The Effect Of 5P Marketing Elements During The Covid-19 Pandemic On Consumer Purchase Decisions AtThe UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang

Angelia Rizky Aurinaya[1], Amalia Nur Chasanah[2]
Management Program Study, Economics and Business Faculty, Dian Nuswantoro University
email: *[1]211201906176@mhs.dinus.ac.id, [2]amalia.nurchasanah@gmail.com

Abstrak

Research aims to understand and analyzes influence marketing elements 5P during pandemic covid-19 of the decision of the consumer at the UKM Gallery Central Java Jenderal Ahmad Yani **Semarang**. *Population in this research is those who buy UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang. The sample in research using sampling purposive. Analysis with Statistic Package for the Sciences Social (SPPS). The results of the analysis Statistic Package for the Sciences Social (SPPS) variabel places and people obtained factors that have a positive and significant impact on consumer purchasing decisions. While the product, price, and promotion variables obtained factors that are not significant to consumer purchasing decisions. The variables in this study are sufficient to explain consumer purchasing decisions at the UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang according to the data that has been obtained.*

Keywords: product, price, promotion, place, people, and purchase on consumers decisions

INTRODUCTION

Increased economic development resulted in the business world experiencing rapid progress. According to (Syaloom Wawor et al., 2021) the increasing complexity of competition between business actors to meet the needs and tastes of buyers, causes business actors to prioritize buyerdo not switch to other bu actors. Public awareness of reduce employment has caused people to choose to become an independent societyby becoming MSME actors (Syarif, 2018). MSME are the backbone of the Indonesian people's economy. How ever, on December 31 2019, a virus called Corona Virus Disease 2019 (Covid-19) first appeared in Wuhan City, China. The virus then first spread to Indonesia on March 2, 2020.

From the transportation side, airlines that provide modes of air transportation are forced to block their routes affected by covid-19. Gradually the government began to mobilize people to live side by side with the covid-19 virus. Based on the results of an interview with one of the managers of the UKM Gallery Central Java, H. Ganjar Pranowo, S.H, M.IP, who is the Governor of Central Java, sparked the idea to open an UKM Gallery at General Ahmad Yani International Airport Semarang so that MSME can be better know to the wider community. Inside the gallery there are various kinds of MSME products that have been selected by the Central Java Office of Cooperatives and MSME. Every product stored in the UKM Gallery must have a permitin the form of a product packaging code for each food or drink that has been selected by the Food and Drug Supervisiory Agency (BPOM) and must be halal certified from the Indonesian Majelis Ulama (MUI). There are various kinds of product.
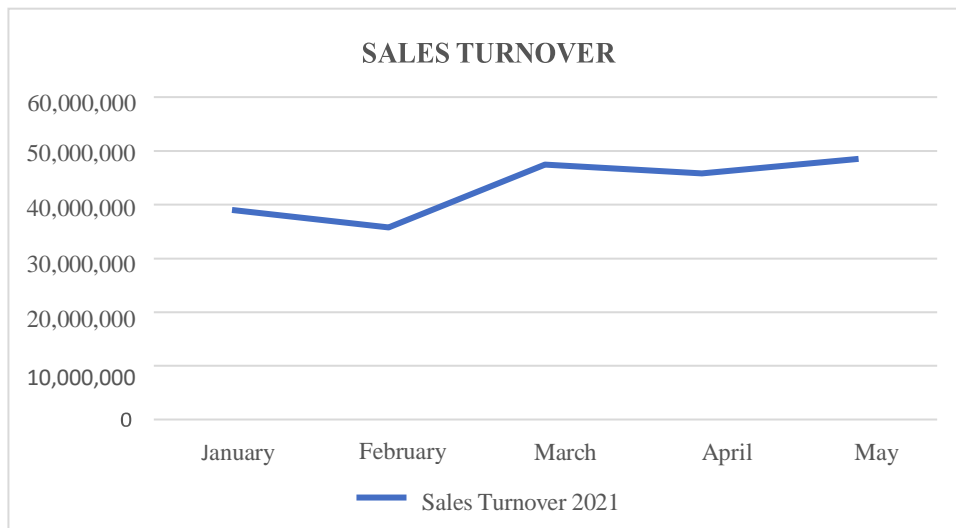
Figure 1. Graph of sales turnover of the UKM Gallery Central Java in 2021

Source: Interview with one of the UKM Gallery Central Java managers

Based on sales turnover data obtained by the UKM Gallery Central Java in 2021, sales in January wereIDR 39.077.500, in February IDR 35.789.000, in March IDR 47.439.000, in April IDR 45.850.990, and in May IDR 48.550,000.

According to McCarthy and Kotler (2019) explains that the marketing mix is a combination of variables or activities that are the parent of marketing method, these variables include product, price, promotion, place and people. Purchasing decisions are steps taken by buyer to purchase a product (Kotler and Armstrong, 2018).

LITERATURE REVIEW
MARKETING

Marketing is a strategy that allows a person or a group of organizations to obtain something that is expected and needed by realizing, promoting and exchanging products that have value to other parties or all activities related to solving products or services from producers to consumers (Saifuddin, 2013).

This marketing concept explains that to achieve organizational targets it must be more optimal than competitors when combining marketing activities to ensure and meet consumer needs and expectations (Ahmad Lutfhi, 2019). In this case, marketing principles focus on the idea of meeting consumer needs throughthe product and all aspects related to the development, modification, distribution and use of the product presented.

MARKETING STRATEGY

The definition of marketing strategy is a set of strategies and provisions that provide information about the marketing efforts of a product from a certain period of the time for each position and its distribution, even as a company review when facing the constanly changing situation and circumstances of competitors (Gusti Vita, 2018).

Marketing strategy can be defined as a series of actions or plans aimed at achieving business goals by marketing products or services to consumers. The marketing strategy includes product development, pricing, distribution and promotion to reach the intended target market. The main objective of the marketing strategy isto increase sales, gain a larger market share and build a strong brand in market share (DH Wibowo, 2018).

DEFINITIONS OF MARKETING MIX

According to Isoraite (2016) the marketing mix is a series of activities and solutions to fulfill the desires of buyers and achieve company expectations. This can be described as follows: 1) Product according toAl Baidi (2015) can be in the form of services, goods, utilities. Not just the real thing or service but what is offered by the manufacturer 2)Price according to Kotler, Keller, Brady, Goodman, and Hansen (2019) is the amount of money that must be paid by consumers to obtain a product or service or the amount of money that must be spent in exchange for the value of a product to obtain the efficacy of use of the product 3)Promotion according to Kotler, Keller, Brady, Goodman, and Hansen (2019) is an object used to communicate and bind consumers through publicity, sales promotion, and advertising 4)Place according to Kotler, Keller, Goodman, and Hansen (2019) is an activity in selecting and running marketing channels by utilizing the environment or individuals who can support the delivery of goods or services so that buyers are able to meet their needs 5)People related to preparing resources, job descriptions, rectuiting new employees, job specifications, employee training, employee ammunition, and employee selection.

MSME

MSME are trading businesses operated by individuals or companies that are equivalent to business standards in the small and macro scopes. In line with his understanding, MSME are classified into three groups, namely micro, small and medium enterprises. Through this grouping, the government hopes that MSME can play a role in developing the economy, including developing local potential based and market oriented businesses.

DEFINITION OF PUCRHASE DECISION

Purchasing decisions can be explained as sorting out two or more than two buying decision choices. This means that consumers have choices before making a purchase, and they must make a choice of one of them (Jamal, 2018). According to Usman Efendi (2016) explains that purchasing decisions are reactions or continuity thata person makes when facing certain circumstances to meet their needs.
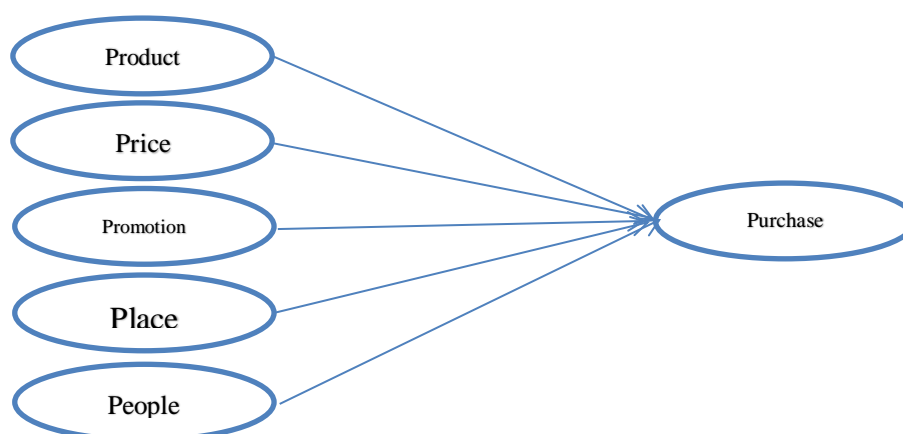
CONCEPTUAL FRAMEWORK

Figure 2. Theoritical Conseptual Framework

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HYPOTHESIS:

H1 : Products has a positive and significant effect on purchasing decisions
H2 : Price has a positive and significant effect on purchasing decisions
H3 : Promotion has a positive and significant effect on purchasing decisions H4
: Place has a positive and significant effect on purchasing decisions
H5 : People has a positive and significant effect on purchasing decisions

RESEARCH METODH

RESEARCH DATA

This research is a quantitative study, data were obtained form a sample of the study population, which were then analyzed using the multiple linear regression method and interpreted. The population in this study were consumers who had made purchases at a UKM Gallery Central Java. The sampling employed a non- probability method with a purposive sampling technique with specific criteria: 1) Consumers who were more than 17 years old 2) Consumers who have made purchases at the UKM Gallery Central Java.

In this study using primary data in the form of a questionnaire. This method is a questionnaire method by providing written questions that are used as a tool to obtain data and infromation found by respondents (Arikunto, 2012). The number of questionnaires distributed was 150 copies. This questionnaire uses the Likert scale method with intervals 1 – 5.

OPERATIONAL DEFINITION

The operational definition of avariable is an explanation of how to measure a variable

Table 1. Definition of Operational Variables

NUMBER	VARIABLE	DEFINITION	INDICATOR
1.	Product	Product are goods or services that can be traded and can generate value (Rasen Kastra, 2021)	1. Product variations, 2. Product quality, 3. Product display (Rasen Kastra, 2021)
2.	Price	Price is the fee charged get a product or service (Indrasari, 2019:36)	1. Prices that can be reached by all groups according to the selected target market segment, 2. Price conformity with product quality, quality a product will determine the price increase that will be offered to consumers, 3. Appropriateness of proce and product superiority, potential customers feel satisfied when they get benefits after buying a product or service (Indrasari, 2019:36)

3.	Promotion	Promotion is an activity to communicate specific information about goods or services (Tambunan & MM, 2019)	1. Advertising, using banners, 2. Giving discounts, 3. Personal selling, verbal explanation between the seller and potential customers (Tambunan & MM, 2019)
4.	Place	Location is a container companies to carry out buying and selling activities (Aminudin, 2018)	1. Locations that are easy to pass or easy to resach, 2. Can be seen clearly, 3. Convenience shop area (Aminudin, 2018)
5.	People	People are important players in presenting products or services so	1. Maintain relationships with buyers, 2. Fast service,
		that they can influence purchasing plans (Sugiannor, 2018)	3. Friendly and conscientious (Sugiannor, 2018)
6.	Purchase Decisions	Purchasing decisions are buying products for goods that are most in demand (Dhedy Pradana et al., 2017)	1. Confidence in making purchases when understanding a product, 2. Set a purchase most popular products, 3. Make a purchase because it suits your needs and desires (Dhedy Pradana et al.,2017)

RESEARCH RESULTS AND DISCUSSION

VALIDITY TEST

Table 2. Validity Test Results

VARIABLE	INDICATOR	VALUES CALCULATED	R table	RESULTS
Product	X1.1	0,746	0,1348	Valid
	X1.2	0,805	0,1348	Valid
	X1.3	0,817	0,1348	Valid
Price	X2.1	0,749	0,1348	Valid
	X2.2	0,689	0,1348	Valid
	X2.3	0,718	0,1348	Valid
Promotion	X3.1	0,713	0,1348	Valid
	X3.2	0,681	0,1348	Valid
	X3.3	0,711	0,1348	Valid
Place	X4.1	0,884	0,1348	Valid
	X4.2	0,823	0,1348	Valid
	X4.3	0,822	0,1348	Valid

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	X5.1	0,852	0,1348	Valid
People	X5.2	0,795	0,1348	Valid
	X5.3	0,827	0,1348	Valid
Purchase Decisions	Y1.1	0,788	0,1348	Valid
	Y1.2	0,833	0,1348	Valid
	Y1.3	0,777	0,1348	Valid

Source: Processed primary data, 2023

Based on table 2 above, it can be seen that all questions and indicators for each variable Product (X1), Price (X2), Promotion (X3), Place (X4), People (X5), and Purchasing Decisions (Y) are said to be valid because the value of calculated from the validity test has a greater value than the R_{tabel} value.

RELIABILITY TEST

Table 3. Relialibility Test Results

VARIABLE	INDICATOR	*CRONBACH ALPHA*	CRITICAL VALUE	RESULTS
Product	X1.1	0,903	0,60	Reliabel
	X1.2	0,903	0,60	Reliabel
	X1.3	0,903	0,60	Reliabel
Price	X2.1	0,909	0,60	Reliabel
	X2.2	0,902	0,60	Reliabel
	X2.3	0,904	0,60	Reliabel
Promotion	X3.1	0,901	0,60	Reliabel
	X3.2	0,907	0,60	Reliabel
	X3.3	0,906	0,60	Reliabel
Place	X4.1	0,901	0,60	Reliabel
	X4.2	0,902	0,60	Reliabel
	X4.3	0,900	0,60	Reliabel
People	X5.1	0,899	0,60	Reliabel
	X5.2	0,904	0,60	Reliabel
	X5.3	0,900	0,60	Reliabel
Purchase Decisions	Y1.1	0,903	0,60	Reliabel
	Y1.2	0,903	0,60	Reliabel
	Y1.3	0,906	0,60	Reliabel

Source: Processed primary data, 2023

Based on table 3 above, it shows that all variables consisting of Product (X1), Price (X2), Promotion (X3), Place (X4), People (X5) and Purchasing Decisions (Y) in this study produce *Cronbach Alpha* > 0,60. Then the results of all data that has been distributed to respondents can be declared reliabel

DESCRIPTIVE ANALYSIS TEST

Table 4. Descriptive Analysis Test

	N	Minimum	Maximum	Mean	Std. Deviation
PRODUCT	150	10	15	13.11	1.261
PRICE	150	10	15	12.43	1.368
PROMOTION	150	11	15	12.98	1.108
PLACE	150	10	15	12.80	1.419
PEOPLE	150	9	15	12.79	1.430
PURCHASE DECISIONS	150	10	15	12.93	1.299
Valid N (listwise)	150				

Source: Processed primary data, 2023

Based on table 4 above, it can be seen that the results of the answers from 150 respondents to be Product variable (X1) have a maximum value of 15, a minimum value of 10 and a mean (average) value of 13,11 with a std.deviation of 1.261, the Price variable (X2) has a maximum value of 15, a minimum value of 10 and a mean (average) value of 12,43 with a std.deviation 1,368, the Promotion variable (X3) has a maximum value of 15, a minimum value of 11 and a mean (average) value of 12,98 with a std.deviation 1,108, Place variable (X4) has a maximum value of 15 with a minimum value of 10 and a mean (average) value of 12,79 with a std.deviation 1,419, People (X5) has a maximum value of 15, a maximum value of 15, a minimum value of 9 and a mean (average) value of 12,79 with a std.deviation of 1.430, the variable Purchasing Decisions (Y) has a maximum value of 15, a minimum value of 10 and a mean (average) value of 12.93 with a std.deviation 1,299.

NORMALITY TEST
Table 5. Normality Test

N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.98569918
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.051
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Processed primary data, 2023

Based on table 5 above, it shows a significance value of 0,200 > 0,50, so the conclusion from the testresults is that the residual values are normally distributed.

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MULTICOLLINEARITY TEST

Table 6. Molticollinearity Test

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	3.343	1.037		3.223	.002		
	PRODUCT	.018	.093	.018	.197	.844	.490	2.043
	PRICE	.118	.089	.124	1.318	.190	.452	2.211
	PROMOTION	.175	.108	.150	1.616	.108	.467	2.141
	PLACE	.246	.083	.268	2.965	.004	.488	2.048
	PEOPLE	.193	.085	.212	2.275	.024	.459	2.179

Source: Processed primary data, 2023

Based on table 6 above, shows that:

X1 : The product shows a VIF value of 2,043 < 10 and a tolerance value of 0,490 > 0,1 so thatmulticollinearity does not occur in the product variable.

X2 : The price shows a VIF value of 2,211 < 10 and a tolerance value of 0,452 > 0,1 so thatmulticollineary does not occur in the price variable.

X3 : The promotion shows a VIF value of 2,141 < 10 and a tolerance value of 0,467 > 0,1 so thatmulticollineary does not occur in the promotion variable

X4 : The place shows a VIF value of 2,048 < 10 and a torelance value of 0,488 > 0,1 so thatmulticollineary does not occur in the promotion variable

X5 : The people shows a VIF value 2, 179 < 10 and a torelance value of 0,459 > 0,1 so there is nomulticollineary in the people variable.

HETEROSCEDASTICITY TEST

Table 7. Heteroscedasticity Test

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	-.017	.007		-2.285	.024
TPRODUCT	-.048	.058	-.160	-.829	.408
TPRICE	3.917E-5	.000	.290	1.796	.075
TPROMOTION	.104	.063	.371	1.651	.101

TPLACE	.097	.051	.331	1.899	.060
TPEOPLE	.037	.053	.122	.702	.484

Source: Processed primary data, 2023

From table 7 above, it can be seen that after using the data transformation method using WLS the significance value becomes 0,075 which means > 0,50. So that in the variables Product (X1), Price (X2), Promotion (X3), Place (X4), and People (X5) heteroscedasticity does not occur in purchasing decisions.

MULTIPLE LINEAR REGRESSION ANALYSIS TEST

Table 8. Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.343	1.037		3.223	.002
PRODUCT	.018	.093	.018	.197	.844
PRICE	.118	.089	.124	1.318	.190
PROMOTION	.175	.108	.150	1.616	.108
PLACE	.246	.083	.268	2.965	.004
PEOPLE	.193	.085	.212	2.275	.024

Source: Processed primary data, 2023

$$Y = 0{,}018X_1 + 0{,}118X_2 + 0{,}175X_3 + 0{,}246X_4 + 0{,}193X_5$$

From the results can be explained as follows:
1) The value of the purchase decision constant (Y) is 3,343, so if there is achange in the independent variable the value of X1, X2, X3, X4, and X5 is 0, meaning that consumer buying decisions at UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang total 3,343.
2) The regression coefficient on the product (X1) is 0,18 with a positive value meaning that the product has a positive effect on purchase decisions. This shows that the better the quality of the product, the more it will increase the purchase decision of prospective buyers.
3) The regression coefficient on the price (X2) is 0,118 with a positive value meaning that price has a positive effect on purchasing decisions. This shows that the better the price perception, the more likely it will be to increase the purchase decision of prospective buyers.
4) The regression coefficient on the promotion (X3) is 0,175 with a positive value meaning that promotion has a positive effect on purchasing decisions. This shows that the better the promotion is carried out, the more it will increase the purchase decision of prospective buyers.

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5) The regression coefficient on the place (X4) is 0,246 with a positive value meaning that the place or location has a positive effect on purchasing decisions. This shows that the better the location of a place, the more it will increase the purchase decision of prospective buyers.

6) The regression coefficient on the people (X5) is 0,193 with a positive value meaning that people have a positive effect on purchasing decisions. This shows that the better the service provided by employees to prospective buyers, the better the purchase decision will be.

PARTIAL TEST RESULTS (T)

Table 9. Partial Test Results (T)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
	B	Std. Error	Beta		
1 (Constant)	3.343	1.037		3.223	.002
PRODUCT	.018	.093	.018	.197	.844
PRICE	.118	.089	.124	1.318	.190
PROMOTION	.175	.108	.150	1.616	.108
PLACE	.246	.083	.268	2.965	.004
PEOPLE	.193	.085	.212	2.275	.024

Source: Processed primary data, 2023

The following is a comparison between sig. t with sig. 0,05:
1. The sig value of 0,844 > 0,05 means that H0 is accepted, which means that the product(X1) has no effect on the purchase decision (Y). Rejected
2. The sig value 0,190 > 0,05 means that H0 is accepted, which means that the price (X2) has no effect on the purchase decision (Y). Rejected
3. The sig value of 0,108 > 0,05 means that H0 is accepted, which means that the promotion (X3) has no effect on the purchase decision (Y). Rejected
4. Sig value 0,04 < 0,05, then Ha is accepted which means the place (X4) effect on purchase decision (Y)
5. Sig value of 0,24 < 0,05, then Ha is accepted which means the people (X5) effect on purchase decision (Y)

SIMULTANEOUS TEST RESULTS (F)

Table 10. Simultaneous Test Results (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	106.565	5	21.313	21.200	.000[b]

Residual	144.769	144	1.005		
Total	251.333	149			

Source: Processed primary data, 2023

Based on table 10 above, it shows the significance value for the influence of product, price, promotion, place, and people simultaneously has a positive and significant effect on purchasing decisions F_{count} of 21,200 with a F_{table} value of 2,28 then the value of $F_{count} > F_{table}$ or 21,200 > 2,28 with a level significance 0,000 < 0,05

COEFFICIENT Of DETERMINATION TEST RESULTS (R^2)

Table 11. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 a	.424	.404	1.003

Source: Processed primary data, 2023

Based on table 11 above, it shows an R squared value of 0,424, meaning that the ability of the independent variable to explain the dependent variable is 42,4%

RESEARCH TEST RESULTS

The effect of the product on consumer purchasing decisions that have been carried out have influence but can be overridden by purchase decisions. This is explained by the results of the product partial testresults (t) of 0,844 > 0,05 so that the hypothesis is accepted that the product has a positive and insignificant effect on purchasing decisions at the UKM Gallery Central Java. This is in line with research (Kristianto, 2019) entitled The Influence of Marketing Mix on Puchase Decisions (Case Study of Djoragan Pitik's Geprek Chicken) that the product has no significant effect on consumer purchasing decisions

The effect of price on consumer purchasing decisions that have been carried out have influence but can be overridden by purchase decisions. This is explained by the results of the price partial test results (t) of 0,190 > 0,05 so that it can accepted that the price has a positive and insignificant effect onconsumer purchasing decisions at the UKM Gallery Central Java. This is in line with research (Ahmad Buckhari et al., 2020) entitled Analysis of the 5P Influence on Broiler Purchase Decisions that price does not have a significant effect on consumer purchasing decisions.

The effect of promotion on consumer purchasing decisions that have been carried out have influence but can be overridden by purchase decisions. This is explained by the results of the promotion partial test results (t) of 0,108 > 0,05 so that it can accepted that the promotion has a positive and insignificant effect on consumer purchasing decisions at the UKM Gallery Central Java. This is in line with research (Istofia Zulfa et al., 2021) entitled The Effect of the 7P Maketing Mix in Increasing Sales Volume of Empowered MSME in Kediri Regency During the Covid-19 Pandemic that promotion does not have a significant effect on consumer purchasing decisions.

The effect of place on consumer purchasing decisions. The test that have been carried out have a positive and significant effect on the decisions consumer purchases. This is explained by the results of the place partial test results (t) sig 0,04 < 0,05 with a t_{count} value of 2,965 > t_{table} 1,976 meaning that the UKM Gallery Central Java consumers make purchases because the place is comfortable and spacious. This is in line with research (Nicko Nur Rakhmaddian et al., 2022) entitled the Influence of MarketingMix on Purchase Decisions for MSME X Chicken Porridge

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in Surabaya in the Covid-19 Pandemic Era. The place variable partially has a positive and significant effect on consumer purchasing decisions.

The effect of people on consumer purchasing decisions. The test that have been carried out have a positive and significant effect on the decisions consumer purchases. This is explained by the results of the people partial test results (t) sig $0,24 > 0,05$ with a t_{count} value of $2,275 > t_{table}$ $1,976$ meaning that consumers make purchasing decisions if the direct owner or employee is friendly to potential customers. This is line with research (Fara Dina, 2021) entitled The Impact of MSME Restaurant Businesses Durig the Covid-19 Pandemic in West Kalimantan, personal variables partially have a positive and significant effect on consumer purchasing decisions.

CONCLUSION

Conclusions
1. The place variable (X4) has a positive and significant effect on consumer purchasing decisionsat the UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang
2. The people variable (X5) has a positive and significant effect on consumer purchasing decisions at the UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang
3. The promotion variable (X3) has no effect on consumer purchasing decisions at the UKM Gallery Central Java Jenderal Ahmad Yani Airport Semarang
4. The price variable (X2) has no effect on consumer purchasing decisions at the UKM GalleryCentral Java Jenderal Ahmad Yani Airport Semarang
5. The product variable (X1) has no effect on consumer purchasing decisions at the UKMGallery Central Java Jenderal Ahmad Yani Airport Semarang

Suggestions
For further research it is recommended to add other variables outside of this research variable such as brand image and customer loyalty

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