

REFERENCES

- Allen, C., O'Guinn, T., Scheinbaum, A. C., & Semenik, R. J. (2018). *Advertising and Integrated Brand Promotion*. Cengage Learning.
- Alma, B. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabet
- Akhtar, I. (2016). Research Design. *Research in Social Science: Interdisciplinary Perspectives*. <https://www.researchgate.net/publication/308915548>
- Anggita, R. A. (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. https://saudijournals.com/media/articles/SB_36261-272.pdf
- Bluman, A. G. (2018). *Elementary Statistics A Step by Step Approach*.
- Boella, M. J., & Gross-Turner, S. (2019). *Human Resource Management in the Hospitality Industry: A Guide to Best Practice*.
- Bowie, D., Buttle, F., & Gursoy, D. (2016). *Hospitality Marketing*.
- 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(4B), 433-445. <http://scholarsmepub.com/wp-content/uploads/2017/05/SJBMS-24B433-445.pdf>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Universitas Diponegoro.

- Gulliando, D. (2019). The Effect of Product Quality, Price and Promotion on the Purchase Decision of Telkomsel Service Products. *International Journal of Innovative Science and Research Technology*, 4(9).
<https://ijisrt.com/assets/upload/files/IJISRT19SEP1455.pdf>
- Herawati, Prajanti, S. D. W., & Kardoyo. (2019). Predicted Purchasing Decisions from Lifestyle, Product Quality, and Price through Purchase Motivation. *Journal of Economic Education*, 8(1), 1–11.
<https://journal.unnes.ac.id/sju/index.php/jeec/article/view/29636>
- Hermiyenti, S., & Wardi, Y. (2019). A Literature Review on The Influence of Promotion, Price and Brand Image to Purchase Decision. 64, 538–545.
<https://doi.org/10.2991/piceeba2-18.2019.34>
- Imaningsih, E. S. (2018). The Model Of Product Quality, Promotion, Price, And Purchase Decisions. *Jurnal Ekonomi*, 23(2), 260–271.
<https://doi.org/10.24912/je.v23i2.373>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (16th ed.).
- Kozak, M. (2016). *Tourism and Hospitality Management*.
- MacDonald, J. (2021). 7 Types of Customers and How to Convert Each of Them.
<https://thegood.com/insights/types-of-customers/>
- Markey. (2020). *Apa Fungsi Promosi Dalam Pemasaran?*
<https://markey.id/blog/marketing/fungsi-promosi>

- Massie, K. S. (2016). the Effect of Social Media, Direct Email, and Electronic Word-of Mouth (E-Wom) on Consumer Purchase Decision At Zalora Fashion Online Store. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 4(2), 714–725. <https://doi.org/10.35794/emba.v4i2.13151>
- Mohamad, H., Yazid, M., Khatibi, A., & Azam, S. (2019). Service Quality, Customer Satisfaction and Customer Loyalty of The Hotel Industry in United Arab Emirates (UAE): A Measurement Model. *European Journal of Management and Marketing Studies*, 2(4), 1-25. <https://www.oapub.org/soc/index.php/EJMMS/article/view/264>
- Mourougan, S., & Sethuraman, D. K. (2017). Hypothesis Development and Testing. *IOSR Journal of Business and Management (IOSR-JBM)*, 19(5), 34-40. <http://www.iosrjournals.org/iosr-jbm/papers/Vol19-issue5/Version-1/E1905013440.pdf>
- Oke, A. O., Kamolshotiros, P., Popoola, O. Y., Ajagbe, M. A., & Olujobi, O. J. (2016). Consumer behavior towards decision making and loyalty to particular brands. *International Review of Management and Marketing*, 6(4), 43–52. <https://econjournals.com/index.php/irmm/article/view/2465/pdf>
- Patrikno, A. S., Prastiwi, A. A., & Ramahwati, S. (2020). Pemetaan Ukuran Pemusatan Data. 22(3). <https://doi.org/10.31219/osf.io/v3n9h>
- Perumal, P., & Yoganathen, A. (2018). INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING DECISION MAKING PROCESS.

https://www.researchgate.net/publication/349882776_Social_Media_Marketing_Towards_Consumer_Buying_Behavior_A_Case_in_Panabo_City

Pride, W. M., & Ferrell, O. C. (2016). *Marketing 2016*.

Qazzafi, S. (2019). Consumer Buying Decision Process Toward Products. *International Journal of Scientific Research and Engineering Development*, 2(5), p.130-134. 4. <http://www.ijared.com/volume2/issue5/IJSRED-V2I5P15.pdf>

Quain, S. (2019). Why Is Quality Important for a Business? <https://smallbusiness.chron.com/quality-important-business-57470.html>

Rahman, H. A., & Sitio, A. (2019). THE EFFECT OF PROMOTION AND PRODUCT QUALITY THROUGH PURCHASE DECISION ON THE CUSTOMER SATISFACTION OF BOHEMIAN PROJECT.ID PRODUCTS. *International Journal of Engineering Technologies and Management Research*, 6(1), 55-72. https://www.granthaalayahpublication.org/ijetmr-ojms/index.php/ijetmr/article/view/07_IJETMR19_A01_623

Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in selangor, malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>

Sampson, E. (2018). *Hospitality Management: An Introduction*.

Sekaran, U. (2009). *Research Method for Business: A Skill Building Approach 4th Edition*.

- Sitanggang, J. M., Sinulingga, S., & Fachruddin, K. A. (n.d.). Analysis of The Effect of Product Quality on Customer Satisfaction and Customer Loyalty at Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. *American International Journal of Business Management (AIJBM)*, 2(3), 26-37. <https://www.aijbm.com/wp-content/uploads/2019/03/C232637.pdf>
- Sugiyono. (2020). *Metode Penelitian: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*, 5(2), 18–27. <https://doi.org/10.2139/ssrn.3205035>
- Tjiptono, F. (2019). *Strategi Pemasaran Prinsip & Penerapan*.
- Utomo, I. B., Amrison, & Bustomi. (2018). Model of Purchase Decision: A Study on Consumer of Produgen Brand Milk Product. *International Journal of Economics, Business and Management Research*, 2(2), 507-514. http://www.ijebmr.com/uploads/pdf/archivepdf/2020/IJEBMR_02_185.pdf
- Wagen, L. V., & White, L. (2018). *Hospitality Management*.
- Wibowo, A. L., & Widjajanta, B. (2019). Promotion Mix Solusi Untuk Meningkatkan Keputusan Pembelian. *19*, 1-6. <https://ejournal.upi.edu/index.php/strategic/article/view/17667/9674>
- Widyastuti, S., & Said, M. (2017). Consumer consideration in purchase decision of SPECS sports shoes product through brand image, product design and

price perception. *International Journal of Supply Chain Management*, 6(4), 199–207. [http://ijis-](http://ijis-sc.m.bsne.ch/ojs.excelingtech.co.uk/index.php/IJSCM/article/view/1809/0)

[scm.bsne.ch/ojs.excelingtech.co.uk/index.php/IJSCM/article/view/1809/0](http://ijis-sc.m.bsne.ch/ojs.excelingtech.co.uk/index.php/IJSCM/article/view/1809/0)

Wijayanti, K. D. (2020). The Effect of Product Quality and Promotion on Consumer Purchasing Decisions. *Almana : Jurnal Manajemen Dan Bisnis*, 4(2), 222–229. <https://doi.org/10.36555/almana.v4i2.1356>

