

Perspective of Consumer Satisfaction at Ramen and Burger Restaurants in Terms of Product, Price and Location

(Comparative Study of Direct Consumers and Consumers Grab Food)

Atika Aini Nasution¹ Tri Auri Yanti² M. Asyari Syahab³ Rianto Rianto⁴

Retail Management Study Program¹² Entrepreneurship Study Program³⁴

Universitas Battuta, Indonesia¹²³ Institut Bisnis dan Komputer Indonesia, Indonesia⁴

Correspondence Email: atikanasutionn@gmail.com

Abstract : From the initial research that researchers did, the Ramen and Burger House was a place to eat that sold Japanese specialties and others. This Ramen and Burger House sets prices that are relatively cheap and can be reached by all levels of society. This is a very good strategy to survive in competition with similar companies. Besides setting a relatively cheap price, the Ramen and Burger Houses also always provide a variety of quality products for all consumers. Currently there are more than 77 types of products that are presented with good quality every day. Ramen and Burger houses offer a variety of products for consumers to choose, it will make the Ramen and Burger House more crowded by consumers. The purpose of this study was to determine whether there were differences in the effect of product, price and location on the satisfaction of direct consumers and consumers of Grab Food at Ramen and Burger Houses. The number of samples in this study was 100 people. The analysis technique used is multiple linear regression. The results showed that simultaneously product, price and location variables had a significant effect on consumer satisfaction both directly and through Grab Food at Ramen and Burger Restaurants. Product variables, price variables and location variables contribute to direct consumer satisfaction variables of 28.3% and the remaining 71.7% are determined by other variables outside the contribution of this study. For ordering through Grab Food, the product, price and location variables contribute to the consumer satisfaction variable of 22.6% and the remaining 77.4% is determined by other variables outside the contribution of this research.

Keywords: Product, Price, Location, Consumer Satisfaction

1. INTRODUCTION

In facing intense competition in this era of globalization, every company must be able to compete to win the competition. The orientation of the marketing world has changed from *profit oriented* to *satisfaction oriented*. Every company must pay attention to and consider consumer satisfaction. The problem that companies often face is that the company is not necessarily able to provide the maximum satisfaction that consumers or customers really expect. There are many ways that companies can achieve to increase consumer satisfaction, for example by paying attention to price factors. In general, consumers tend to choose companies that offer their products at relatively cheap prices. Price is an important consideration for consumers when buying products from a company. Along with the rapid development of the business world, many products and services have emerged that offer various advantages and uniqueness of each product and service. As a result, consumers have many choices in using the

goods and services offered by producers. But for producers, this is a threat because as more and more goods and services are offered to consumers, the competition becomes tighter in the business world. One of the competitions that often occurs is competition in the *food and beverage business sector*. This is characterized by the many new and long-standing businesses that are present with their respective advantages and disadvantages.

One thing that must be considered in competition is how after consumers receive and feel the benefits or value of a product, these consumers have loyal behavior, a sense of satisfaction and commitment to the product (Mowen and Minor, 2002). Likewise, the Ramen and Burger House is more oriented towards efforts to direct customers and potential customers to be more satisfied with the Ramen and Burger House. Customer satisfaction is influenced by price, product, price and location factors on customer satisfaction, because customers who are satisfied with the product have the potential to repurchase the product. Nuryadi (2001) states that if a company has loyal customers, the company's economic income will be guaranteed by regular cash flow.

Price according to (Buchary, 2009) has the meaning of an attribute attached to an item that allows the item to fulfill needs, wants and satisfy consumers (*satisfaction*) expressed in money. Thus it can be concluded that at a certain price level, if the perceived benefits increase, then the value will increase as well. If the value perceived by customers is higher, it will create maximum customer satisfaction. Apart from price, there is another factor that is no less important, namely location. Companies operating in the food sector must also be smart in choosing a location where the company carries out all its activities, because a strategic location will be more profitable for the company. (Kotler, 2012) states that location is a place where the company or agency carries out activities. Apart from that (Tji-ptono, 2009) said that *the mood* and *response* of customers is significantly influenced by the location, design and layout of service facilities. This *mood* and *response* can later give rise to satisfaction or dissatisfaction.

Consumer satisfaction is a major concern for most companies. If the product performance is lower than expectations, the customer will be disappointed, if it meets expectations, the customer will be satisfied, if it exceeds expectations, the buyer will be very satisfied. These feelings will determine whether the buyer will buy the product and will discuss favorable or unfavorable things about the product with other people. Consumer satisfaction is an important concept in the marketing concept. Seeing the high level of importance in marketing, satisfaction has become the subject of several consumer studies carried out quite intensively by companies. This is done to find out what consumers really want. Companies need to see the importance of satisfying consumers by providing relatively cheap prices and

good products. This means providing performance that equals or exceeds consumer expectations, with the aim of getting *loyal* consumers so as to provide high benefits for the company.

Ramen and Burger House is a restaurant that sells typical Japanese food and other things. This Ramen and Burger House sets prices that are relatively cheap and can be reached by all levels of society. This is a very good strategy to survive in competition with similar companies. Apart from setting relatively cheap prices, Rumah Ramen and Burger also always provides a variety of quality products for all its consumers. Currently there are more than 77 types of products available which are served with good quality every day. The Ramen and Burger House offers a variety of products for consumers to choose from, which will make the Ramen and Burger House increasingly visited by consumers. An illustration can be seen from a comparison of similar restaurants, namely Warung Ramen So Joy. Prices at Ramen and Burger Houses are relatively cheaper and the products are more diverse.

Product and Price Comparison

Description	Ramen and Burger House	So joyful ramen shop
Price (rp)	10,700	13,500
Number of products	77	44

Data source Ramen and Burger House and So Joy Ramen Shop

Based on this background, the researcher intends to conduct research on "Perspective of Consumer Satisfaction of Ramen and Burger Restaurants in View of Product, Price and Location (Comparative Study of Direct Consumers and *Grab Food Consumers*)"

2. LITERATURE REVIEW

Theoretical Framework

Definition of Product

The definition of a product according to Kotler (2011) is anything that can be offered to a market to fulfill wants and needs. The products offered include physical goods, services, people, places, organizations and ideas. It is also known that products can be divided into several types. First, consumer goods, namely goods purchased by final consumers for personal consumption and industrial goods, namely goods that are processed for reprocessing. In a broad definition, products include physical objects, services, people, places, organizations, ideas or a mixture of all these forms.

Marketers need to understand the relationships between an organization's products if they want to coordinate the marketing of a group of products in total. The following is a concept/decision that can help to describe the relationship between products in a company, or can be expressed as a description of the product mix *in* a company. Kotler (2011) defines product mix as a series of all products and product units offered by a particular seller to buyers.

Components Forming Product Mix

According to Kotler (2011), the components that form a product mix are as follows:

- a. The width of the product mix, which refers to several types of the company's product lines.
- b. The length of the mix refers to the number of product units in the product mix.
- c. Product mix depth, which refers to how many variants are offered for each product in the line.
- d. Product mix consistency refers to how closely related the various products are in terms of end use, production requirements, distribution channels.

Product Indicator

Wu and Wu (2009) provide an overview relating to the value of food and beverage products, including decisions on the use of packaging that can create benefits such as safety, economy, deliciousness and promotion. Apart from that, labels are also used to identify and provide potential product description and promotion. Wu and Wu (2009) provide 6 formulations of product indicators for food and beverage products, but in this study three indicators were taken, namely:

- a. Tastes delicious and aromatic
- b. Good for health
- c. Hunger quencher

Understanding Price

Price is the amount of money charged for a product or service. Price is the only element in the marketing mix that generates revenue. Kotler (2011) states that what is meant by price is the amount of money determined by the product to be paid by consumers or customers to cover the costs of production, distribution and basic sales including returns that indicate the effort and risk. Price is an element of the marketing mix that is flexible, meaning it can be changed quickly (Tjiptono, 2010). According to Husein (2012), price is the amount of value that consumers exchange for the benefits of owning or using a product or service whose value

is determined by the buyer and seller through bargaining or determined by the seller for the same price to a buyer. Meanwhile, Kotler and Gary Armstrong (2010), define price as the amount of money charged for a product or service.

Approaches to Pricing

Kotler and Armstrong (2008) argue that there are four approaches to pricing, namely:

- a. Premium pricing strategy, producing high quality products and charging the highest prices.
- b. Economic strategy, producing low quality products and charging the lowest prices.
- c. Good value strategy, produces a high product but at a lower price
- d. High pricing strategy, setting high product prices in relation to high products, but in the long term the product is abandoned by consumers because of complaints about the product.

Pricing Objectives

The objectives of price setting according to Payne in Kotler (2011) are:

- a. *Survival*

It is an effort not to carry out actions to increase profits when the company is in unfavorable market conditions. These efforts tend to be made to survive.

- b. *Profit Maximization*

Price determination aims to maximize profits in a certain period.

- c. *Sales Maximization*

Pricing aims to build market share by selling at a detrimental initial price.

- d. *Prestige*

The purpose of determining prices here is to position the company's services as exclusive services.

- e. *ROI*

The aim of determining prices is based on achieving the desired return on investment.

Price Assessment Indicators

Price assessment indicators can be seen from the suitability between a consumer's sacrifice and the value they receive after making a purchase, and from there the consumer will perceive the product or service. Positive perception is the result of feeling satisfied with a purchase made, while negative perception is a form of consumer dissatisfaction with the product or service they purchased. If the price set by a company is not in accordance with the benefits of the product then this can reduce the level of customer satisfaction, and conversely

if the price set by a company is in accordance with the benefits received it will increase customer satisfaction. This it can be concluded that at a certain price level, if the perceived benefits increase, then the value will increase as well. If the value perceived by customers is higher, it will create maximum customer satisfaction (Tjiptono, 2009).

Understanding Location

Location is the location of a shop or retailer in a strategic area so that it can maximize profits (Swastha, 2010). Choosing a trading location is an important decision for a business which must persuade customers to come to the business premises to fulfill their needs. Location selection has a strategic function because it can determine the achievement of a business entity's goals. Location is a place, a physical position that has a strategic function because it can determine the achievement of a business entity's goals (Sriyadi, 2011). Location is defined as a distribution channel for manufacturing industrial products while location is defined as a place of service for service industrial products (Hariyati, 2015)

One of the keys to success is location (Kotler, 2011). According to Lupiyoadi (2010) defines location as the place where the company must be headquartered and carry out operations. Lamb (2011) states that choosing a good location is an important decision. First, because space is a long-term resource commitment that can reduce the future flexibility of the business, whether the location has been purchased or simply rented. Second, location will influence future growth. The area chosen must be able to grow economically so that it can maintain business continuity. And finally, the local environment can change at any time, if the value of the location deteriorates, then the business location must be moved or closed.

Location Determination Factors

Factors that influence the choice of business location according to Manullang, 2001 (in Zoel-dhan, 2011) include:

- a. Community environment.
- b. Proximity to markets or consumers.
- c. Labor.
- d. Proximity to suppliers.
- e. Proximity to public transportation facilities.

Understanding Consumer Satisfaction

According to Kotler (2011) who states that satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product they are thinking about with the expected performance (results). For companies that focus on consumers, customer satisfaction is both a goal and a marketing tool. Meanwhile, Tse and Wilton (1998) in Lupiyoadi and Hamdani (2016) stated that customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived *disconfirmation between previous expectations and the actual performance of the product that is felt after using it*.

According to Oliver in Barner (2011), satisfaction is a consumer's response to having their needs fulfilled. This means an assessment that a form of special feature of a good or service, or the goods or service itself, provides a level of comfort related to fulfilling a need, including fulfilling needs below expectations or fulfilling needs exceeding consumer expectations.

Consumer satisfaction is defined as the consumer's response to the discrepancy between the previous level of interest and the actual performance felt after use. (<http://www.scribd.com/doc> 2004)

Five Elements of Consumer Satisfaction

Wilkie in Manurung, (2009) divides consumer satisfaction into five elements, namely:

- a. *Expectations*
- b. *Performance*
- c. *Comparison*
- d. *Confirmation/disconfirmation*
- e. *Discrepancy*

Methods for Measuring Consumer Satisfaction

According to Kotler (2011) there are four methods that can be used to measure consumer satisfaction, namely:

- a. Complaint and suggestion system
- b. Customer satisfaction survey
- c. *Ghost Shopping*
- d. Lost customer analysis

3. RESEARCH METHODS

Types of research

This type of research is associative research, namely research carried out to determine the relationship or influence between two or more variables (Sugiyono, 2014). The research conducted included two variables, namely the independent variable consisting of product price and location and the dependent variable, namely consumer satisfaction.

Research Data Analysis Techniques

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine how much influence the independent variables, namely product, price and location, have on the dependent variable, namely consumer satisfaction. Because the number of independent variables is 2 or more, the regression used is multiple regression. In this research, multiple linear regression analysis is used as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information :

- Y = Consumer satisfaction
- a = constant
- b₁ = coefficient for the product variable
- b₂ = coefficient for the price variable
- b₃ = coefficient for location variable
- X₁ = Product
- X₂ = Price
- X₃ = Location
- e = error

4. RESULTS AND DISCUSSION

Research result

Direct Consumer Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	3 , 968	2, 823	
Product	, 108	, 181	, 062
Price	, 492	, 109	, 467
Location	, 197	, 140	, 123

$$\hat{Y} = 3,968 + 0.108 X_1 + 0.492 X_2 + 0.197 X_3$$

the equation above, it can be interpreted that the constant value is $a = 3,968$, which means that if there are no independent values for the variables X_1 (product) , X_2 (price) and For the value of Meanwhile , for the value of For $X_3 = 0.197$, this shows that every 1% increase in the location variable will increase consumer satisfaction by 0.197 % .

Grab Food Consumers

Grab Food Consumer Multiple Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	5 , 722	2, 779	
Product	, 522	, 169	, 284
Price	, 249	, 100	, 250
Location	, 143	, 152	, 152

$$\hat{Y} = 5,722 + 0.522 X_1 + 0.249 X_2 + 0.143 X_3$$

Hypothesis testing

Direct Consumer F Test

Direct Consumer F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	316,842	3	105,614	12,633	,000 ^b
Residual	802,598	96	8,360		
Total	1119,440	99			

From Table IV. 22 , it can be seen that $F_{\text{count}} > F_{\text{table}}$ ($12.633 > 3.111$) or $\text{sig } F < 5\%$ ($0.000 < 0.05$). This means that together the product, price and location variables have a significant effect on direct consumer satisfaction .

Grab Food Consumers

Grab Food Consumer F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	289,256	3	96,419	9,362	,000 ^b
Residual	988,704	96	10,299		
Total	1277,960	99			

From Table IV. 23 , it can be seen that $F_{\text{count}} > F_{\text{table}}$ (9.362 > 3.111) or sig F < 5 % (0.000 < 0.05). This means that together the product, price and location variables have a significant effect on consumer satisfaction *GrabFood*.

Direct Consumer t test

Direct Consumer t Test Results

Model	t	Sig
(Constant)	1,406	, 163
Product	, 597	, 552
Price	4 , 493	, 000
Location	1 , 406	, 163

From the table, the t-table value with degrees of freedom $100 - 3 = 97$ and the 5% real level is 1.992. T-calculated value for $X_1 < t\text{-table}$ (0 , 597 < 1.992) and significance (0.552 > 0.05) , then the product has no significant effect on direct consumer satisfaction . For X_3 , the t-count value < t-table (1 , 406 < 1.992) and significance (0.163 > 0.05) , thus location has no significant effect on direct consumer satisfaction .

Grab Food Consumers

Grab Food Consumer t Test Results

Model	t	Sig
(Constant)	2,059	, 042
Product	3 , 082	, 003
Price	2,495	, 014
Location	,944	, 347

From the table, the t-table value with degrees of freedom $100 - 3 = 97$ and the 5% real level is 1.992. T-calculated value for $X_1 > t\text{-table}$ (3 , 082 > 1.992) and significance (0.003 < 0.05) , then the product has a significant effect on consumer satisfaction *GrabFood* . For *GrabFood* . For *GrabFood* .

Direct Consumer Determination Test

Model Summary Consumer Direct

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,532	,283	,261	2.89144

From the table, calculation results are obtained where the product, price and location variables together contribute to the direct consumer satisfaction variable of 28.3 % and the remaining 71.7 % is determined by other variables outside the contribution of this research .

Grab Food Consumers

Grab Food Consumer Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,476	,226	,202	3.20920

From the table, calculation results are obtained where the product, price and location variables together contribute to the *Grab Food consumer satisfaction variable* amounting to 22,6 % and the remaining 77,4 % determined by other variables outside the contribution of this research.

Discussion

The Influence of Product, Price and Location on Direct Consumer Satisfaction of Ramen and Burger Houses

From the regression results, it was found that there was an influence of product, price and location on direct consumer satisfaction at the Ramen and Burger House. This is in accordance with the results of research conducted by Ransulangi and Mandey (2012), which states that there is an influence of product quality, price and *service scape* on consumer satisfaction of users of the Ocean27 Manado Restaurant.

The results of this research are positively correlated because the taste and aroma of the food provided is very different and good for health, and also acts as a hunger quencher for consumers themselves. The prices offered are also able to compete with similar competing products so that more customers choose Ramaen Restaurant and Burger because the taste is different from the others.

The Influence of Product, Price and Location on Consumer Satisfaction at Grab Food Rumah Ramen and Burger

From the regression results, it was found that there was an influence of product, price and location on consumer satisfaction at Grab Food Rumah Ramen and Burger. The results of this research are in line with the results of research conducted by Amanah (2010) which states that there is an influence of price and product quality on consumer satisfaction at Majestyk Bakery & Cake Shop, HM Yamin Medan Branch.

The results of this research are positively correlated because the taste and aroma of the food provided is very different and good for health, and also acts as a hunger quencher for consumers themselves. The price is relatively cheaper than competitors and the price offered and set at this time is acceptable to consumers or not.

Differences in the Influence of Product, Price and Location on the Satisfaction of Direct Consumers and Grab Food Consumers at Ramen and Burger Houses

From the regression results, it was found that there were differences in the influence of product, price and location on consumer satisfaction at Grab Food Rumah Ramen and Burger. The results of this research are in line with the results of research conducted by Runtunuwu et al (2014) which states that there is an influence of product quality, price and service quality on user satisfaction at Cafe and Resto Cabana Manado. The results of this research are positively correlated because the taste and aroma of the food provided is very different and good for health, and also acts as a hunger quencher for consumers themselves. The overall satisfaction felt in the form of promotions, prices, services and products offered are in accordance with the available market.

5. CONCLUSIONS AND SUGGESTIONS

Conclusion

- a. Simultaneously, product, price and location variables have a significant effect on consumer satisfaction both directly and through *Grab Food* at Ramen and Burger Restaurants.
- b. direct consumer satisfaction , whereas through *Grab Food* the product has a significant influence on consumer satisfaction at the Ramen and Burger Restaurant .
- c. Price influences consumer satisfaction both directly and through *Grab Food* at Ramen and Burger Restaurants.
- d. Location does not have a significant effect on consumer satisfaction either directly or via *Grab Food* at Ramen and Burger Restaurants.

- e. Product variables, price variables and location variables contribute to the direct consumer satisfaction variable of 2.8.3 % and the remaining 7.1.7 % is determined by other variables outside the contribution of this research. For orders via *Grab Food* , the product, price and location variables contribute to the consumer satisfaction variable by 2 2.6 % and the remaining 7 7.4 % is determined by other variables outside the contribution of this research.

Suggestion

This research has limitations, namely that it only tests the influence of product, price and location variables on consumer satisfaction at Ramen and Burger restaurants in Medan. Based on the findings obtained in this research, one thing that is interesting to research further regarding this research model is the inclusion of other variables that are taken into consideration by consumers in determining consumer satisfaction for Ramen and Burger restaurant products, such as socio-cultural variables, reference groups , etc. Apart from that, the object in this research is a Ramen and Burger restaurant which can be categorized as a fairly elite restaurant in Medan, so that future research can try to test and develop this research model on restaurant objects that have different categories so that it is hoped that it will be able to further studied are other variables that influence consumer decision making in purchasing Ramen and Burger Restaurant products.

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