



The Influence of Marketing Information Systems and Product Quality on Customer Purchasing Decisions at PT. Schneider Electric in Bandung City, West Java

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Abstract. Information technology is developing rapidly, making it easier for companies to interact between countries and consumers. So that the company improves its competence to increase market share. The marketing information system helps companies to find out the needs of consumers and consumers can easily find information about a product from the company. The purpose of this study is to determine the influence of marketing information systems and product quality on purchasing decisions. The analysis unit of PT. Schneider Electric in the city of Bandung, West Java. The source of research data is primary, namely distributing questionnaires online and secondary data. The population is potential customers in the city of Bandung, the sample drawing technique uses a census of 100 customers. The results of the descriptive analysis of the marketing information system, product quality and purchase decisions in the score interval of 421-501 are very good. Associative analysis F calculates $> F$ table so that there is an influence of marketing information systems and product quality on purchasing decisions At PT. Schneider Electric in the city of Bandung, West Java by 99.2%.

Keywords: Marketing information system, product quality, purchase decision, Schneider Electric.

1. BACKGROUND

Globalization plays an important role in life. With globalization, there have been quite rapid changes in information governance. This is related to digitalization. Currently we cannot avoid digitalization, because digitalization has penetrated all sectors, including information technology. Such as education, finance, and electricity. This is in line with the statement (Mulia 2023) which states that significant scientific progress has brought humans to live in ease, this is related to the industrial revolution 4.0 which has caused almost all layers of life to become digital. Examples include the use of smartphones, E banking, E commerce and so on. This has led to many other smart applications that make it easier for people to live their lives. The continued significant progress of science has brought humans to live in ease.

With the development of the times, an era of digitalization or globalization has been created which states that there are digital products, PT. Schneider electric This marketing information system was created to support digital marketing. Make it easier for consumers and customers to find out product information issued by PT. Schneider Electric. This application is designed to help electricians access product information, services and technical solutions more easily and quickly. Of course, this application also offers various interesting features that can be accessed by customers so they can experience interesting services digitally just by holding a smartphone. With an integrated information system, this application can ensure that high

quality products can be easily reached by customers, and can support customers in making the right purchasing decisions. A marketing information system is an information system that focuses on business functions, such as the marketing department. This system provides information needed by the company to support marketing decision making and provides information needed by interested parties (stakeholders), for example, customers (Taufani et al. 2016).

Product quality is an action taken by a company to be able to win market competition, by establishing a set of differences that state that the product is different from its competitors' products. (Permata Sari 2021). A purchasing decision is a process in which consumers recognize their problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision (Tjiptono, 2019). In (Anugrah Pratama et al. 2022).

In this case, researchers conducted a pre-survey and found that there were some consumers who still had different views regarding products in categories. As many as 54% of respondents stated that they did not agree that the quality of the products offered still provided affordable prices for the public, while 46% agreed with this statement. However, when asked whether Schneider Electric has reliable quality, the vast majority of respondents 78% strongly agreed. Only 22% disagree with this statement. The pre-survey results show that the level of consumer needs is different, but the majority of them can still find the products they are interested in according to their budget. In purchasing decisions, of course, the influence or geographic location of the store is very important, therefore respondents answered 63% agreed with this statement and 37% disagreed. Of course, each consumer has varying and different levels of needs and respondents answered 73% agreed and 27% disagreed. In the survey addressed, 83% agreed that the product category met their needs and 17% disagreed. Schneider electric continues to maximize efforts to be the most superior, especially in customer needs, therefore the product is in accordance with customer needs. 80% of respondents answered agree and 20% answered disagree.

Based on several research data, it can be believed that a phenomenon is something that we are aware of, objects and events around us, other people, and ourselves as a reflection of our conscious experience. In a further understanding, a phenomenon is something that enters our consciousness, either in the form of perception, imagination, desire or thought. (Kuswarno, 2019) as well as phenomena that occur at PT. Schneider Electric which has been explained, the author submitted research to PT. Schneider Electric entitled "The Influence of Marketing

Information Systems and Product Quality on Customer Purchasing Decisions at PT. Schneider Electric in Bandung City, West Java ”

2. THEORETICAL STUDY

Understanding Management

According to (Aditama, 2020) Etymologically, the word management comes from various languages, the first of which is from ancient French, namely management, which means the art of carrying out and managing. Then, in Italian, it is meneggiare which means to control. Meanwhile, in English it comes from the word to manage, which means to manage or organize. As for the etymological definition of management, it can be concluded that management is an activity of organizing or managing. The following also conveys the definition of management according to experts, including the following:

a. According to (Terry GR, 2014)

Management is a typical process consisting of planning, organizing, directing and controlling actions carried out to determine and achieve predetermined targets through the use of human resources and other resources.

b. According to (Mee, 2020)

Management is the art of achieving maximum results with efforts to achieve maximum prosperity and happiness, both for leaders and workers, as well as providing the best possible service to the community.

c. According to (Hayati, et.al 2019)

Management is an art. Each job can be completed with other people. Based on the opinions of experts, it can be concluded that the definition of management includes that management occurs in an organization which contains one of several objectives and involves humans and other resources carried out in the most efficient way.

Management Functions

According to (Khasanah, 2023) The management function is a number of activities covering various types of work that can be classified into one group to form one administrative unit. Management is a special type of work that requires mental and physical effort required to lead, plan, organize and supervise. The following is an explanation of the various management functions:

a. Forecasting

Forecasting is the activity of predicting, projecting or making estimates of various possibilities that will occur before a more definite plan can be carried out.

b. Planning includes Budgeting

Various limitations regarding planning from very simple to more complicated formulations. There are those who formulate it very simply, for example: planning is determining a series of actions to achieve a desired result. Rather complex constraints formulate planning as determining what must be achieved, how it must be achieved, and so on. The planning function also includes setting a budget. Therefore, it is more appropriate if planning is formulated as determining the goals, policies, procedures, budget and programs of an organization.

c. Organizing

Organizing is the process of coordinating resources to carry out a plan to achieve a goal. The organizing process is also the activity of setting and allocating work.

Types of Management

According to (Hasibuan, 2014) There are several types of management, including:

- a. Human Resource Management: to manage the relationships and roles of owned resources and handle various problems within the scope of being able to support the activities of the organization or company.
- b. Expenditure Management: to plan sources and users of funds, and find ways to allocate funds
- c. Production Management: to make decisions to achieve goals so that the products produced are in accordance with what was planned and achieve company targets.
- d. Cost Management: to identify costs of activities, organizations, and help improve future organizational performance.
- e. Marketing Management: for product development, communication and promotion to satisfy consumer needs.
- f. Office Management: to carry out data and information management activities that are carried out regularly, following organizational activities and directing and supervising them according to certain objectives.
- g. Risk Management: to try to find and identify all risks faced by the company.

- h. Management Based on Goals: to establish general goals by managers and subordinates working together, determining the main areas of responsibility for each individual which are clearly formulated in the form of goals.
- i. Quality Management (TQC & QCC): to supervise all activities and tasks required to maintain the desired quality level of an organization.

Marketing Management

According to(Nasution, 2022)Marketing in (English: marketing) is the preparation of integrated communications which aims to provide information about goods or services in relation to satisfying human needs and desires. Marketing begins with fulfilling human needs which then grow into human desires. For example, a human needs water to fulfill his thirst. If there is a glass of water then his thirst needs will be fulfilled. However, humans not only want to fulfill their needs but also want to fulfill their desires, for example a glass of bottled Aqua brand water that suits their thirst needs and is easy to carry according to their wishes. This process of fulfilling human needs and desires is the marketing concept. Starting from product fulfillment, price determination, delivery of goods (place), and promoting goods (promotion). Someone who works in the marketing field is called a marketer. These marketers should have knowledge in marketing concepts and principles so that marketing activities can be achieved in accordance with human needs and desires, especially the target consumers.

Quoting from the Investopedia page, management is the process of planning, organizing, actuating, directing and controlling. Meanwhile marketing is analyzing, planning and maintaining profitable exchanges. Marketing makes consumers ready to buy, so company management must think about how to make the product still available. With the aim of marketing, it is a step that brings goods and services into the hands of consumers.(Sunyoto, 2013). Barun in marketing is working together to support the four sides, namely *product*, *place*, *price* and promotion to achieve sales targets as expected by the company. In the marketing mix there are four that are used as study material(Fahmi.I, 2017)that is :

- a. *Products*

It is a form of goods and services offered by a company to meet consumer needs. In marketing, it is necessary to pay attention to the type of consumer needs and satisfaction that occurs when the product is created and marketed to the market later. These types of needs are:

- 1) Stated needs
- 2) Actual needs
- 3) Unstated needs

4) The need for pleasure

5) Secret needs

b. *Place*

It is a place where the product is sold. This place is very important in the world of marketing because having market access will quickly increase the impact on potential sales and profits. The company tries to choose locations that have strategic value and are easy to reach by consumers.

c. *Price*

It is the price set by the company for a product created by taking into account calculations based on raw materials, distribution costs, employee costs and a percentage of product profits.

d. *Promotion*

It is a perception that is able to change consumers from not being very interested to being interested in the products they see, various promotions for a product such as through print media advertising, sponsorship, and word of mouth.

Service Quality

MAccording to(Situmorang, 2019)Product quality is assumed to be the ability of a product to perform each of its functions. These functions of course include accuracy, overall product durability, reliability, ease of operation and repair and other valuable attributes. So product quality can be called a process in which the customer evaluates the overall performance of a good or service. According to Ernawati (2019), product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product. In order to achieve the desired product quality, quality standardization must be required. This aims to ensure that the products produced meet the standards that have been set so that consumers will not lose confidence in the product in question.

A customer's experience in purchasing a good or bad product will influence consumers whether to make a return purchase or not. Therefore, business players must be able to create products that suit consumer needs and tastes. Needs that cannot meet consumer expectations must be responded to quickly by the company, namely by efforts to develop products in accordance with consumer expectations (Assauri 2012). Schneider Electric operates in a highly competitive market with many large players such as Siemens, ABB, Chint, Panasonic and Broco. This competition forces companies to continuously innovate and maintain profits that

can be squeezed. So it can be concluded that product quality is a product's ability to fulfill every consumer need in accordance with the consumer's needs and desires.

According to Kotler (2018), product quality is the characteristic of a product or service that supports its ability to satisfy customer needs and influence purchasing decisions.

- a. Performance (Performance) is the main operational characteristic of the core product purchased, the performance of the product which provides benefits to consumers who consume it so that consumers can obtain benefits from the product they have consumed. For each product or service, the performance dimensions can be different depending on the functional value promised by the company. In the food business, the performance dimension can be seen from delicious taste.
- b. Durability, which is related to how long the product can be used and can be defined as a measure of the expected operating life of the product under normal conditions.
- c. Conformance to specification: the basic operating characteristics of a product meet certain consumer specifications or no defects are found in the product.
- d. Features: Product characteristics designed to enhance product function or increase consumer interest in the product. So it can create a positive impression on consumers.
- e. Aesthetics, namely the product's appeal to the five senses which can be seen from its physical form, color, model or design, taste, aroma and so on. So consumers will be interested in a product when they see the initial appearance.

Buying decision

Several factors that influence purchasing decisions include internal factors which include personal and self-concept, then motivation, perception and attitude. Meanwhile, external factors are social class culture, reference groups, and also family (Iii 2017). Meanwhile, according to Kotler and Keller (2012) in (Mufid Suryani et al. 2022), there are three indicators in determining purchasing decisions, namely: 1. Steadiness in a product, 2 Habits in buying a product, 3 Speed in buying a product. Then in this research it is explained that according to Philip Kotler, translated by Sutanto (Education et al. 2019), a purchasing decision can be interpreted as a decision taken by a prospective buyer regarding whether he will buy or not.

In addition, good brand perception and previous experience with the product also contribute to shaping consumer purchasing decisions. These factors show that both internal aspects such as motivation and self-concept, as well as external aspects such as culture, social class and reference groups, all have an important role in the purchasing decision making process. Other research that supports this research states that ease of shopping and trust

shopping has a positive relationship with online shopping purchasing decisions, in other words if convenience and trust increase, this will be followed by an increase in purchasing decisions. (Purba and Raja 2022) Other research states that product quality, price and promotion have a positive effect on purchasing decisions (Permata Sari 2021) Thus, it can be concluded that a deep understanding of various internal and external factors that influence purchasing decisions is very important for companies in developing effective and targeted marketing strategies, which can ultimately increase consumer loyalty and satisfaction. H3: Product quality has a significant positive influence on consumer purchasing decisions

According to (Kotler, Purchasing Decisions, 2017) purchasing decisions are consumer behavior regarding how individuals, groups and organizations select, purchase, use goods, services, ideas or experiences to fulfill their needs and desires:

a. Product choice

In purchasing products and other purposes, consumers must make decisions. In this case, companies must increase their attention to customers or potential customers who are interested in buying the products and alternatives they are considering.

b. Choice of dealer

When buying a product, every consumer must have factors that make it easier, such as a close location, cheap prices, complete inventory, convenience in shopping, space and so on. In this case, the company must know the reasons why customers choose a supplier.

c. Time of purchase

In choosing the time to purchase, the consumer's decision determines the time when to buy the product and produce it and then buy it again. In this case, the company must know when the customer will buy the product according to their needs.

d. Purchase amount

In how many products they will spend, consumers can also make decisions on how many products to buy for their needs. In this case the company must know how many products are purchased in one purchase

Consumer Interest

Interest is a drive from human instinct, but it can also be a drive from thoughts accompanied by feelings. Interest that only arises from feelings without thought, easily changes according to changes in feelings. According to (Keller KP, 2017) something that arises after receiving stimulation from the product he sees, from there an interest arises in trying the product until finally the desire to buy it arises so he can have it.

Quoted from research (Hasan, 2017), consumer interest is "Intention to buy a certain product, as well as how many units of the product are needed in a certain period". Then Hasan came in (Randi, 2018) defines "Purchasing interest as a consumer's tendency to buy a brand or take action related to a purchasing decision which is measured by the level of possibility of the consumer making a purchase". According to (Philip Kotler, 2018) "Consumer buying interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product." Purchase interest is formed from consumer attitudes towards a product which consists of consumer trust in the brand and brand evaluation, so that from these two stages an interest in purchasing emerges.

3. RESEARCH METHODS

The methods that will be used in this research are Quantitative methods and Qualitative methods. In the context of this research, the appropriate sample selection method is purposive sampling. By using purposive sampling, researchers can select samples that specifically represent customers who use Marketing Information Systems and have experience with Schneider Electric products. This research will use descriptive methods and associative methods. To find out the description of information system variables. Product Quality and Purchasing Decisions and test their influence. The unit of analysis that will be used in this research is Loyal Customers who make transactions and use the Marketing Information System from Schneider Electric. Sugiono (Sugiono, 2021) population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then draw conclusions. The population that will be used in this research is 100 Loyal Customers from 4 Bandung City Electrical Partners.

Technique In this research, questionnaires will be distributed to loyal customers who have made transactions and are registered in the Marketing Information System. at the Bandung City Electrical Center. The questions in the questionnaire will focus on marketing information system variables, product quality and purchasing decisions. Thus, the data obtained will provide a clear picture of customer perceptions related to these variables in the Bandung Electrical Center environment. This research uses a questionnaire to collect primary data. The questionnaire contains written questions that must be answered by the respondent. The goal is to obtain empirical data that will help solve research problems and test hypotheses. The type of questionnaire used is a closed questionnaire, where respondents choose answers from the options provided. The respondents of this research are Schneider Electric customers in the electrical center of Bandung city.

Independent Variable:

Marketing Information System (X1)

This variable includes the extent to which Marketing Information Systems influence consumer purchasing decisions. This can include factors such as feature availability, usability, and reliability of the application.

Product Quality (X2):

This variable measures consumer perceptions of the quality of products offered by Schneider Electric. This can include factors such as product reliability, innovation, and user satisfaction.

Dependent Variable:

Purchase Decision (Y): This variable reflects the consumer's decision to purchase products from Schneider Electric. This includes purchasing actions or intentions to purchase based on the influence of independent variables, namely Marketing Information Systems and product quality.

To ensure that the research is correct, Validity and Reliability tests are used. This validity test aims to find a statistical solution regarding the closeness (weakness) of the relationship between two variables, namely the independent variable and the dependent variable. In accordance with the data above, a reliability test is used so that a questionnaire can be called reliable if the answers to the questions in the questionnaire are always consistent from time to time. The hypothesis that will be tested in this research relates to whether there is a positive or negative influence between the independent variables, namely on the use of information systems for product sales, PT. Schneider electric in the city of Bandung, West Java. In the formulation of this statistical hypothesis, between the null hypothesis (H_0) and the alternative hypothesis (H_a) are always in pairs, if one is rejected, then the other will definitely be accepted so that a firm decision can be made, namely H_0 is rejected and definitely H_a accepted. By using data analysis methods such as descriptive, associative, classical analysis and multiple regression to support the validity of the hypothesis test carried out

4. RESULTS AND DISCUSSION

This research analyzes the Marketing Information System at PT. Schneider Electric which is located in Bandung City, West Java. Based on the results of respondents' responses, the total score obtained for the marketing information system variable was 3,388 with an average weight of 424, which is included in the "Very Good" category. This average value is in the weight value range 421 – 501, as specified in the standard table. These results indicate that the marketing information system implemented by the company is considered very good by respondents. Among the statement items, the lowest score of 410 was found in the statement regarding the provision of product purchase invoice upload features, which is included in the "Good" category. On the other hand, the item with the highest score of 433 is a statement about the ease of access to marketing information systems by anyone, which is included in the "Very Good" category.

Furthermore, the quality of PT. Schneider Electric was also analyzed with results showing a total weighted score of 3,489 and a weighted average of 349, which is categorized as "Very Good". This average is in the range of 341–420, which also falls into the "Good" category. Descriptive analysis shows that product quality is considered good by respondents. The statement with the lowest score of 408 was related to the trustworthiness and reliability of the product display, which fell into the "Good" category. Meanwhile, the statement with the highest score of 452 is related to product quality that enhances function and appearance, which is included in the "Very Good" category.

In the purchasing decision variable, the total weight value obtained from respondents' responses is 3,399 with an average weight of 425, which is also categorized as "Very Good". This average is in the value interval 421 – 501, according to the standard table. The purchasing decision variable was assessed as very good by respondents. The statement with the lowest score of 412 was found in the item regarding the diversity of product variants, which is included in the "Good" category. In contrast, the statement with the highest score of 453 related to different levels of product need, which was categorized as "Very Good".

Based on statistical analysis using the t test, it was found that marketing information systems have a significant influence on purchasing decisions. The significance value obtained is 0.000, which is smaller than the research significance level of 0.1, and the calculated t value of 112,831 is greater than the t table of 3,090. Thus, the hypothesis which states that there is an influence of marketing information systems on purchasing decisions is accepted. In contrast, the t test for the product quality variable shows that there is no significant influence on purchasing decisions. The significance value obtained is 0.516, which is greater than the

significance level of 0.1, and the calculated t value is -0.652, smaller than the t table of 3.082. This means that the hypothesis which states that there is an influence of product quality on purchasing decisions is rejected.

Finally, when analyzing the simultaneous influence of marketing information systems and product quality on purchasing decisions, the result was that these two variables together had a significant effect on purchasing decisions. The calculated F value of 6.389 is greater than the F table of 3.089, with a significance value of 0.000 which is smaller than 0.05, indicating that the hypothesis stating the existence of a simultaneous influence is accepted. Overall, this research shows that marketing information systems have a stronger influence on purchasing decisions than product quality, although both together still play an important role in the decision-making process by consumers at PT. Schneider Electric.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the data that has been obtained and the results of data processing in this research, several important conclusions can be drawn. First, from a managerial perspective, it appears that marketing information systems and product quality have a significant influence on customer behavior in determining purchasing decisions. Customers tend to decide to buy or look for substitute products based on the effectiveness of the marketing information system and perceptions of the quality of the products offered. Therefore, it is very important for companies to ensure that the marketing information system implemented is able to reach and fulfill customer desires effectively.

Apart from that, marketing information systems and product quality are also determining factors in shaping customer attitudes. Both of these variables have a measurable impact on how customers perceive and respond to products, which ultimately influences their purchasing decisions. Thus, companies need to pay more attention to developing these two aspects to maintain and increase customer satisfaction.

As a follow-up to these conclusions, several suggestions can be given. First, the management of PT. Schneider in Bandung City, West Java, is advised to continue to maintain and develop their marketing information system and product quality. This step is important so that customers become more loyal and more likely to make repeat purchases. Consistent efforts in maintaining product quality and improving marketing information systems will help companies create strong long-term relationships with customers.

Apart from that, the management of PT. Schneider Electric is also advised to improve the competence of SPG/SP Boys and retail distributors. This improvement aims to make them

more effective in conveying the latest information and supporting product marketing efforts to consumers and customers. With more competent sales personnel and easily accessible product information, customers will feel more confident and motivated to continue choosing products from PT. Schneider Electric.

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