for answers that strongly agree, indicates full alignment with the respondents' personal experiences and perceptions.
- b. Value 4, for answers that agree, indicates consistency with the respondents' experiences and perceptions.
- c. Value 3, for answers that moderately agree, indicates acceptability based on the respondents' experiences and perceptions
- d. Value 2, for answers that do not agree, indicates disagreement with the statement as it does not align with the respondent's experiences and perceptions
- e. Value 1, for answers that strongly disagree, indicates strong disagreement and inconsistency with the respondents' experiences and perceptions

3.2 Data analysis technique

The modified hypothesis testing used multiple linear regression through the SmartPLS Model 3.2.9 software because each variable has several indices. Checking the PLS version is conducted by comparing the external and internal versions. The external model is a scale model for assessing the validity and reliability of a version. Furthermore, the internal version is a structural model for predicting causal relationships between variables (Abdillah & Jogiyanto, H, 2009). In analyzing data using PLS, several steps should be considered, namely:

a. Designing a Measurement Model (Outer Model)

This model determines validity and reliability by specifying the connection between the latent variables and the signs. Furthermore, the outer version defines how every indicator pertains to its latent variable, which connects the indicator.

According to Sofyan & Kurniawan (2009), there are several ways of measurement, namely:

- 1. *Convergent Validity*: This is used to measure the value of the correlation between constructs and latent variables. The concurrent validity fee can be seen from the standardized loading issue, which is an example of the importance of the correlation between each size object and latent variable. The loading component price can be legitimate when it has a value of 0.50 to 0.60, with a super value extra than 0.70.

2. *Discriminant Validity*: This size version is visible from the move loading aspect, which is beneficial for understanding whether discriminant the construct is by comparing the loading factor value.
3. *Composite Reliability*: This is used to test the consistency of every answer tested. In figuring out composite reliability, it may be seen to have high reliability when the value of composite reliability (ρ_c) is > 0.7 .
4. *Average Variance Extracted (AVE)*. Expected AVE value > 0.5 Cronbach Alpha. Meanwhile, Cronbach's Alpha or composite reliability strengthens the test, and the expected value > 0.7 for all constructs.

b. Designing the Structural Model (Inner Model)

The structural model in PLS is evaluated by measuring the coefficient of determination or R^2 test and the path coefficient t-value through a comparison of t-statistics and t-table. The parameters for measuring the inner model in the PLS are as follows:

1. Coefficient of Determination (Test R^2)

The degree of variant inside the exchange of the unbiased variable to the established variable is measured using the value of R^2 . It can supply an idea of how many unbiased variables can inspire the structured variable. The better the R^2 value, the higher the prediction version of the proposed research model (Abdillah & Hartono, 2015).

2. Path coefficients or t-values

The price of the course coefficient suggests the importance of the variables inside the structural model in the hypothesis. Meanwhile, the hypothesis is general when the t-statistic fee is more than 1. The t-table fee is 64 for checking out, with an alpha of 5% (Abdillah & Hartono, 2015).

3. Model Fit Test (Model Fit)

To evaluate the consistency and fitness of the model, a version suit is used to analyze the results. It is essential to locate the motive inside the model and discover methods to gain better information when the version does not shape the information. The version is correct and proper according to the goodness of *fit* when the record suits the approach.

4. Results and Discussions

4.1 Validity Test

The validity test is carried out by factor analysis, where each statement can be clarified on the indicators. Validity measurement in a questionnaire is conducted with the value of Loading Factor and $AVE > 0.5$.

Table 1. Validity Test

Indicators	Loading Factor	AVE	Criteria	Description
Promotion Mix (X_1)				
PM. 1	0.796	0.688	0.500	Valid
PM. 2	0.768		0.500	Valid
PM. 3	0.820		0.500	Valid
PM. 4	0.881		0.500	Valid
PM. 5	0.855		0.500	Valid
Prices (X_2)				
P. 1	0.919	0.733	0.500	Valid
P.2	0.829		0.500	Valid
P.3	0.921		0.500	Valid
Service Quality (X_3)				
SQ. 1	0.863	0.680	0.500	Valid

SQ. 2	0.887		0.500	Valid
SQ. 3	0.789		0.500	Valid
SQ. 4	0.874		0.500	Valid
SQ.5	0.866		0.500	Valid
Study Decision (Y)				
SD. 1	0.885	0.773	0.500	Valid
SD.2	0.915		0.500	Valid
SD. 3	0.903		0.500	Valid
SD.4	0.895		0.500	Valid
SD.5	0.902		0.500	Valid

Table 1 shows that all indicators have a loading factor value and AVE > 0.5. Therefore, it can be stated that all indicators have good validity.

4.2 Reliability Test

The reliability test includes Cronbach's Alpha, rho_A, and Composite Reliability with the following results:

Table 2. Reliability Test

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Criteria	Description
Promotion Mix (X ₁)	0.848	0.856	0.898	0.700	reliable
Prices (X ₂)	0.879	0.896	0.916	0.700	reliable
Service Quality (X ₃)	0.932	0.936	0.944	0.700	reliable
Study Decision (Y)	0.951	0.952	0.960	0.700	reliable

Table 2 shows that Cronbach's Alpha, rho_A, and Composite Reliability values have values > 0.7. Therefore, it can be concluded that all variables are reliable and trusted consistently for use in research.

4.3 Hierarchical Component Model

The Hierarchical Component Model or Secondary Confirmation Analysis (CFA) is a two-level test. The first analysis is performed from indicators to variables, while the second is carried out from variables to other latent structures. The result is as follows:

Table 3. Hierarchical Component Model

Variable	Indicator	Weights	Path Coefficients	R ²
Promotion Mix (X ₁)	PM. 1	0.226	0.574	0.876
	PM. 2	0.209		
	PM. 3	0.252		
	PM. 4	0.261		
	PM. 5	0.261		
Prices (X ₂)	P. 1	0.387	-0.042	
	P.2	0.257		
	P.3	0.468		
Service Quality (X ₃)	SQ. 1	0.222	0.391	
	SQ. 2	0.257		

	SQ. 3	0.215	
	SQ. 4	0.220	
	SQ.5	0.252	

Source: SmartPLS Outputs

Based on Table 3, the following equation can be made:

$$Y = \alpha + 0.574X_1 - 0.042X_2 + 0.391X_3 + \varepsilon$$

The promotion mix and service quality positively affect the studied decision, while the price has a negative effect. Simultaneously, the effect of Promotion Mix, price, and service quality on students' decision to select Universitas Budi Luhur are 87.6%, while the remaining variables outside the research model influence 4%.

4.4 Fit models

Table 4. Model Fit

Measurement	Results	Criteria	Description
SRMR	0.06307533	< 0.08 ^a	Fit models
NFIs	0.977575276	> 0.90 ^b	Fit models
rms Theta	0.087696004	< 0.12 ^a	Fit models

a) Henseler et al. (2014), b) Lohmöller (1989)

Source: SmartPLS Outputs

Table 4 shows that the three measures (SRMR, NFI, and rms Theta) are above the criteria, meaning that the model is a fit.

4.5 Hypothesis Testing

Table 5. Hypothesis Testing

Path	t-statistics (>1.96)	p-values (<0.05)	Information
Promotion Mix -> Study Decision	11062	0.000	Significant
Price -> Study Decision	2060	0.040	Significant
Service Quality -> Study Decision	7.147	0.000	Significant

Source: Smart tPLS output

Table 5 shows that when t-statistic values > 1.96 and p-values < 0.05, hypothesis testing has a significant effect.

4.6 The Effect of Promotion Mix on Students' Decisions to Select Universitas Budi Luhur

The hypothesis test results showed that the promotional mix positively and significantly affected students' decision to select Universitas Budi Luhur, Jakarta. This was evidenced by the *Standardized Coefficient Beta value* of 0.716 and t count of 12,983 (t count 12,983 > t table 1,996), and a sig value of 0,000 (<0.05). This means that Ho₁ was rejected, and Ha₁ was accepted. In addition, the promotion mix applied by the company increased with the prospective students' decision to study at Universitas Budi Luhur Jakarta.

The mix was the promotion of the array of marketing to achieve its marketing objectives in its target market. Promotion mix as an element of planning - Elements of promotional action consisted of advertising (advertising), sales promotion (sales promotion), personal selling (individual selling), advertising (public relations), and direct marketing. Meanwhile, advertising is about getting someone to know, understand, change their attitude about, like, trust, and ultimately buy a product. Promotion can be aimed at attracting new clients and retaining existing customers.

The results were consistent with previous research conducted by Purwaningrum & Pasaribu (2021), Ferdinand et al., (2021), Fitantina et al., (2021), Lubis & Hamdan (2020), Simon (2018), where the promotion mix has a positive and significant effect on students' decisions to select a university. However, these results are inconsistent with the research conducted by Dakhi (2017), where the promotion mix has no significant effect on choosing a university.

4.7 The Influence of Price on Students' Decision to Select Universitas Budi Luhur

The hypothesis showed that the promotional mix negatively and significantly affected students' decisions. This is evidenced by the *Standardized Coefficient Beta value* of -0.153 and t count of -2.054 (t count -2.054 > t table 1.996) and a sig value of 0.041 (<0.05). Therefore, Ho₂ was accepted, while Ha₂ was rejected. In other words, the price implemented by the company was inversely related to the decision to study at Universitas Budi Luhur.

Price is an important consideration when consumers buy products. The prices of selected products were compared, and the difference was analyzed before selecting the higher-priced quality. It was believed that the higher the price, the better the quality, but some products demand low prices to create an image. The consumer conducted the decisions of the price to the desired outcome.

The results were consistent with the previous research conducted by Ferdinand et al., (2021), where price significantly affects students' decisions to select a university. However, they were inconsistent with previous research conducted by Dakhi (2017), Simon (2018), and Lubis & Hamdan (2020), where prices do not significantly influence the decision of students to select a university.

4.8 The Influence of Service Quality on Students' Decision to Select Universitas Budi Luhur

The results of hypothesis testing showed that service quality has a positive and significant effect on students' decision to select Universitas Budi Luhur. This is evidenced by the *Standardized Coefficient Beta value* of 0.207 and t count of 3.768 (t count 3.768 > t table 1.996) and a sig value of 0.000 (<0.05), hence, Ho₃ was rejected and Ha₃ was accepted. In other words, the quality of service was directly proportional to the decision to study at Universitas Budi Luhur.

Quality can be interpreted as a product free of defects in conformation with the standards. The increasing intensity of competition requires every company always to pay attention to the dynamics of customer needs, wants, and preferences and fulfill them more effectively and efficiently than the competition. The company focuses on the products, processing, human and environmental aspects. It should offer goods or services with superior quality to beat competitors.

The results were consistent with the previous research conducted by Nabella (2021) and Simon (2018), where service quality has a positive and significant effect on students' decisions to select a university. Purwaningrum and Pasaribu (2021) and Dakhi (2017) also reported that service quality does not significantly influence students' decisions about selecting a university.

5. Conclusion and Recommendations

5.1 Conclusion

Based on the discussion, the results of data analysis and hypothesis testing can be conveyed as follows:

- a. Promotion Mix positively and significantly affects students' decision to select Universitas Budi Luhur. In this research, the promotion mix is the most dominant factor in influencing students' decisions, with a coefficient of 0.574 and sig. of 0.000. The good aspects of the promotion mix are: a) Advertising is the most widely used form of promotion by Universitas Budi Luhur, Jakarta, b) The publicity of lectures spreads impersonally (mass), c) The New Student Admissions Section (PMB) has good communication skills, and d) The message in the advertisement makes students contact the New Student Admissions (PMB) division.
- b. Price has a negative and significant effect on students' decisions to select Universitas Budi Luhur. In this research, it is the smallest factor influencing students' decisions, with a coefficient of -0.042

- and sig. of 0.040. Furthermore, the aspects of good prices are: a) The quality of tuition at Universitas Budi Luhur is under the cost, and b) Tuition fees are very competitive compared to other campuses.
- c. Service Quality positively and significantly affects students' decisions to select Universitas Budi Luhur. In this research, the promotion mix is the second biggest factor, with a coefficient of 0.391 and sig. of 0.000. The aspects of good service quality that influence the decision are: a) Universitas Budi Luhur responds swiftly to students, b) Willingness of lecturers and employees to provide services at any time, c) Students feel safe in gaining knowledge, d) Universitas Budi Luhur has a secure parking area, e) The needs of students are understood, f) The lecture program is under the government's curriculum, g) The latest information about developments and services is always provided, h) Universitas Budi Luhur understands the needs of students, i) Underprivileged students are always considered, j) Lecturers and employees are neat and polite in appearance, k) The university has a comfortable and clean waiting room, and l) The classrooms and other rooms have good lighting.
 - d. Promotion mix, price, and service quality have a positive and significant effect of 81.1% (0.000) on students' decisions to select Universitas Budi Luhur. The good aspects are: a) Students want to study at Universitas Budi Luhur to achieve their goals, b) Students study to suit their needs, c) Information about the university is obtained from families, d) Students learn about the university from the mass media, e) Comparison is carried out with other institutions before selecting Universitas Budi Luhur, f) The decision to study at the university was considered based on personal reasons, and g) Students are confident that studying at Universitas Budi Luhur Jakarta is the right decision.

5.2 Limitation

This research has the following limitations:

1. Only 388 students from Universitas Budi Luhur Jakarta became respondents.
2. This research used only 3 independent variables, namely Promotion Mix, Price, and Service Quality. Meanwhile, the variables influencing the decision to select the university are different.
3. There are limited references to support the theories used.
4. Limitations of insight and practical experience during the research.

5.3 Suggestions

Based on the conclusions and limitations, the following suggestions are provided:

1. Future research are expected to increase the number of samples and expand the research area.
2. The results should be useful as a reference and input for future analysis in the field of management science, specifically the factors that influence the decision of students to select a campus, including promotion mix, price, and service quality.
3. Since no study disclosed all the variables that can influence the decision to select a university, future analysis should add or use other variables such as process, physical evidence (Dakhi, 2017) location, process Simon (2018), publicity, and public relations (Fitantina et al., 2021).

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