

## **Purchase Decision Affects, Price, Product Quality and Word Of Mouth**

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### **ABSTRACT**

*This study aims to identify and analyze the effect of product quality, price and word of mouth on the purchasing decision of Milkita Candy. This study uses marketing management theory with variables (product quality), (price), (word of mouth) and variables (purchase decisions). Researchers determine the population, namely all consumers who decide to buy dairy products. The sampling technique, or non-probability sampling, is used to determine the number of samples. The sample size for this survey is 69 respondents. On the other hand, evaluation, data analysis techniques mostly use linear regression analysis. Based on the results of data analysis, it can be concluded that the product quality variable has a partial effect on purchasing decisions because the product quality variable is important. Second, we can conclude that the price variable has a partial effect on purchasing decisions because price is very important. In addition, the word-of-mouth variable is also important, so it can be concluded that the word-of-mouth variable has a positive and significant effect on purchasing decisions. In addition, an important conclusion is taken simultaneously that the variables (product quality), (price) and (word of mouth) have a large influence on the variable (purchase decision) at the same time. Based on the results of data analysis, companies are advised to make alternative pricing strategies that are better and pay attention to the quality of product offerings before the products are distributed. For consumers. The word-of-mouth variable is also important, so it can be concluded that the word-of-mouth variable has a positive and significant effect on purchasing decisions. In addition, an important conclusion is taken simultaneously that the variables (product quality), (price) and (word of mouth) have a large influence on the variable (purchase decision) at the same time. Based on the results of data analysis, companies are advised to make alternative pricing strategies that are better and pay attention to the quality of product offerings before the products are distributed. For consumers. The word of mouth variable is also important, so it can be concluded that the word of mouth variable has a positive and significant effect on purchasing decisions. In addition, an important conclusion is taken simultaneously that the variables (product quality), (price) and (word of mouth) have a large influence on the variable (purchase decision) at the same time. Based on the results of data analysis, companies are advised to make alternative pricing strategies that are better and pay attention to the quality of product offerings before the products are distributed. For consumers. (price) and (word of mouth) have a great influence on the variable (purchase decision) at the same time. Based on the results of data analysis, companies are advised to make alternative pricing strategies that are better and pay attention to the quality of product offerings before the products are distributed. For consumers. (price) and (word of mouth) have a great influence on the variable (purchase decision) at the same time. Based on the results of data analysis, companies are advised to make alternative pricing strategies that are better and pay attention to the quality of product offerings before the products are distributed. For consumers.*

**Keywords: Product Quality, Price, Word of Mouth and Purchase Decision**

### **INTRODUCTION**

Candy products are not foreign to millennials. Because not only do they want to have a more attractive appearance, but they can also make facial skin healthier and fresher even without make-up. That's why companies are competing to issue candy products according to their needs. with the needs and skin type of each consumer. For this time, candy is no longer a fulfillment of the desire to get

beauty goods but as a nutritional need for consumers' skin. Consumers who are rife with using this candy make the use of candy as their routine to get real results. Before making a purchase, it's a good idea for consumers to check back carefully the content in the product to prevent allergies or irritation caused by the product's content. For consumers who experience compatibility or compatibility with candy products, their skin will look healthy and well-groomed. Therefore, companies must be able to satisfy consumer desires with the products purchased and also with convincing physical variations in order to consider consumer purchasing decisions.

There are several factors that can be taken into consideration by consumers in determining their purchasing decisions, namely by improving product quality according to consumer needs. Product quality is something that must be considered for every company considering the increasing competition between companies, because every company is always trying to improve market share and reach new customers. In addition to the quality of the product that is prioritized in a company, the price of the product should not be ruled out. Setting the right price can be the main key for a company to increase the number of products sold. Because if the pricing in a product is not in accordance with the market, then the chances are very small for the product to be sold and sold in the market. According to (Ofela & Agustin, 2016,

Word of Mouth communication also has a very big influence on someone because the information obtained is considered real and honest. Word of mouth or word of mouth communication will occur naturally when people become supporters of a brand or product because they are satisfied with the product they use or consume and have a desire or desire that comes from themselves and are enthusiastic to invite others to choose a brand or product that is suitable for them. has been used or can be referred to as Organic Word of Mouth. Word of mouth can be said as a marketer's effort that triggers consumers to talk, say word of mouth, recommend, and sell products or brands to other sellers (Nugraha et al., 2015, p. 2).

Many things must be considered by the company as one of the considerations to influence consumers in considering consumer purchasing decisions. Decision is a decision-making process in buying a product that starts from problem recognition, information search, alternative assessment, making purchasing decisions and finally getting behavior after buying that is satisfied or dissatisfied with a product he bought (Kurniawan, 2018, p. 73). ). According to Lamb, Hair, & Daniel (2001, p. 198) the factors that influence purchasing decisions are the presence of consumer behavior in making decisions to buy, use, and consume goods or services purchased.

## **LITERATURE REVIEW**

### **Performance**

According to (Assauri, 2009, p. 205) Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities. Then according to According to (Kotler, 2005) Stating the purchase is a problem-solving process which consists of analyzing needs and desires, seeking information, assessing sources of selection of alternative purchases, purchasing decisions, and behavior after purchase.

Furthermore, according to Alma (2011, p. 96) Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, word of mouth, emotional physical evidence, people, and processes so as to form an attitude on consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

From some of the definitions above, the writer can conclude that the purchase decision is a process of selecting from several alternatives that have been chosen or decided by someone after going

through several considerations to buy and use a product. According to (Kotler, 2005) consumer decision behavior there are four factors, namely:

1. **Complex buying behavior**  
In this complex buying behavior, consumers will see significant and very detailed differences between several brands. consumers will learn about several brands that will be compared and then selected by evaluating the product, developing beliefs about the product, after that attitude, then carefully deciding which product to choose.
2. **Dissonance (discomfort) reduction buying behavior**  
This behavior occurs when a consumer hears about a loss in a product involved in an expensive, infrequent, or risky purchase, but sees little difference between brands. other.
3. **Habit buying behavior** In this behavior consumers only see a slight difference between several brands. They just buy a product to a store without thinking long to consider with several other brands. Purchasing behavior seeks diversity.
4. **Buying behavior seeks diversity** In this case, consumers will continue to change brands. market leaders will encourage these behaviors to constantly remind consumers about the latest brand in a product. In addition, companies will encourage diversity seeking behavior by offering several product samples, discount coupons, free products and also advertisements that show reasons why you should try new products. that.

According to (Harahap, 2015, p. 223) there are 4 indicators of purchasing decisions, namely:

1. **Perceived need**  
It begins with a problem or a perceived need for consumers
2. **Activities before buying**  
After feeling the needs of consumers will seek information from both internal and external.
3. **Behavior when wearing**  
After making various alternative choices, then consumers will buy the most preferred which forms the decision to buy.
4. **Post-purchase behavior**  
If consumers feel satisfied then consumers will make repeat purchases, and vice versa.

### **Communication**

According to Arianty, Jasin, Nasution, & Christiana (2016, p. 105) product quality is the product's ability to fulfill its functions such as durability, ability, convenience, and other attributes that have value from a product.

Product quality can also be said as a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. Sangadji & Sopiah (2013, p. 99)

Good product quality is a consumer expectation that must be met by the company, because good product quality is the key to the development of a company's productivity. (Pharisees, 2018)

There are several factors that affect product quality according to Tjiptono (2001) these factors include:

- a. **Reliability (Reliability)** Reliability of a product that indicates the level of quality that is very meaningful for consumers in choosing a product.
- b. **Conformance to Specifications**, namely the extent to which the design and operating characteristics meet predetermined standards.
- c. **Durability** is related to how long the product can be used properly.

According to Tjiptono & Chandra (2012, page 75) there are four product quality indicators. The indicators are as follows:

1. **Performance**

2. Features
3. Reliability
4. Conformation

### **Work Discipline**

According to Arianty et al (2016, p. 129) Price is an exchange rate of goods products and services expressed in monetary units.

Price can also be defined as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/usages needed to get a product. Tjiptono & Chandra (2012, p. 315)

While Supranto & Krisna (2011, page 12) Price is the amount of money someone has to pay to get the right to use the product. According to Tjiptono & Chandra (2012, p. 321) The success of a pricing program is determined by several factors, namely:

1. Price Elasticity

Since the effectiveness of a pricing program depends on the impact of price changes on demand, it is necessary to know the changes in sales units as a result of price changes.

2. Competition Factor

Marketing managers must try to determine the likely reaction of competitors' pricing. Such predictions can be made by analyzing the historical patterns of competitors' actors, understanding competitors' strengths and weaknesses, and analyzing the level of intensity of competition in the industry.

3. Cost Factor

The minimum price level must cover costs (at least variable costs). A low price will lead to a decrease in average costs if the price reduction can increase sales volume significantly.

4. Product Line Factor

The company can add product lines to expand the server market by expanding the line in the form of vertical expansion and horizontal expansion.

5. Other considerations

This factor includes several instruments such as the political and legal environment, the international environment and elements of marketing prices.

According to Harahap (2015, p. 232) there are four indicators that characterize prices, namely:

- a) Price affordability

The purchasing power of consumers is from the price set by the company.

- b) Price match with product quality

Prices that are able to provide product reliability in accordance with price compliance.

- c) Price competitiveness

Offer different prices from competing companies on the same product.

- d) Price match with benefits

A price that is able to provide the benefits that consumers get in accordance with the price setting.

### **RESEARCH METHODS**

According to Joesyiana (2018, p. 77) word of mouth is the act of providing information by a consumer to other consumers. Communication by word of mouth or word of mouth communication is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially both brands, products and services.

While the opinion of Irwanto, Rohman, & Noermijati (2013, p. 88) Word of mouth is a

marketing effort that triggers consumers to talk, word of mouth, recommend and sell our products/brands to other customers.

*Word of Mouth* it can also be said as praise, recommendations and customer comments about their experience of services and products that really influence customer decisions or their buying behavior. (Rahayu, 2014, p. 3) in Hasan (2010)

According to Joesyiana (2018, p. 73) there are several factors that can be used as a basis for motivation for consumers to talk about a product, namely as follows:

1. A person may be so involved with a particular product or activity and intend to talk about it with others that a word-of-mouth process occurs.
2. A person may know a lot about the product and use conversation as a way of informing others to make an impression.
3. A person may start a discussion by talking about something that is outside the main concern of the discussion.
4. *Word Of Mouth* is a way to reduce uncertainty, because by asking friends, family, neighbors, or other closest relatives, the information is more reliable, thus reducing brand tracing and evaluation.

According to Joesyiana (2018, p. 74) in Sernovitz (2009, p.31) there are five basic indicators for decisions known as 5T, namely:

1. *Talkers*(Speaker)
2. *Topics*(Topics)
3. *Tools*(Tool)
4. *Talking Parts*(Participation)
5. *tracking*(Supervision)

## **RESEARCH RESULTS AND DISCUSSION**

### **Classic assumption test**

#### **Normality**

p type This research is survey research, because it takes a sample from one population. This research uses an explanatory research approach, which aims to explain the causal relationship between the research variables and the testing hypothesis. (Muhammad Irfan Nasution, Fahmi, Jufrizen, Muslih, & Prayogi, 2020). The relationship used in this study is a causal relationship. Causal relationship is a causal relationship, which consists of independent variables (variables that affect) and dependent (variables that are affected) (Sugiyono, 2014b). This study aims to determine the effect of the variables, namely the variable (X) product quality, price, and word of mouth on the variable (Y) purchasing decisions.

The associative approach is research that aims to determine the relationship between two or more variables. In this research, a theory will be built that can function to explain, predict and control a symptom (Sugiyono, 2016).

Quantitative research methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. (Sugiyono, 2012).

**Multicollinearity Test**

Classical assumption test is a test that aims to provide certainty that the regression equation obtained has accuracy in estimation, is unbiased, and is consistent. The following classical assumption test is used:

**Heteroscedasticity Test**

Normality test aims to test whether in the regression model, confounding variables or residuals have a normal distribution. Normality testing of data can be done using two methods, graphs and statistics. The normality test of the graph method uses a normal probability plot, while the statistical method normality test uses the One Sample Kolmogorov Smirnov Test. The results of normality testing are as follows:

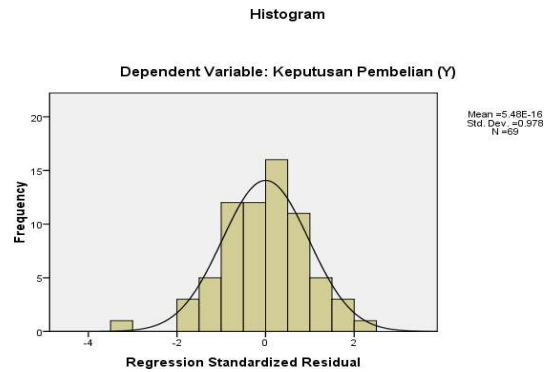
**Table 4.9**  
*One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		69
Normal Parameters	Mean	.0000000
	Std. Deviation	1.82658015
Most Extreme Differences	Absolute	.060
	Positive	.045
	Negative	-.060
Kolmogorov-Smirnov Z		.501
asymp. Sig. (2-tailed)		.963

Source: Data processed (2020)

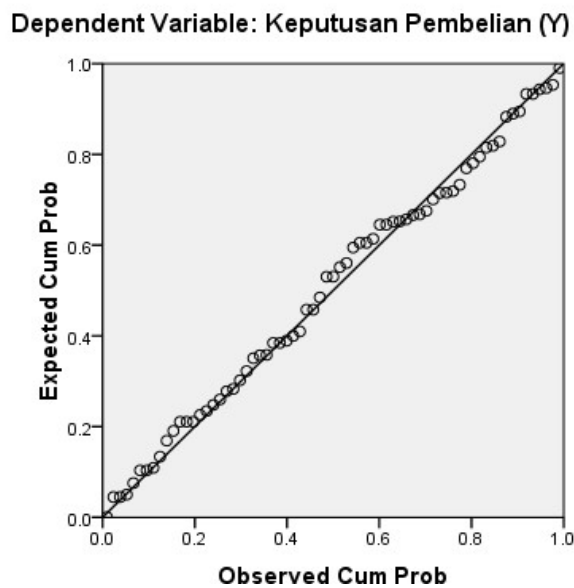
A data is said to be normally distributed if the value of Kolmogorov-Smirnov Z and Asymp. Sig > 0.05. Based on Table 4.9, it can be seen that the Kolmogorov-Smirnov Z value is 0.501 and the Asymp. Sig value is 0.963. So, it can be concluded that the data in this study are normally distributed because the Kolmogorov-Smirnov Z and Asymp values. Sig > 0.05.

The results of the One-Sample Kolmogorov-Smirnov Test above are also supported by the results of the histogram graph analysis and the normal probability plot graph as shown below:



**Figure 4.1. Normality**

**Normal P-P Plot of Regression Standardized Residual**



**Research Hypothesis**  
**Multiple Linear Regression**

The multicollinearity test aims to determine whether there is a correlation between the independent variables in the regression model. To detect the presence or absence of multicollinearity in the segregation, it can be seen from the VIF (Variance Inflation Factor) value and the tolerance value. The results of the multicollinearity test can be seen in Table 4.10:

**Table 4.10**  
**Multicollinearity Test Results**  
**Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-7.192	2,734		-2,630	.011		
Product Quality (X1)	.360	.158	.258	2.276	.026	.551	1,814
Price (X2)	.257	.128	.215	2009	.049	.617	1,620
Word of mouth (X3)	.612	.157	.405	3.910	.000	.657	1.521

a. Dependent Variable: Decision Purchase (Y)

Source: Data processed (2020)

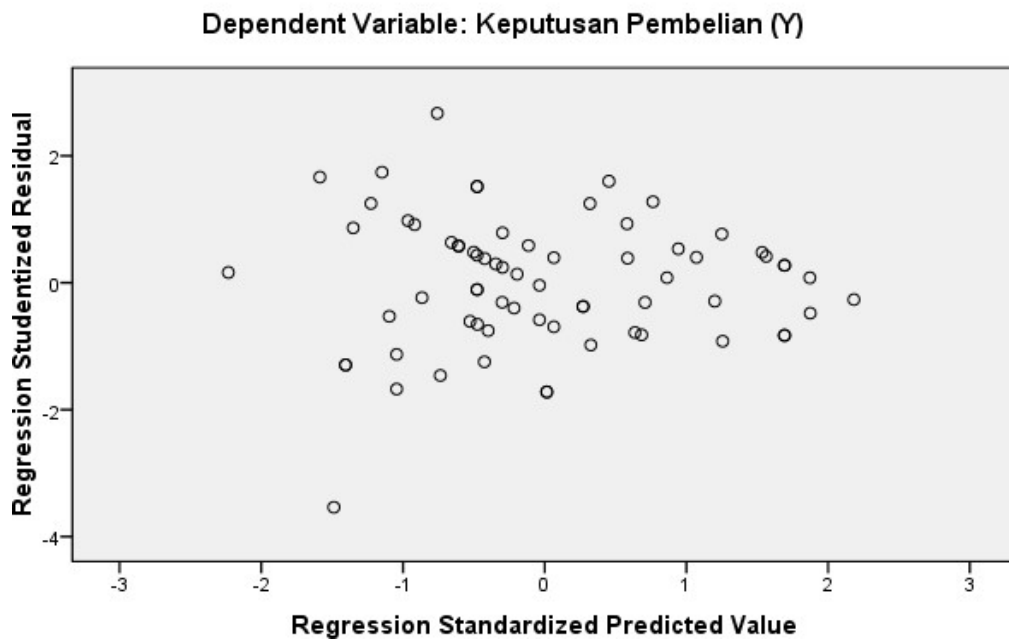
In the multicollinearity test, if the tolerance value is  $< 0.10$  or equal to  $VIF > 10$ , then the data indicates the presence of multicollinearity. It can be seen in Table 4.11 that the product quality variable (X1) has a tolerance value of 0.551, the price variable (X2) has a tolerance value of 0.617, and the word-of-mouth variable (X3) has a tolerance value of 0.657 which is greater than 0.10. While the VIF value for the product quality variable (X1) is 1.814, the VIF value for the price variable (X2) is 1.620, and the VIF value for the word-of-mouth variable (X3) is 1.521  $< 10.00$ . So, it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

### Partial Test (t test)

The heteroscedasticity test aims to test whether from the regression model there is an inequality of variance from the residuals of one observation to another observation. A good regression model is a homoscedasticity or not heteroscedasticity. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of certain patterns on the scatterplot graph. the results of data processing, heteroscedasticity test in this study is shown in Figure 4.3 below:



**Scatterplot**



**Figure 4.3 Scatterplot**

Based on Figure 4.3, if the data pattern is perfectly distributed, some are above the zero point and some are spread below the zero point. Because of this, it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

**F Uji test**

Multiple linear regression testing explains the role of product quality variable (X1), price variable (X2), and word of mouth variable (X3) on the purchasing decision variable (Y). Multiple linear regression analysis is used by researchers if the researcher intends to predict how the condition (up and down) of the dependent variable will be, if two or more independent variables as predictor factors are manipulated (increase in value). The following is the multiple regression model in this study.

**Table 4.11**  
**Multiple Linear Regression Test Results**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-7.192	2,734		-2,630	.011		
Product Quality (X1)	.360	.158	.258	2.276	.026	.551	1,814
Price (X2)	.257	.128	.215	2009	.049	.617	1,620
Word of mouth (X3)	.612	.157	.405	3.910	.000	.657	1.521

a. Dependent Variable: Purchase Decision (Y)

S source: Data processed (2020)

The description of the multiple linear regression equation above is as follows:

- The constant value (a) of 7.192 indicates that if the product quality variable (X1), price variable (X2), and word of mouth variable (X3) are zero (0), then the value of the purchasing decision variable (Y) is 7.192.
- The regression coefficient value of the product quality variable (X1) is 0.360, indicating that if the product quality variable (X1) is increased by 100%, the value of the purchasing decision variable (Y) will increase by 36.0%.
- The regression coefficient value of the price variable (X2) of 0.257 indicates that if the price variable (X2) is increased by 100%, the value of the purchasing decision variable (Y) will increase by 25.7%.
- The regression coefficient value of the word-of-mouth variable (X3) is 0.612, indicating that if the word-of-mouth variable (X3) is increased by 100%, the value of the purchasing decision variable (Y) will increase by 61.2%.

### Coefficient of Determination

The t statistic test is also known as the individual significance test. This test shows how far the influence of the independent variable partially on the dependent variable by using the level of significance or degree of error

**Partial Test (t)**

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-7.192	2,734		-2,630	.011		
Product Quality (X1)	.360	.158	.258	2.276	.026	.551	1,814
Price (X2)	.257	.128	.215	2009	.049	.617	1,620
Word of mouth (X3)	.612	.157	.405	3.910	.000	.657	1.521

a. Dependent Variable: Decision Purchase (Y)

Source: Data processed (2020)

**DISCUSSION**

Based on the results of research conducted using t-test (partial) product quality of 2.276 > 1.669, with a significance value of 0.026 < 0.05 indicating that product quality influences purchasing decisions. While simultaneously product quality has a significant effect of 0.00 < 0.05 on purchasing decisions. This is in accordance with research conducted by (Akrim Ashal Lubis, 2015) which concludes that product quality has a significant effect on purchasing decisions of PT. The Sound of the Medan Orbit Daily Green Line. The author concludes that many consumers already know the quality of milkita candy products. Many people do not see the quality of the product due to competition nowadays which is getting tougher with many other brand candy products, one of which is with the same price and quality.

**The Effect of Communication on Employee Performance**

Based on the results of research conducted using t-test (partial) the price is 2.009 > 1.669 with a significance value of 0.049 < 0.05, indicating that price influences purchasing decisions, and simultaneously price also affects purchasing decisions significantly 0.00 < 0, 05. This is in accordance with the results of research conducted by (Yulasmı, 2015) states that there is a partially significant effect between price on purchasing decisions. It can be concluded that the better PT United Family Food Medan's strategy regarding the price offered will make consumers happier so they will make repeat purchases.

**The Effect of Work Discipline on Employee Performance Kinerja**

Based on the results of research conducted using the t-test (partial) word of mouth of 3.910 > 1.669 with a significance value of 0.000 < 0.05 indicating that word of mouth influence on purchasing decisions. Meanwhile, word of mouth simultaneously has a significant effect of 0.000 < 0.05 on purchasing decisions.

This is in accordance with research conducted by (Sanjaya, 2015) which states that there is an influence between word of mouth variables on purchasing decisions at PT. Sinar Sosro Medan. In this case, it means that PT United Family Food Medan must further improve word of mouth, such as: advertising in mass media, and marketing advertising that encourage the creation of consumer decisions to buy milkita candy products.

### **The Influence of Communication and Work Discipline on Employee Performance.**

Based on the results of research conducted using t test (partial) that the product quality is  $2.276 > 1.669$  with a significant  $0.026 < 0.05$ , the price is  $2.009 > 1.669$  with a significant  $0.049 < 0.05$  and word of mouth  $3.910 > 1.669$  with a significant  $0.000 < 0.05$  shows that product quality, price and word of mouth have a significant effect on purchasing decisions. The results of the study using the f test (simultaneous) that product quality, price and word of mouth with a significant level of  $0.000 < 0.05$  indicate that they both have a simultaneous effect on purchasing decisions. And based on the r test (determination) that product quality, price and word of mouth have an influence on purchasing decisions by 54.1% and the remaining 45.9% is the influence of other factors not examined in this study.

## **CONCLUSIONS AND SUGGESTIONS**

### **Conclusion**

Based on the results of research and analysis that has been done, the researchers draw the following conclusions:

- a. The results of the t test (partial) of the product quality variable showed that product quality had a significant effect on purchasing decisions, while the results of the f (simultaneous) test showed that product quality had a significant effect on purchasing decisions for milkita candy products.
- b. Meanwhile, the price variable has a value of t test results (partial) and f test results (simultaneous). Shows that the price variable by t test and f test both have a significant effect on purchasing decisions for milkita candy products.
- c. Then the word-of-mouth variable has a t test result value (partial) indicating that word of mouth has a significant effect on purchasing decisions, while according to the results of the f test (simultaneous) it shows that word of mouth has a significant effect on purchasing decisions for milkita candy products.
- d. From the results of hypothesis testing, it is stated that product quality, price and word of mouth both simultaneously have a significant effect on purchasing decisions, while partially product quality, price and word of mouth indicate that product quality, price and word of mouth have a significant effect on purchasing decisions. And from the results of the r test (determination) that product quality, price and word of mouth have an influence on purchasing decisions.

### **Suggestion**

Based on the results of the research conducted, the researchers tried to provide suggestions as input, namely as follows:

1. The purchase decision is a goal that is expected by every company, because with the transaction, the company will continue to operate so as to allow the company to continue to grow. Therefore, the company is expected to be able to provide maximum service, one of which is to provide good quality products as expected by consumers.

2. Good and competitive pricing also has an impact on consumer purchasing decisions, because price is a benchmark for consumers before finally deciding to buy. Therefore, the company is expected to be able to make a better pricing strategy to attract the attention of consumers.
3. Word of mouth is one of the media to make consumers feel aware of the company, therefore the company is expected to be able to maintain word of mouth which can now be said to be good for consumers, because one of the causes of consumers making purchases is word of mouth offered by the company.

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