

**THE INFLUENCE OF MARKETING MIX, ATMOSPHERE, AND
PURCHASE INTEREST ON PURCHASING DECISIONS AT WARKOP
GELAS BATU 5 AHMAD YANI RANTAUPRAPAT**



Sri Indah Multi¹

Universitas Labuhanbatu, Rantauprapat, Indonesia
sriindahmulti1@gmail.com

Rizki Syahputra²

Universitas Labuhanbatu, Rantauprapat, Indonesia
rizki.pecintarasulullah@gmail.com

Bhakti Helvi Rambe³

Universitas Labuhanbatu, Rantauprapat, Indonesia
bhaktihelvirambe@gmail.com

Abstract

This research aims to determine the influence of marketing mix, atmosphere, and buying interest on purchasing decisions at Warkop Kaca Batu 5 Ahmad Yani Rantauprapat as well as the relationship between the contribution of each factor that influences purchasing decisions at Warkop Kaca Batu 5 Ahmad Yani Rantauprapat. The method in this research is quantitative. In this research, the population is the customers or consumers at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat. The data analysis method used is multiple linear regression analysis, and hypothesis testing (partial test, simultaneous test, and coefficient of determination). Based on the research results, it is known that the Marketing Mix variable influences purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat partially (by itself) based on the Sig value for the Marketing Mix variable being smaller than 0.05 and tcount being greater than ttable (1.985) while the Atmosphere and Buying Interest variables does not have a partial (alone) effect on purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat. Based on the F Test, it is known that Marketing Mix, Susana Cafee, and Purchase Interest simultaneously influence Purchase Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat in terms of the Sig value. $0.000 < 0.05$ and the calculated F value is $28.840 >$ from F table 2.31. Based on the Adjusted R-Square of 0.458, the contribution value of the Influence of Marketing Mix, Atmosphere, and Buying Interest on Purchasing Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat is 45.8% and the remaining 54.2% is influenced by other factors outside of this research.

Keywords: Marketing Mix, Atmosphere, Purchase Interest, Purchase Decision

INTRODUCTION

In this era of globalization, stress levels are increasingly high, making people need a place to just unwind or look for entertainment that can refresh the atmosphere. The presence of this phenomenon has made entrepreneurs see promising business opportunities so many coffee shops have emerged (Dewobroto & Wijaya, 2022). Coffee shops are one of the people's favorite choices for gathering, especially young people who often go out looking for a place to chat with their friends. Enjoying a cup of coffee has now become part of the lifestyle of urban communities in the last decade. As a result, coffee shops or cafes are always their favorite places. Not only is it a place to relax and gather with friends, but the presence of a coffee shop or cafe is also a meeting point for work colleagues as well as business meetings. Moreover, this is even more fun with the availability of a wifi connection.

In this industrial era 4.0, many retail businesses are developing rapidly and diversely. Some businesses are now developing and are in great demand by consumers, for example, businesses operating in the culinary, fashion, popular, instagrammable places, and many more. Businesses in the food sector tend to continue to increase and develop, both in terms of quality and quantity (Widjaja, 2022). There are more and more businesses engaged in this field, but not all of them develop and last long. This growth has resulted in competing old businesses and new businesses becoming increasingly competitive, thus requiring every business actor to develop appropriate strategies and methods to survive and win the competition (Pertiwi et al., 2016).

There is a lot that can be done to produce good products in marketing, influence the market in a business requires a good strategy in seeing business opportunities in the form of services or products, therefore this allows business actors to provide better services or products than before and can be better than its competitors, to be able to make consumers interested and be able to meet consumer expectations and satisfaction when buying its products (Rashid & Rokade, 2019).

In building customer trust, business people must have the right strategy in marketing their products, because marketing is a fundamental tool that is planned to achieve company

goals. To develop a business operating in the food and beverage sector, entrepreneurs do not only rely on the goods and quality of the products sold in their cafes. But you also have to innovate so that your business is attractive to consumers. Changing or designing the business premises so that many consumers are interested in coming, for example arranging the right equipment, increasing photo spots in various corners of the room, adding displays in the form of pictures or motivational writing.

A cafe shop is a place that essentially serves coffee or other hot drinks. As time goes by, cafe shops also serve cold drinks (with ice). Currently, coffee shops have become a favorite place for young people to just gather with friends and relatives or in the modern term hangout. Apart from enjoying coffee, the existence of free internet service or Free Wifi is also one of the attractions for young people coming to the cafe shop. So, the criteria for a cafe shop for young people is to have an attractive feel such as unique decoration, a beautiful view, a place for selfies or being in a location that is easy to reach and finally it must have free internet facilities (free wifi). Competition in this business is also very tight, where each cafe shop tries to display different nuances and themes to attract the attention of consumers so they come to the cafe shop. Apart from the nuances and internet facilities, the image of the cafe shop is also one of the reasons consumers come to the cafe shop, apart from that, the reference group also influences consumers to come to the cafe shop. This also applies to the Warkop Gelas Batu 5 Ahmad Yani Rantauprapat cafe shop.

Several things that business actors, especially cafe shops, can do to develop their business include creating satisfaction by using a marketing mix strategy where the marketing mix is a marketing strategy to achieve organizational and consumer goals. The marketing mix model emphasizes various factors which have become known as the 4Ps, namely product, price, place, promotion (product, price, place and promotion). Apart from that, cafe shop business actors can develop their business through variable conditions or atmosphere.

The atmosphere plays an increasingly important role when applied to this business, because the consumers who visit are in the end user category. A comfortable and attractive atmosphere can make visitors want to linger in it. With a good combination of existing

facilities and cafe themes, customers will visit more than once. In short, drinking coffee has become a daily activity in free time, relaxing and at work. This cafe not only offers food and drinks, but also offers facilities that provide comfort for its visitors, so that visitors can stay there for hours. Every cafe competes to attract visitors' interest in the products they offer.

Thus, the influence on human behavior is that they want to get everything quickly to fulfill their needs and desires. Warkop Batu Glass 5 Ahmad Yani Rantauprapat is a modern cafe that really pays attention to comfort by providing facilities that are very popular with young people in particular. This cafe is in a strategic location for running a cafe business. Even though it is a cafe that is far from the urban center, this cafe is easy to find.

Based on the description above, it is known that the factors that can influence consumers to come to the cafe shop apart from the facilities and atmosphere are the marketing mix factors (product, price, place, promotion).

REVIEW OF LITERATURE

Marketing Mix

Marketing mix is a controllable set of tactical marketing tools consisting of product, price, location, and promotion that a company combines to elicit the desired response in the target market. Another definition of marketing mix is the combination strategy implemented by various companies in the marketing area. Almost all companies follow this strategy to achieve their marketing goals, especially in very tough competition. The marketing mix concept consists of 4Ps, namely product, price, location and promotion (Rachmawati, 2018).

According to Kotler in (Khawaja et al., 2021), marketing mix is a set of marketing tools that are used continuously to achieve its marketing objectives in the target market. Meanwhile Kotler and Armstrong in (Alhakimi & Qasem, 2019) states that the marketing mix is a set of controllable, tactical marketing tools that a company combines to produce the desired response in the target market. Kotler in (Pinem et al., 2019) classifies these tools

into four groups of variables known as 4P, namely: Product, Location, Price and Promotion. According to Kotler and Armstrong in (Christopher et al., 2021), price in a simple sense is the amount charged for a product or service and in a broad sense, price is the sum of all the values given by buyers to obtain profits or benefits by owning or using a product or service.

According to Kotler and Armstrong (2010:229) in (Wulandari & Iskandar, 2018), product means the combination of goods and services offered by a company to the consumer market. According to Berman & Evans in (Hwang & Heath, 2014), location is a place, a physical position that has a strategic function because it can help determine the achievement of a business entity's goals, so it can be concluded that location is a place where a company operates or where a company carries out activities to produce goods and services related to its products and serve consumers in an economic aspect.

Atmosphere

Cafe atmosphere is an effort to design the environment such as building design, lighting, room layout, smell, color, shape and sound to form an emotional influence on consumers so they are interested in deciding to buy (Yucha & Safitri, 2021).

Purchase Interest

Schiffman and Kanuk (Purnomo, 2017) said that interest is one of the psychological aspects that has quite a big influence on behavioral attitudes. Purchase interest is defined as a happy attitude towards an object that makes someone try to get it by paying or making other sacrifices. Apart from that, buying interest is also defined as a plan to buy a product within a certain time. Purchase Interest according to Howard and Sheth in (Ni'amullah et al., 2018) is something related to the consumer's plan to buy a product which is related to the consumer's plan to buy a particular product and how many units of the product are needed in a certain period.

From the definitions above, it can be concluded that purchasing interest is a concentration of attention on something accompanied by a feeling of pleasure towards the item, then the individual's interest gives rise to a desire so that a convincing feeling arises

that the item has benefits so that the individual wants to own the item by paying for it. or exchange for money.

Purchase Decision

According to Kotler in (Simanjorang, 2020), purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy and these decisions are obtained from previous activities, so it can be said that purchasing decisions are a consumer decision making process that combines knowledge to choose two or more alternatives. available products, alternative products are influenced by several factors, including quality, price, location, brand image, reference group, promotion, convenience, service, etc.

According to Kotler in (Susanto, 2021), purchasing decisions are the process of making purchasing decisions to decide what to buy or not which originates from previous activities, purchasing decisions can be said to be a human decision making process. Consumers choose by combining knowledge of more than one product where product purchasing decisions will depend on many factors including quality, price, location, brand image, reference groups, advertising, convenience and service.

Conceptual Framework

In research about the Influence of Marketing Mix, Atmosphere and Buying Interest on Purchasing Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantaupratcan be described with the following conceptual framework:

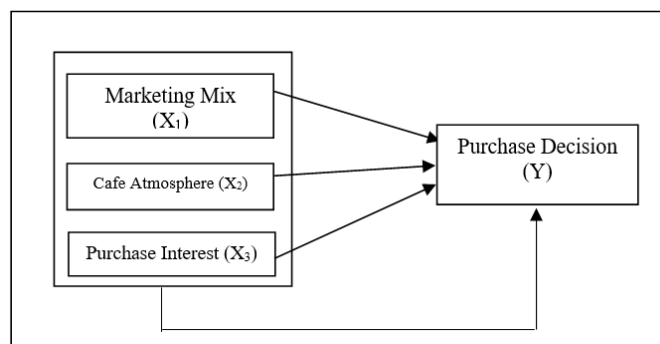


Figure 1.
Conceptual Framework

Where

- H1 = Marketing Mix has a positive and significant effect on Purchase Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat
- H2 = Cafe Atmosphere has a positive and significant effect on Purchase decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat
- H3 = Purchase Interest has a positive and significant effect on Purchase Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat
- H4 = Marketing Mix, Cafe Atmosphere and Purchase Interest simultaneously influence Purchase Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat

RESEARCH METHOD

Population

Population is a group of elements that contain objects, people, transactions and events that are interesting to study in research (Legionosuko et al., 2019). In this research, the population is the customers or consumers at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat.

Sample

A sample is a part or number of a population. In this research, the number of samples used was 100 customers or consumers at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat based on the Wibisono formula in (Hilmina et al., 2020). The method for taking samples for this research uses Accidental Sampling, which is a sample by chance. This method is part of Non Probability Sampling, that is, there are no specific criteria for sampling so that all samples have the same chance (Amri et al., 2019).

Sampling Technique

The sampling technique in this research refers to sampling by Slovin where the minimum sample is limited (finite population survey), with the aim of estimating the sample based on the population (Putri & Anggraeni, 2018).

In carrying out this research, the activities carried out included conducting an exploration of purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat by analyzing existing problems, collecting data, then processing and analyzing the data, finally concluding the results of the data analysis that had been carried out. The data analysis method used is multiple linear regression analysis and hypothesis testing (partial test, simultaneous test and coefficient of determination).

RESULTS AND DISCUSSION

Validity Test

This test is useful to find out whether the data processed is valid. The following are the results of the validity test carried out by the authors:

Table 1.
X1 Validity Test

Indicator	r-count	r-table	
x1.1	0.486752	0.1654	Valid
x1.2	0.335964	0.1654	Valid
x1.3	0.558047	0.1654	Valid
x1.4	0.49326	0.1654	Valid
x1.5	0.495355	0.1654	Valid
x1.6	0.604072	0.1654	Valid
x1.7	0.413978	0.1654	Valid

Based on the smaller r-table value, it can be concluded that the overall data X1 is valid.

Table 2.
X2 Validity Test

Indicator	r-count	r-table	
x2.1	0.862327	0.1654	Valid
x2.2	0.400943	0.1654	Valid

x2.3	0.862327	0.1654	Valid
x2.4	0.543246	0.1654	Valid

Based on the smaller r-table value, it can be concluded that the overall data X2 is valid

Table 3.
X3 Validity Test

Indicator	r-count	r-table	
x3.1	0.61987	0.1654	Valid
x3.2	0.695609	0.1654	Valid
x3.3	0.740613	0.1654	Valid

Based on the smaller r-table value, it can be concluded that the overall data X3 is valid

Table 4.
Y Validity Test

Indicator	r-count	r-table	
y1	0.614766	0.1654	Valid
y2	0.693251	0.1654	Valid
y3	0.335977	0.1654	Valid
y4	0.396521	0.1654	Valid
y5	0.414662	0.1654	Valid
y6	0.614766	0.1654	Valid
y7	0.693251	0.1654	Valid
y8	0.379016	0.1654	Valid
y9	0.50248	0.1654	Valid
y10	0.396521	0.1654	Valid

Based on the smaller r-table value, it can be concluded that the overall data Y is valid.

Reliability Test

Table 5.
Reliability Test

Variable	Cronbach's Alpha	Information
Marketing Mix (X1)	0.683	Reliable
Atmosphere (X2)	0.770	Reliable
Purchase Interest (X2)	0.762	Reliable
Purchase Decision (Y)	0.718	Reliable

Judging from the results, the Alpha value is greater than 0.60, it can be concluded that the overall data is reliable.

Hypothesis Test (T-Test/Partial Test)

Table 6.
T test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12,398	3,866		3,207	,002
Marketing Mix (X1)	1,087	,123	,704	8,810	,000
Atmosphere (X2)	-.114	,142	-.064	-.804	,423
Purchase Interest (X3)	,015	,177	,007	,085	,932

a. Dependent Variable: Purchase Decision (Y)

Based on the results of the t test (partial), it is known:

- a. Sig value < 0.05 and tcount $>$ ttable (1.985), then the Marketing Mix has a positive and significant effect on Purchasing Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat (H1 is accepted).

- b. Sig value > 0.05 and tcount < ttable (1.985), then the atmosphere does not have a positive and significant effect on purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat (H2 is rejected).
- c. Sig value > 0.05 and tcount < ttable (1.985), then Purchase Interest does not have a positive and significant effect on Purchase Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat (H3 is rejected).

Multiple Linear Regression Analysis

In predicting and measuring the value of the influence of one variable (independent/predictor) on another variable (independent/dependent/response), a regression test can be used. Multiple linear regression analysis is linear regression to analyze the magnitude of the relationship and influence of more than two independent variables. Multiple linear regression analysis is used to test the influence of one or more independent variables on the dependent variable, the following Multiple Linear Regression equation based on table 6 (Coefficients) is as follows:

$$Y = (12.398) + 1.087 X1 + (-0.114) X2 + 0.015 X3$$

Based on this equation, it is known:

- a. X1 = 1.087, which means that if X1 increases by one unit, Y will increase by 108.7%.
- b. X2 = -0.114, which means that if X2 increases by one unit, Y will decrease by 11.4%.
- c. X3 = 0.015, which means that if X3 increases by one unit, Y will increase by 1.5%

Hypothesis Test (F-Test/ Simultaneous Test)

Table 7.
F test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	541,169	3	180,390	28,840	,000b
	Residual	600,471	96	6,255		
	Total	1141.640	99			

- a. Dependent Variable: Purchase Decision (Y)
- b. Predictors: (Constant), Purchase Interest (X3), Atmosphere (X2), Marketing Mix (X1)

Judging from the results of the simultaneous tests, it can be seen that, Marketing Mix (X1), Susana Kafe (X2) and Purchase Interest (X3) simultaneously influence the Purchase Decision (Y) at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat in terms of the Sig value. $0.000 < 0.05$ and the calculated F value is $28.840 >$ from F table 2.31.

Variable Contribution (Determinant Coefficient)

Table 8.
Summary Model
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688a	.474	.458	2,501

a. Predictors: (Constant), Purchase Interest (X3), Atmosphere (X2), Marketing Mix (X1)

b. Dependent Variable: Purchase Decision (Y)

Based on the Adjusted R-Square of 0.458, the contribution value of the Influence of Marketing Mix, Atmosphere and Buying Interest on Purchasing Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat is 45.8% and the remaining 54.2% is influenced by other factors outside of this research.

Discussion

Based on the results of calculations carried out using the SPSS application, it is known that the influence of the independent variable on the dependent variable, it is known that the Marketing Mix variable influences purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat partially (by itself).

Based on the Sig value for the Marketing Mix variable which is smaller than 0.05 and tcount is greater than ttable (1.985), the Marketing Mix has a positive and significant effect on Purchasing Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat, this means that Purchasing Decisions are influenced by the Mixture Marketing.

Based on the results of the F test, it is known that the two independent variables have an effect on the dependent variable as seen from the Sig value being smaller than 0.05 and the calculated F value being greater than the F table value of 2.31.

Based on the results of Multiple Linear Regression, the equation $Y = (12.398) + 1.087 X_1 + (-0.114) X_2 = -0.114$, which means that if X_2 increases by one unit, Y will decrease by 11.4%. $X_3 = 0.015$, which means that if X_3 increases by one unit, Y will increase by 1.5%

CONCLUSION

Based on the results of research conducted on the Influence of Marketing Mix, Atmosphere and Buying Interest on Purchasing Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat, the author concludes that:

1. Multiple Linear Regression obtained the equation $Y = (12.398) + 1.087 X_1 + (-0.114) X_2 = -0.114$, which means that if X_2 increases by one unit, Y will decrease by 11.4%. $X_3 = 0.015$, which means that if X_3 increases by one unit, Y will increase by 1.5%.
2. It is known that the Marketing Mix variable affects purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat partially (by itself) based on the Sig value for the Marketing Mix variable being smaller than 0.05 and tcount being greater than ttable (1.985) while the Atmosphere and Buying Interest variables have no significant effect. partial (own) impact on purchasing decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat.
3. It is known that the Marketing Mix, Susana Cafee and Purchase Interest have a simultaneous influence on Purchase Decisions at Warkop Gelas Batu 5 Ahmad Yani Rantauprapat in terms of the Sig value. $0.000 < 0.05$ and the calculated F value is $28.840 >$ from F table 2.31.

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