



MARKETING MIX STRATEGY ANALYSIS OF WARDAH PRODUCT PURCHASE DECISIONS (CASE STUDY IN PEKANBARU)

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Abstract

This study aims to analyze the effect of marketing mix variables consisting of product (X_1), price (X_2), place/distribution channel (X_3) and promotion (X_4) on purchasing decisions (Y) for Wardah products in Pekanbaru.

This research was conducted at outlets that market Wardah products in Pekanbaru city with a total sample of 99 outlets studied with cluster sampling method.

The analysis showed that the variables of the marketing mix consisting of product (X_1), price (X_2), place / distribution channels (X_3) and promotion (X_4) are partial and simultaneously have a significant influence on product purchasing decisions Wardah in Pekanbaru. The value of the correlation coefficient (R) = 0.481 which means that the dependent variable and the independent variable have a moderate relationship. The coefficient of determination amounting to 0.231 which means that the variables of the marketing mix contributed 23.1 % to the purchase decision.

BACKGROUND

Cosmetics cannot be separated from daily life for women who want to look beautiful and attractive. To meet the needs and desires of consumers, each cosmetic has a different main advantage. S eiring with the times, *trends*, and advances in technology today requires companies producing cosmetics for creating innovations ingredients in cosmetic products se custom with the consumers request shortly. The high consumer demand for cosmetics provides a great opportunity for the cosmetic industry to market their products in Indonesia. This is evidenced by the many types of cosmetics produced in the country and produced abroad circulating in Indonesia. Competition that occurs today requires the company to be more consumer-oriented, so companies need to prepare an effective marketing strategy. In addition, companies should also put more emphasis on retaining customers and not just getting new customers. Companies must also expand their marketing in an effort to gain customer share and not just market share.

According to the Association of Indonesian Cosmetic that currently there are 744 manufacturers of cosmetics in Indonesia, which consists of 28 large companies, 208 medium-sized enterprises, and 508 is per attempt a small. Although the number of cosmetic companies in Indonesia is large, the number of sales of imported cosmetics is still higher than that of local cosmetics. This is because in addition to the incentive policies provided by the government, foreign cosmetic industry business actors have a good understanding of the cosmetic market and are very sensitive to market dynamics in Indonesia. Therefore, local cosmetic companies must carry out market strategies in order to maintain their existence. One strategy is to use a marketing mix strategy so that cosmetic consumers are interested in buying local cosmetic products.

Currently, many cosmetic product brands are circulating and we can find in the market, ranging from local products to cosmetic products from abroad such as L'oreal, Revlon, Pixy, Sari Ayu, Mustika Ratu, La Tulipe, Viva, Avon, and others. another. Foreigners each product has a special attraction to consumers is difficult to make a choice. For that we need an adequate strategy that can disseminate information as widely as possible and stimulate people to use it.

Wardah cosmetics has 300 items of products , among others, consist of product acne series, body care series, c-defense series, crystallure series, exclusive series, eyexpert series, lightening series, make-up series, nature daily series, renew you anti-aging series, scentsation series, spa series, and white secret series .

From the observations of researchers, the company has created Wardah cosmetics with high quality and safe for consumers. This is evidenced by the provision of a halal certificate from the LP POM MUI and guarantees that each product is made of non-alcoholic ingredients. In addition, Wardah received an award from the World Halal Council International Award as a pioneer of halal make-up in the world. Although the formulation of the ingredients uses halal basic ingredients, the company no longer targets Muslim consumers, but since last year the company has targeted its market among non-Muslims. In addition, in terms of product design Wardah was created as minimalistic as possible so that it is easy to use and easy to carry anywhere. Although the design is minimalist, it can show the image of the Wardah brand itself.

The pricing strategy also needs to be considered by Wardah. This is so that Wardah can decide where to position its products which will create a perception for the product. The results showed Wardah product targeting middle-class consumers and who prefer products made from safe too kosher. Price offered ranging from Rp 15,000 to Rp 100,000. Another case for professionals, some products *make up* Wardah aimed at the *professional make up artist* set the price of its start from Rp 400,000 to Rp 800,000

Observations also show that Wardah products are distributed to pharmacies, cosmetic stores, supermarkets, and *department stores* to make it easier for consumers to obtain Wardah cosmetic products.

Observing the promotion strategy, Wardah carried out promotions through social media, promotions through official sales counters of Wardah products, through WBA (*Wardah Beauty Agent*) on campuses, through radio and even the marketing team collaborated with several artists to promote

the latest products from Wardah. through advertisements and toured several major cities to promote Wardah's latest products coupled with *beauty classes* and sponsorship of certain events.

THEORY

One of the elements in an integrated marketing strategy is the marketing mix, which is a strategy carried out by the company, which is related to determining how the company presents product offerings in a particular market segment, which is its target market.

Marketing mix consists of a set of variables that can be controlled and used by companies to influence consumer responses in focus market. Market variable and these activities should be combined and coordinated by the company as effectively as possible in performing a task or marketing activities (Assauri, 2013:198)

According to Kotler and Armstrong (2008:62), marketing mix is a collection of controllable tactical marketing tools combined company to produce the desired response in marketing sasaran. Bauran market consists of two types, namely marketing mix marketing mix marketing mix of products and services . The marketing mix is divided into four elements, namely the 4Ps: *product*, price, place, and promotion.

A. Product

Kotler and Armstrong (2008:266) define a product as anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need.

Kotler and Armstrong (2008:272-274) explain that to communicate the benefits of a product, product attributes such as:

1. Quality
2. Feature
3. Style and design.

Suparyanto and Rosad (2015:105) describe product levels which consist of 5 levels, namely:

1. The core benefit is the basic benefit that the consumer actually buys.
2. The basic product is a concrete form of a product.
3. The expected product is a condition that is expected by consumers when buying a product.
4. Improved products are products that exceed customer expectations.

5. Potential products include all possibilities for future product development will come and give a distinctive advantage compared with competing products.

B. Price

Price is an amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/usages needed to get a product (Tjiptono and Chandra, 2012:315). Meanwhile, according to Kotler and Armstrong (2008:63), price is the amount of money that customers have to pay to get the product.

Companies must consider many factors in developing their pricing policies. According to Abdullah and Tantri (2013:171), there are six steps of the procedure for setting prices, namely:

- a. Choose a target price
- b. Determine request
- c. Estimating the price
- d. Analyze competitors' prices and offers
- e. Choosing a pricing method
- f. Choose the final price

Pricing strategy according to Tjiptono and Chandra (2012:326-335):

- a. New product pricing
- b. Established product pricing
- c. Pricing flexibility strategy
- d. Product line pricing
- e. *Leasing* (lease)
- f. Service pricing

C. Place / Distribution Channel

According to Kotler and Armstrong (2008:63), place is the scope of companies that make products available to target customers. Location/place is often referred to as a distribution channel, which is a series of organizational participants who perform all the functions needed to deliver products/services from the seller to the final buyer (Tjiptono and Chandra, 2012: 395). The distribution system may include primary channel participants (such as wholesalers and retailers) and specialist participants (eg transportation companies, public warehousing, and brokers).

The various distribution channels according to Mursid (2014: 86-87) are as follows:

- a. According to long/short
- b. According to the distribution channel chain

The guidelines for selecting distribution channels are as follows:

- a. Item nature
- b. The nature of the distribution of goods
- c. Alternative cost
- d. Available capital
- e. Profit rate
- f. Amount per sale

D. Promotion

The main purpose of promotion according to Tjiptono and Chandra (2012:221) is to inform, influence and persuade and remind target customers about the company and its marketing mix.

The elements of the promotional mix according to Kotler and Armstrong (in Alma, 2013: 182) are:

1. Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that requires payment. Advertising media include: newspapers, magazines, tv, radio, billboards, and so on.

2. Sales Promotion (sales promotion) is a collection of incentive tools, mostly short term, designed to encourage the purchase of a product or service.

3. Personal Selling (personal selling) is a face-to-face presentation with one or more target consumers to create sales.

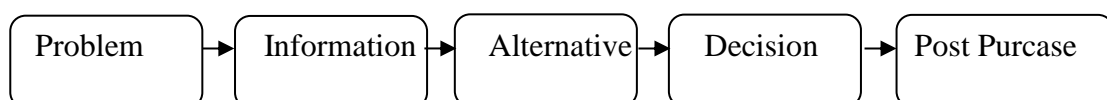
a. Buying Decision

Purchase decision is a form of consumer behavior in consuming a product. Before buying a product, consumers will definitely go through a decision-making process to buy where the process consumers analyze various information obtained about the product. Purchasing decisions are processes where consumers have chosen and know which products to buy (Kotler and Armstrong, 2008:179-181).

The stages of the purchasing decision process can be described in a model below (Kotler & Armstrong, 2008:179).

Figure II.1

Stages of the Purchase Decision Process



According to Kotler and Armstrong (2008:179-184), this model assumes that consumers perform five stages in making a purchase. The five stages above do not always occur, especially in purchases that do not require high involvement in the purchase. Consumers may go through several stages and the order doesn't match.

1. Problem introduction

The buying process by recognizing the problem or need the buyer realizes a difference between the actual state and the desired state. The need can be driven by the buyer's internal stimuli or external stimuli. For example, the needs of normal people are thirst and hunger will increase until it reaches a threshold of stimulation and turn into an impulse based on existing experience. A person has learned how to overcome the urge and he or she is pushed toward a type of object that is known to satisfy that urge.

2. Information Search

Consumers may not actively seek information in relation to their needs. How far the person seeks information depends on the strength and weakness of the need drive, the amount of information he has, the ease of obtaining information, additions and satisfaction obtained from information seeking activities. Usually the amount of information seeking activity increases as the consumer moves from a limited problem-solving situation to a maximal problem-solving decision.

3. Alternative evaluation

Information obtained from prospective buyers is used to obtain a clearer picture of the alternatives it faces and the attractiveness of each alternative. Manufacturers should try to understand how consumers perceive the information they receive and arrive at certain attitudes about brand products and purchasing decisions.

4. Buying decision

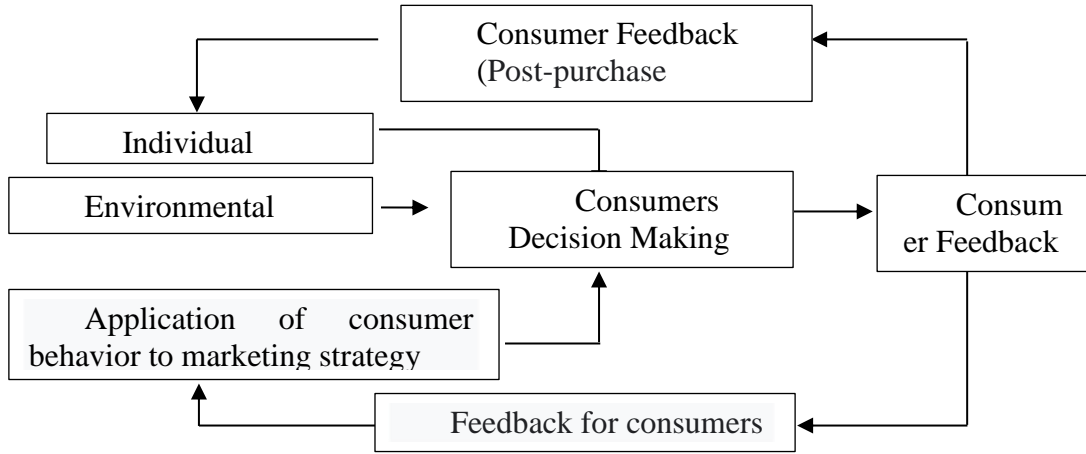
Manufacturers must understand that consumers have their own way of handling the information they get by limiting the alternatives that must be selected or evaluated to determine which product to buy. In general, the consumer's purchase decision is to buy the most preferred brand, but two factors can lie between the purchase intention and the purchase decision. The first factor is the attitude of other people, namely the people the prospective buyer trusts. What other people say can change the intention to buy. The second factor is an unexpected situational factor. Consumers form a purchase intention based on the expected income, price, and product benefits. However, unexpected events can change purchase intentions.

5. Behavior after purchase

If the goods purchased do not provide the expected satisfaction, then the buyer will change his attitude towards the brand of the goods into a negative attitude, maybe even refuse from the list of choices. Conversely, if consumers get satisfaction from the goods they buy, the desire to buy the brand of goods tends to be stronger. Manufacturers must reduce resentment or negative feelings towards a product with a way to help consumers find information justifying consumer choice through communication directed at people who have just bought their products.

According to Assael (in Sunyoto, 2015: 80-82), consumer behavior models in decision making are as follows:

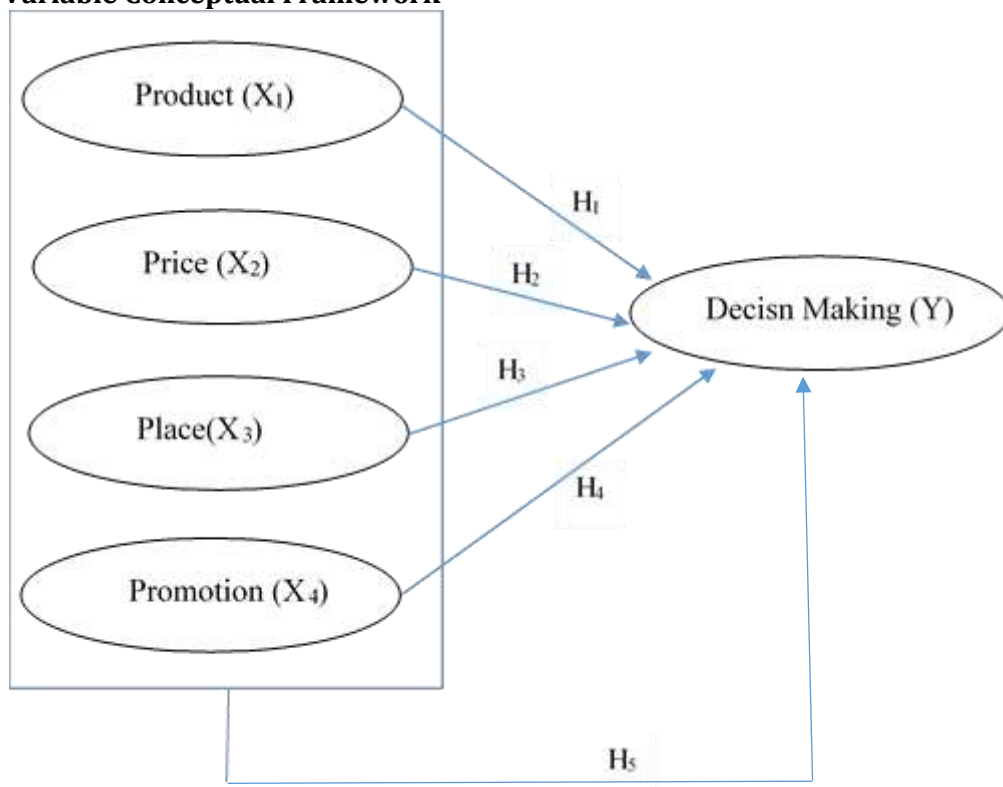
Figure 2
Consumer Behavior Model in Decision Making



Source: Sunyoto (2015:81)

b. Variable Conceptual Framework

Figure 4
Variable Conceptual Framework



c. Hypothesis

The hypothesis proposed in this study is as follows:

H₁: It is suspected that the product has a significant influence on the purchasing decision of Wardah's products in Pekanbaru.

H₂: It is suspected prices have the effect that significantly influence the purchasing decisions of products Wardah in Pekanbaru.

H₃: It is suspected place / distribution channel has a significant influence on product purchasing decisions Wardah in Pekanbaru.

H₄: It is suspected promotion has a significant influence on product purchasing decisions Wardah in Pekanbaru.

H₅: It is suspected that the marketing mix variable consisting of product, price, place, and promotion has a significant influence on the purchasing decision of Wardah's products in Pekanbaru.

Table 1
Variable Operational Definition

Variable	Definition	Indicator
Product (X ₁)	Product is anything that is offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need (Kotler and Armstrong, 2008: 266).	1. Product features 2. Product quality 3. Product design (Kotler and Armstrong, 2008:272-274).
Price (X ₂)	Price is the amount of money that customers have to pay to get the product (Kotler and Armstrong, 2008:63).	1. Affordable price 2. Appropriate price with product quality 3. The price can be competitive with other products (Kotler and Armstrong, 2008:278).
Distribution Place/Channel (X ₃)	Place / distribution channel is the scope of the company that makes the product available to target customers (Kotler and Armstrong, 2008: 63).	1. Location of product purchase 2. Product Availability 3. Sales areas (Kotler and Armstrong, 2008:63)
Promotion (X ₄)	Promotion means activities that convey the benefits of the product and persuade customers to buy it (Kotler and Armstrong, 2008: 63).	1. Interesting ads 2. Sales promotion 3. <i>Personel selling</i> Kotler and Armstrong, (in Alma, 2013:182)
Buying decision (Y)	Purchasing decisions are processes where consumers have chosen and know which products to buy (Kotler and Armstrong, 2008: 181).	1. Stability on a product 2. Habits of buying product 3. Provide recommendations to others 4. Make a repeat purchase (Kotler and Armstrong, 2008:181)

RESEARCH METHODS

In this study, the respondents were 99 respondents and used a cluster 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. Then use the method simple random sampling, ie sampling members of the population at random without regard to strata that exist in this population (Sugiyono 2010:82).

The research methods used in this study are:

1. Validity & Reliability Test

2. Multiple Regression Analysis

3. Pengujian Hypothesis

a. T test (Partial Test)

Criteria for acceptance of t test:

- If $t_{count} > t_{table}$ and significance level < 0.05 means H_0 rejected and H_1 accepted
- If $t_{count} < t_{table}$ and significance level > 0.05 , it means that H_0 accepted and H_1 rejected. H_1

b. F test (simultaneous S test)

Criteria for acceptance of t test:

- If $F_{count} > F_{table}$ and significance level < 0.05 , it means H_0 is rejected and H_1 is accepted
- If $F_{count} > F_{table}$ and significance level > 0.05 it means H_0 is accepted and H_1 is rejected H_1

4. Correlation Coefficient (R)

5. Coefficient of Determination (R^2)

RESEARCH RESULT

a. Validity Test and Reliability Test

1. Validity test

The results of the calculation of the correlation coefficient on 5 variables show the results:

Product validity test (X_1)

Table 2

Product Validity Test Results (X_1)

Variable	Statement Items	Corrected Item Total Correlation	r table	Note:
Product (X_1)	1	0.518	0.255	Valid
	2	0.644	0.255	Valid
	3	0.759	0.255	Valid

Source: processed data output, 2021

From the table above shows that the correlation value (*Corrected Item Total Correlation*), the results of all variable items are greater than $r_{table} = 0.255$. It is concluded that all statement items in the product variable (X_1) are valid.

Price Validity Test (X_2)

Table 3

Price Validity Test Results (X_2)

Variable	Statement Items	Corrected Item Total Correlation	r table	Note:
Price (X_2)	1	0.478	0.255	Valid
	2	0.708	0.255	Valid
	3	0.659	0.255	Valid

Source: processed data output, 2021

The above table shows that the correlation (*Corrected Item Total Correlation*) the results of all items larger variable r tables = 0.2 5. D isimpulkan that all items on the statement of the price variable (X_2) is valid.

Place Validity Test (X_3)

Table 4

Place Validity Test Results (X_3)

Variable	Statement Items	<i>Corrected Item Total Correlation</i>	r table	Note:
Place (X_3)	1	0.569	0.255	Valid
	2	0.469	0.255	Valid
	3	0.498	0.255	Valid

Source: processed data output, 2021

From the table above shows that the value of the correlation (*Corrected Item Total Correlation*) results of all variable items is greater than r table = 0.2 55 . It is concluded that all statement items in the place variable (X_3) are valid.

Promotion Validity Test (X_4)

Table 5

Promotion Validity Test Results (X_4)

Variable	Statement Items	<i>Corrected Item Total Correlation</i>	r table	Note:
Promotion (X_4)	1	0.635	0.255	Valid
	2	0.516	0.255	Valid
	3	0.470	0.255	Valid

Source: processed data output, 2021

From the table above shows that the value of the correlation (*Corrected Item Total Correlation*) results of all variable items is greater than r table = 0.2 55 . It is concluded that all statement items in the promotion variable (X_4) are valid.

Purchasing Decision Variable Validity Test Results

Table 6

Purchasing Decision Validity Test Results (Y)

Variable	Statement Items	<i>Corrected Item Total Correlation</i>	r table	Note:
Purchase Decision (Y)	1	0.767	0.255	Valid
	2	0.742	0.255	Valid
	3	0.773	0.255	Valid
	4	0.431	0.255	Valid

Source: processed data output, 2021

From the table above shows that the value of the correlation (*Corrected Item Total Correlation*) results of all variable items is greater than r table = 0.2 55 . It is concluded that all statement items in the promotion variable (Y) are valid.

2. Reliability Test

The results of the reliability test on each variable are shown in the following table :

Table 7

Reliability Test Results

Variable	r _{alpha}	Cronbach Alpha	Note:
Product (X1)	0.792	0.60	Reliable
Price (X2)	0.773	0.60	Reliable
Place (X3)	0.679	0.60	Reliable
Promotion (X4)	0.697	0.60	Reliable
Purchase Decision (Y)	0.835	0.60	Reliable

Source : processed data output, 2021

Based on the table above, the results of reliability testing on variables x and y obtained *Cronbach Alpha* values above 0.60 which means reliable.

b. Multiple Regression Analysis

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis regarding the effect of product variables (X₁), price (X₂), place (X₃), and promotion (X₄) on purchasing decisions (Y).

Table 8

Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero order	Partial	Part	Tolerance	VIF
1(Constant)	4.698	2,550		1.842	.069					
X1	.455	.185	.257	2,389	.056	.404	.245	.220	.731	1.368
X2	.063	.110	.055	.453	.002	.193	.059	.052	.869	1.151
X3	-.148	.135	-.105	-1,099	.275	.053	-.113	-.099	.890	1.123
X4	.527	.176	.316	3.002	.003	.424	.296	.269	.725	1.379

a. Dependent Variable: Y

Based on the results of the processing of the regression data above, the regression equation can be presented as follows:

$$Y = 4.968 + 0.455 X_1 + 0.063 X_2 - 0.148 X_3 + 0.527 X_4$$

c. Hypothesis test

1. Partial test (t test)

Table 9

Partial Test Results (t Test)

Variable	t _{count}	t _{table}	Sig	Results
Product (X ₁)	2,389	2,571	0.056	H ₁ Rejected
Price (X ₂)	0.453	2,571	0.002	H ₂ accepted
Place (X ₃)	-1,099	2,571	0.275	H ₃ Rejected
Promotion (X ₄)	3.002	2,571	0.003	H ₄ accepted

Source: processed data output, 2021

a. First Hypothesis Testing

The results of the t test between variable products to variable product purchasing decisions Wardah shows the value of t count equal to 2.389 < t table amounted to 2.571 and has a value of a probability of 0.056 < significance level of 0, 05. Then H₀ is received and H₁ rejected. This shows that the product does not significantly influence the purchasing decision of Wardah's products.

b. Second Hypothesis Testing

The results of the t test between variables hargaterhadap Wardah product purchase decision variable indicates the value of t count equal to 0.453 < t table 2.571 and has a probability value of 0.002 > significance level of 0, 05. Then H₀ rejected and H₂ accepted. This shows that the price does not significantly influence the purchasing decision of Wardah products.

c. Third Hypothesis

The results of the t-test between the place variable and the Wardah product purchase decision variable show a t-count value of -1.099 < t-table of 2.571 and has a probability value of 0.275 > a significance level of 0.05. Then H₀ is accepted and H₃ rejected. This shows that the place variable has no significant effect on the purchasing decision of Wardah's products

d. Fourth Hypothesis Testing

The results of the t test between variables sale of the product purchase decision variable Wardah shows the value of tcount equal to 3,002 > ttable 2.571 and has a probability value of 0.003 < significance level of 0, 05. Then H₀ is rejected and H₄ is received. This shows that variab el promotions significantly influence purchasing decisions Wardah product.

2. Simultaneous Test (F Test)

The results of the F test can be seen in the following table :

Table 10

F Test Calculation Results

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.518	4	31.130	6,991	.000 ^a
	Residual	414.104	93	4.453		
	Total	538,622	97			

a. Predictors: (Constant), X₄, X₂, X₃, X₁

b. Dependent Variable: Y

Source: processed data output, 2021

In this calculation using a significance level of 5% and the value of the F table used, which is 2.4 66 . Based on the results of the F test from the table above, it can be seen that the calculated F is 6991 and the significance level in the F test above is 0.000. Because the significance value (sig) is much smaller than 0.05 and the value of F count > F table is $6.991 > 2.4 66$, the regression model can be used to predict the marketing mix, or it can be said that the variables of the marketing mix (product, price, place and promotion) together have a significant influence on the purchasing decisions of Wardah products.

d. Correlation Coefficient (R) and Coefficient of Determination (R²)

The correlation coefficient is used to determine how big the level of closeness of the relationship between the X variable and the Y variable. The following is presented the processed results

Table 11
Correlation Coefficient and Determination Coefficient
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.481 ^a	.231	.198	2.11015	.231	6,991	4	93	.000	2.275

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

Source: processed data output, 2021

Based on the results of the calculation table above shows that the value of the correlation coefficient (R) = 0.481 it can be concluded that the dependent variable and the independent variable have a correlation at a moderate level . Then, in the *R Square* obtained a figure of 0.231 or 23 , 1 % . So, the marketing mix variable is able to explain the dependent variable of consumer purchasing decisions by 23.1% and the remaining 76.9% is influenced or explained by other variables that are not included in this variable, the other variables are *people, partnership, physical evidence , and power* .

CLOSING

A. Conclusion

From the results of the research that has been done and the discussion that has been stated in the previous chapter , some conclusions can be drawn as follows:

1. From the results of the partial test (t test) proves that the marketing mix, variable product (X₁) and (X₃) does not have the effect of partially against pegambilan consumer decisions, while the variable price (X₂) and Promotion (X₄) have partial influence has a significant influence on decision making.
2. From the results of simultaneous testing (F test) it can be concluded that simultaneously product (X₁), price (X₂), place (X₃), and promotion (X₄) have a significant effect on purchasing decisions for Wardah
3. From the test results of the correlation coefficient (R) and the coefficient of determination (R²), the value of coefisien correlation (R) = 0.481 , which means that the dependent variable and the dependent variable has a moderate relationship. The coefficient of determination (R²) = 23.1 % , then the variables of the marketing mix is able to explain the dependent variable consumer purchasing decisions by 23.1%.

B. Suggestion

Based on the conclusions obtained in this study, suggestions as a complement to the research results that can be given are as follows:

1. It is recommended to Wardah to:
 - a. Strengthening its product line by flooding the target market so that it is often and easily seen by consumers .
 - b. Continue to maintain a price strategy according to the target market which is currently deemed appropriate.
 - c. Can add distribution lines to maintain product availability in the market.
 - d. Existing promotional activities can still be maintained by taking into account the promotional strategies carried out by competitors.
2. For further researchers, it is hoped that they can examine variables other than the marketing mix that affect purchasing decisions . The other variables are *group influence* , *emotion* , and *perception* .

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