

REFERENCES

- Abdelhady, M. R. R., Fayed, H. A. K., & Fawzy, N. M. (2019). The Influence of Airlines' Marketing Mix Elements on Passengers' Purchasing Decision-Making: The Case of FSCs and LCCs. *International Journal of Hospitality & Tourism Systems*, 12(2).
- Alhkami, A. A., & Alarussi, A. S. (2016). Service quality dimensions and customer satisfaction in telecommunication companies. *Asian Journal of Business and Management*, 4(3).
- Alchemer (2018). Judgement Sampling. From: <https://www.alchemer.com/resources/blog/introduction-to-judgment-sampling/>
- Amron, A. (2018). The Influence of Brand Image, Design, Feature, and Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. *The International Journal of Social Sciences and Humanities Invention*, 5(12), 5187-5191.
- Anggita, R., & Ali, H. (2017). The Influence of Product Quality, Service Quality and Price to Purchase Decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6), 261-272.
- Bairagi, V., & Munot, M. V. (Eds.). (2019). *Research methodology: A practical and scientific approach*. CRC Press.
- Bambale, A. J., & Goni, K. (2017). Is Service Quality Going to Integrate Human Resource Management Practices (HRMPS) and Customer Satisfaction in

- Hotel Industry?. *International Journal of Innovation, Management and Technology*, 8(3), 243-247.
- Bosma, N., Sanders, M., & Stam, E. (2018). Institutions, entrepreneurship, and economic growth in Europe. *Small Business Economics*, 51(2), 483-499.
- Brata, B. H., Husani, S., & Ali, H. (2017). The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Carvalho, H., de Sousa Saldanha, E., & Amaral, A. M. (2020). The Mediation Effects of Customer Satisfaction on the Relations Between Product Price, Service Quality and Purchasing Decision. *Timor Leste Journal of Business and Management*, 2, 14-26.
- Egdair, I. M. M., & Abdelsalam, M. K. (2020). The Impact of Corporate Culture on Service Quality of Islamic Banks In Libya: The Mediating Role Of Work Engagement.
- Evans, J.R. & Lindsay, W.M. (2017). *Quality and Performance Excellence: Management, Organization, and Strategy*. Eight Edition. US, Boston: Cengage Learning.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23 (edisesembilan)*. Semarang: Universitas Diponegoro.
- Hanum, Z., & Hidayat, S. (2017). Faktor–Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan. *Jurnal Bis-A: Jurnal Bisnis Administrasi*, 6(1), 37-43.

- Harahap, N. Z. (2018). Pengaruh Kualitas Produk, Harga dan Promosi terhadap Keputusan Pembelian Mie Instan Merek Sedaap pada Mahasiswa Asrama Putri Universitas Sumatera Utara. *Departemen Manajemen USU*.
- Hasanah, N., & Usman, O. (2021). Influence of Brand Image, Price, and Product Quality on Purchase Decision on Lazada E-Commerce. *Influence of Brand Image, Price, And Product Quality On Purchase Decision On Lazada E-Commerce*.
- Havidz, H. B. H., & Mahaputra, M. R. (2020). Brand Image and Purchasing Decision: Analysis of Price Perception And Promotion (Literature Review Of Marketing Management). *Dinasti International Journal of Economics, Finance & Accounting, 1(4)*, 727-741.
- Hytti, U., Blackburn, R., & Laveren, E. (Eds.). (2018). *Entrepreneurship, innovation and education: frontiers in European entrepreneurship research*. Edward Elgar Publishing.
- John, A., & Thomas, D. W. (Eds.). (2021). Entrepreneurship and the Market Process. doi:10.1007/978-3-030-42408-4
- Kumari, K., & Yadav, S. (2018). Linear regression analysis study. *Journal of the practice of Cardiovascular Sciences, 4(1)*, 33.
- Lie, D., Sudirman, A., & Butarbutar, M. (2019). Analysis of mediation effect of consumer satisfaction on the effect of service quality, price and consumer trust on consumer loyalty. *International Journal of Scientific and Technology Research, 8(8)*, 412-428.

- Lubis, A. A. (2018). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Surat Kabar Pada PT. Suara Barisan Hijau Harian Orbit Medan. *Jurnal Ilmiah Manajemen dan Bisnis*, 16(2).
- Mustapha, B. (2017). Effects of Marketing Mix Strategy on Performance of Small Scale Businesses in Maiduguri Metropolitan, Borno State Nigeria. *Journal of Marketing and Consumer Research*, 31(2), 1-6.
- Neck, H. M., Neck, C. P., & Murray, E. L. (2019). *Entrepreneurship: the practice and mindset*. Sage Publications.
- Nugraha, N. M., Hakim, A. A., Fitria, B. T., & Hardiyanto, N. (2020). The Influence of Company Size, Asset Structure, Company Growth and Profitability on Debt Policy. *ECONOMICA: Jurnal Program Studi Pendidikan Ekonomi STKIP PGRI Sumatera Barat*, 9(1), 34-41.
- Nurhasan, R., Ramdani, R. M., Ramdhani, A., & Akbar, G. G. (2018). Factors Affecting Entrepreneur Characteristics: A Study of Small Medium Enterprise In Garut. In *Proceeding of International Seminar & Conference on Learning Organization*.
- Pasharibu, Y., Paramita, E., & Febrianto, S. (2018). Price, service quality and trust on online transportation towards customer satisfaction. *Jurnal Ekonomi Dan Bisnis*, 21(2), 241-266.
- Priyatno, D. (2016) *SPSS; Panduan Mudah Olah Data bagi Mahasiswa dan Umum*. Yogyakarta: Penerbit Andi.

- Safitri, I. (2018). The Influence of Product Price on Customers' Purchasing Decisions. *Review of Integrative Business and Economics Research*, 7, 328-337.
- Sanusi A. (2016). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sinaga, L. (2019). Analysis of the Effect of Gas Prices, Product Quality, and Service Quality Against Natural Gas Purchasing Decisions at PT Perusahaan Gas Negara, Tbk in Electricity Sector.
- Sis international. (2018). What is Quantitative Research. From: <https://www.sisinternational.com/what-is-quantitative-research/>
- Siswadi, Y. (2017). Pengaruh Pelatihan Dan Disiplin Terhadap Produktivitas Kerja Karyawan Padapt. Jasa Marga Cabang (Belmera) Medan. *Jurnal Ilmiah Manajemen dan Bisnis*, 17(1).
- Sugiyono, (2017). *Metode penelitian Pendidikan (Pendekatan Kualitatif, Kuantitatif, dan R and D)*.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2), 179-194.
- Sujarweni, V. (2016). *Metodologi Penelitian Bisnis*. Yogyakarta: Pustaka Baru Press
- Sujarweni, V. (2018). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press

- Susanti, F., & Gunawan, A. C. (2019). Pengaruh Bauran Promosi Dan Harga Terhadap Keputusan Pembelian Produk Kosmetik Maybelline Di Kota Padang.
- Susantik, S., Mulyati, A., & Andayani, S. (2017). Pengaruh Kualitas, Desain Dan Harga Terhadap Keputusan Pembelian Produk Keramik Platinum Di Wringinanom Gresik. *Jurnal Dinamika Administrasi Bisnis*, 3(1).
- Tezera, T. (2019). An Assessment Of Determinant Factors Of Purchasing Decision Towards Local Ceramics: The Case Of Diyuan Ceramics (Doctoral Dissertation, St. Mary's University).
- Wahyuni, S., & Ginting, M. (2017). The impact of product quality, price and distribution on purchasing decision on the Astra motor products in Jakarta. *Arthatama*, 1(1), 18-26.
- Wirtz, J. & Lovelock, C. *Services Marketing: People, Technology, Strategy*. (2016). London: World Scientific Publising Co. Inc