

The Influence of Pricing And Promotion on Satisfaction Through Purchasing Decisions as A Study Intervening Variable at PT Hotel Kampung Sampireun

Yusuf Tojiri¹⁾; Suca Rusdian²⁾; Jajang Sugiat³⁾

^{1*)} hayus3.indonesia@gmail.com, STIE Yasa Anggana Garut, Indonesia

²⁾ sucarusedian@stieyasaanggana.ac.id, STIE Yasa Anggana Garut, Indonesia

³⁾ jajangya@stieyasaanggana.ac.id, STIE Yasa Anggana Garut, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: This research aims to investigate the influence of price and promotion on purchasing decisions and their impact on consumer satisfaction at PT. Kampung Sampireun Resort and Spa. The issues raised focus on how price and promotions contribute to consumer purchasing decisions, as well as how these purchasing decisions influence the level of consumer satisfaction. With increasing competition in the hotel industry, these resorts need to understand the factors that can influence consumer decisions and increase their satisfaction.

Methodology: The research method used is correlation analysis, with data collected through questionnaires from respondents who are consumers or potential consumers of this resort.

Finding: The research results show that both price and promotion have a significant influence on purchasing decisions, although the resulting correlation coefficient is categorized as low. Purchasing decisions also act as a mediator between price, promotion, and consumer satisfaction variables, indicating that a good strategy in setting prices and promotions can contribute to increasing customer satisfaction.

Conclusion: The strategic implications of this research suggest the need for these resorts to continue to optimize pricing and promotion strategies and consider additional factors such as service quality and user experience to achieve more holistic consumer satisfaction. Recommendations for future research include exploring additional factors that may influence consumer satisfaction as well as testing the effectiveness of more complex marketing strategies. Overall, this research provides a strong basis for PT. Kampung Sampireun Resort and Spa to develop more effective marketing strategies to increase competitiveness and maintain customer satisfaction in the future.

Keywords: Price, Promotion, Satisfaction, Purchase Decision.

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INTRODUCTION

The tourism services industry is a sector that is very dynamic and sensitive to changes in global trends. In Indonesia, changes in consumer behavior and the increasing popularity of new tourist destinations have created both challenges and opportunities for the hospitality sector (Andriyansyah & Arifiansyah, 2021). Hotel occupancy rates reflect fluctuations in tourist interest, both domestic and international. Data from BPS reveals that hotel occupancy rates in January and February 2020 averaged 49.71% and 49.22%, respectively. However, competition between destinations, the emergence of digital tourism trends, and changes in tourist preferences caused this figure to fall to 32.24% in March. This downward trend continued until it reached a low of 12.7% in April. Since then, hotel occupancy rates have stagnated at around 20% until June 2020. In facing changing market conditions, many hotels need to take creative and strategic steps to survive and attract tourist interest (Musthofa & Karsudjono, 2023). To win consumer perception, hotels need to adopt business, product managerial, and marketing strategies that are relevant to the latest trends, such as sustainability, digital experiences, and personalized convenience (Khairina, 2021). Understanding buyer behavior and developing tourism trends is a key aspect in formulating hotel marketing strategies (Ursu et al., 2021).

PT Kampung Sampireun Resort and Spa realizes the importance of understanding consumer behavior and adapting their services to customer needs. In the era of free trade and globalization, there is a shift in more customer-oriented marketing strategies, especially in the face of increasingly fierce competition in the tourism industry. One of the main challenges faced by PT Kampung Sampireun is how to maintain an optimal level of customer satisfaction amidst changing consumer preferences and ever-evolving expectations. Customer satisfaction is a post-purchase evaluation, where the alternative chosen at least provides the same results or exceeds consumer expectations (Yuyun Mardiyani, 2019). Conversely, dissatisfaction occurs when the results obtained do not meet customer expectations. The main problem of concern to PT Kampung Sampireun is the decline in the level of visits and use of services which may be caused by a lack of adaptation to changing consumer preferences, such as the demand for more personalized services, a focus on aspects of environmental sustainability, and more authentic and unique tourism experiences. Based on research by (Aprileny et al., 2020), customer satisfaction plays an important role in determining whether consumers will like and continue to use the product or service offered. Therefore, this research will focus on how PT Kampung Sampireun can improve marketing strategies that are more responsive to the latest tourism trends, such as local culture-based experiences and personalized services, to maintain and increase customer satisfaction and improve business results amidst continuing market dynamics changes.

Several strategies and actions can be taken to adapt to consumer needs and respond to changes in their behavior. A very crucial aspect of the hotel business is offering value that can attract potential new customers and retain existing customers (Rohman et al., 2020). Observing and anticipating changes in consumer behavior is the key to developing effective marketing strategies (Laela et al, 2018). By designing a good marketing mix, hotels can create a holistic experience that appeals to consumers and strengthens their appeal. (Sundarsih et al., 2022). Promotion is an important element in the marketing mix which is used to disseminate information, influence, persuade, and remind potential guests or customers about the products or services offered by the hotel. Promotions help build brand awareness, increase visibility, and stimulate the interest of potential guests (Kurniawan, 2020). Apart from the promotions carried out by the hotel in implementing its marketing strategy, in purchasing decisions consumers also consider price, price plays a crucial role in consumer purchasing decisions. How consumers

assess the price of a product can greatly influence whether they will buy it or not. Hotels can manage their pricing strategies intelligently, increase competitiveness, and provide optimal value to consumers (Teguh Afwan & Budi Santosa, 2019).

Previous studies have discussed the importance of promotional and price strategies in influencing consumer purchasing decisions. As researched by (Musthofa & Karsudjono, 2023), the research title is about the influence of price and promotion on consumers' stay decisions in a case study at the Grand Dafam Q Hotel Banjarbaru. Likewise, the research results of (Kadi et al., 2021) prove that the higher a person's purchasing decision when they get the information they want, the greater the consumer's satisfaction when making a purchase. The novelty in this research lies in the special focus on shifting consumer preferences in the digital era, where fast access to information, price transparency, and online customer reviews influence stay decisions. In addition, this research will explore adaptation strategies that can be implemented by PT Kampung Sampireun Resort and Spa in responding to the trend of more personalized tourism experiences, technology-based services, and increasing demand for sustainability and social responsibility. This in-depth case study will also highlight how a combination of competitive pricing, targeted promotions, and an experience-based marketing approach can influence consumer decisions and maintain their loyalty.

This research raises several interesting issues that are relevant for further research, such as changes in consumer behavior which are influenced by developments in digital technology and global market dynamics. The focus on strategy adaptation at PT Kampung Sampireun Resort and Spa provides in-depth insight into implementing appropriate strategies at resort hotels in the face of increasingly fierce industry competition. The research also highlights how digitalization trends, such as the increasing use of online platforms and social media, have changed the way consumers search for information, make bookings, and interact with hospitality brands. In addition, the importance of designing a comprehensive marketing mix including promotions, price, value offerings, and consumer experience is a major concern. How an effective marketing mix can attract and retain consumers by providing a more personalized and authentic experience is one of the focuses of this research. Referring to customer satisfaction theory, this research explores how to measure and improve satisfaction in the context of resort hotels, as well as the role of customer satisfaction in purchasing decisions and customer loyalty. This research also emphasizes the importance of smart pricing strategies in dealing with increasingly discerning and critical consumers, including price management to increase competitiveness and provide optimal value to consumers. With this novelty, the research offers a holistic and contextual perspective on how the hotel industry can adapt and develop to face the challenges of the era of digitalization and globalization, as well as how to understand and respond to changing consumer behavior to improve purchasing decisions and customer satisfaction. These issues are relevant for academic research and provide practical insights for hotel industry players in developing effective strategies in the modern era (Soelton et al., 2020).

The gap in this research lies in the lack of integration between theoretical concepts that have been widely discussed in the literature, such as promotional strategies, prices, and consumer satisfaction, with the dynamic and practical realities that occur in the hotel industry in facing new challenges, such as changes in consumer preferences. Triggered by the development of digital technology and globalization. Although previous studies have highlighted the importance of pricing and promotional strategies in influencing purchasing decisions, little research has explored how hotels can quickly adapt to evolving market trends, such as increasing demand for personalized services, sustainability, and technology-based experiences.

In addition, although it is recognized that purchasing decisions and consumer satisfaction are greatly influenced by access to appropriate and relevant information, this research notes that there is still a lack of in-depth exploration of how the development of digital technology and online platforms has fundamentally changed the way consumers search for information and make decisions. , and form loyalty to the hotel brand. This trend requires a faster and more precise strategic response from the hotel industry.

Thus, this gap provides an opportunity to bridge traditional marketing theory with modern market dynamics which are increasingly complex and rapidly changing. This research aims to offer a new view on how hotels, such as PT Kampung Sampireun Resort and Spa, can adopt innovative and responsive approaches to meet evolving consumer expectations, including experience-based promotional strategies, dynamic price management, and the use of technology to create added value for consumers. This research is relevant to fill the gap in the literature by presenting a contextual and comprehensive empirical analysis in anticipating changes in consumer preferences in the era of globalization and digitalization.

LITERATURE REVIEW

Consumer Satisfaction

(Pratiwi, 2021) states that satisfaction is the difference between expectations and perceived performance or results. Based on this statement, we can conclude that customer satisfaction is a feeling of satisfaction or dissatisfaction after using and experiencing the benefits of a product. (Aprileny et al., 2020), Define "Consumer satisfaction as the extent to which product performance assumptions meet buyer expectations". In the concept of customer satisfaction, there are two indicators that influence it, namely expectations and performance.

Buying decision

Decision-making as a form of consumer behavior is a form of psychological process that occurs within a human being. This suggests that decisions can be inferred from observable behavior, indicating that a psychological decision-making process has taken place, even though the decision itself may not be directly visible (Tri Nuryani et al., 2022). A purchasing decision is a person's thinking about purchasing the desired product through several stages before purchasing, including perceived needs, activities before purchasing, behavior during use, and behavior after purchasing (Hafidzi et al., 2022).

(Cesariana et al., 2022) It is stated that a purchasing decision involves consumers identifying a problem, seeking information about specific brands or products, evaluating how effectively each alternative can address the problem, and ultimately making a decision to purchase.

Promotion

Promotion is a component of marketing activities designed to communicate information, shape opinions, and enhance brand loyalty among the intended audience (Musthofa & Karsudjono, 2023). According to (Ursu et al., 2021), promotion involves the dissemination of information or persuasive messages aimed at prompting individuals or organizations to take action that leads to a marketing exchange. Essentially, promotion constitutes a form of marketing communication intended to stimulate demand.

Price

Pricing strategies must be integrated and consistent with other marketing mix strategies in the organization to achieve organizational goals (Rahman, 2022). The complexity of pricing strategies within the service sectors is notably significant due to the high degree of similarity among most service categories and shared service delivery and operational systems (Laksmi Jaya et al., 2023). Price plays a crucial role in marketing, influencing consumer purchasing decisions for various reasons (Hafidzi et al., 2022). If prices are perceived as too high by consumers, the perceived value may not justify the cost, potentially resulting in lost sales opportunities (Hafidzi et al., 2022).

RESEARCH HYPOTHESIS AND FRAMEWORK

The Influence of Promotions on Purchasing Decisions

Research results (Pranatha, 2021) show that internal promotion as a basic and strategic function in marketing is an alternative for optimizing revenue results. Internal Promotion includes message and media aspects carried out by management that have a positive influence on purchasing decisions at the Garden Restaurant Grand Savoy Homann Bidakara Hotel Bandung, meaning that together or simultaneously, the internal promotion process has a positive impact on purchasing decisions. Meanwhile, research results (Yusmar & Suyuthie, 2021) show that a good promotional mix can increase room purchasing decisions. Good promotional communication will be able to influence consumers to buy a product. For this reason, UNP Hotels needs to pay attention to the promotions carried out because they have a significant contribution in influencing consumer decisions. Thus, the hypothesis that can be formulated in this research is as follows:

H1: Promotion influences purchasing decisions

The Influence of Price on Purchasing Decisions

Results of research conducted (Honggoriansyah et al., 2020) Based on the findings of this research, it is established that both promotion and price exert a substantial influence on purchasing decisions (Gunarsih et al., 2021), price has a significant effect on buyer decisions. Every change in the price indicator (affordable price, price following the benefits felt by consumers, price competitive with other similar products) will influence the buyer's decision. Thus, the hypothesis that can be formulated in this research is as follows:

H2: Price influences purchasing decisions

Purchasing Decisions on Consumer Satisfaction

The results of research (Kadi et al., 2021) prove that the higher a person's purchasing decision when seeing and getting the information they want, the greater the consumer satisfaction when making a purchase at Gandu Bu Setu Grilled Chicken MSME. This is also in line with research results (Puirih et al., 2020) Therefore, the hypothesis that can be formulated in this research is: that purchasing decisions significantly impact consumer satisfaction.

H3: Purchase Decisions on Consumer Satisfaction

The Effect of Price on Consumer Satisfaction

Research conducted (Thungasal & Siagian, 2019) shows that price has a significant and positive influence on customer satisfaction. The increasing match between price and quality will increase customer satisfaction because they feel that the costs incurred are commensurate with the benefits obtained. Customers who experience a positive experience regarding the price paid

will feel satisfied because they do not feel disadvantaged. In other words, the costs incurred by customers are proportional to the quality received. The results of this research are also supported by the results of research conducted (Ovidani & Hidayat, 2020). The price variable shows a positive influence on the level of customer satisfaction. This means that an increase in the price aspect, both in terms of suitability of price to product quality and customer perception of the value received, can contribute significantly to increasing customer satisfaction (Sugiat et al., 2022). Thus, an effective and fair pricing strategy becomes an important factor in creating a satisfying customer experience. Thus, the hypothesis that can be formulated in this research is as follows:

H4: Price on Consumer Satisfaction

The Effect of Promotion on Consumer Satisfaction

Based on research results (Jumheri & Paludi, 2023), price perception, similar to service quality, has a positive and significant influence on guest satisfaction at the Holiday Inn Express Jakarta Matraman Hotel. This shows that the better the price offered to guests, the more often they visit and the higher the level of satisfaction they experience. Meanwhile, research results (Exel et al., 2023), found that promotions have a positive and significant influence on consumer satisfaction at Hotel Santika Luwuk. This shows that an effective promotional strategy can directly increase customer satisfaction. Attractive and relevant promotions can attract consumers' attention, provide added value, and encourage a more satisfying experience during their stay at the hotel. Therefore, efforts to continue optimizing promotional activities are very important to maintain and increase customer satisfaction. Thus, the hypothesis that can be formulated in this research is as follows:

H5: Promotion of Consumer Satisfaction

The Effect of Price on Consumer Satisfaction Through Purchasing Decisions

Research results (Budiono, 2020) show that price variables can directly influence customer satisfaction variables without the need for intervening variables such as purchasing decisions at PT Indomarco. This indicates that price has a direct and significant role in determining the level of customer satisfaction. When the price offered matches customers' expectations and perceived value, their satisfaction tends to increase. Thus, effective and appropriate price management can be a key strategy in directly increasing customer satisfaction. Research results (Akbar & Haryoko, 2020) show that partially, promotions have a positive and significant influence on purchasing decisions at Alfamart Cikokol Tangerang Branch. This means that the promotional efforts carried out by Alfamart directly increase consumer purchasing decisions. Effective promotions, such as discounts, special offers, and other marketing campaigns, can attract customers' attention and encourage them to make purchases. Thus, the right promotional strategy is very important to increase purchasing decisions and, ultimately, support sales growth at Alfamart Cikokol Tangerang Branch. Thus, the hypothesis that can be formulated in this research is as follows:

H6: Price Influences Consumer Satisfaction Through Purchasing Decisions

The Effect of Promotion on Consumer Satisfaction Through Purchasing Decisions

Based on an analysis of research results (Adriansyah & Saputri, 2020), it was found that sales promotions have a significant influence on customer satisfaction through purchasing decisions. This shows that an effective promotional strategy not only encourages customers to make purchases but also contributes directly to increasing their satisfaction. Attractive and relevant

promotions can influence consumers' purchasing decisions, which in turn increases their level of satisfaction with the products or services they obtain. Therefore, companies need to develop and implement appropriate promotional strategies to achieve both goals simultaneously. The results of other research conducted (Effendi & Chandra, 2020) show that there is a significant influence between promotions and consumer satisfaction through purchasing decisions. This shows that an effective promotional strategy not only encourages customers to buy but also increases their satisfaction with the product or service obtained. The right promotions, such as discount offers, bonuses, or special campaigns, can influence consumers' purchasing decisions, which then contributes to increasing their satisfaction levels. Thus, good promotion management becomes very important to ensure that each promotional interaction not only increases sales but also increases overall consumer satisfaction. Thus, the hypothesis that can be formulated in this research is as follows:

H7: Promotions Influence Consumer Satisfaction Through Purchasing Decisions

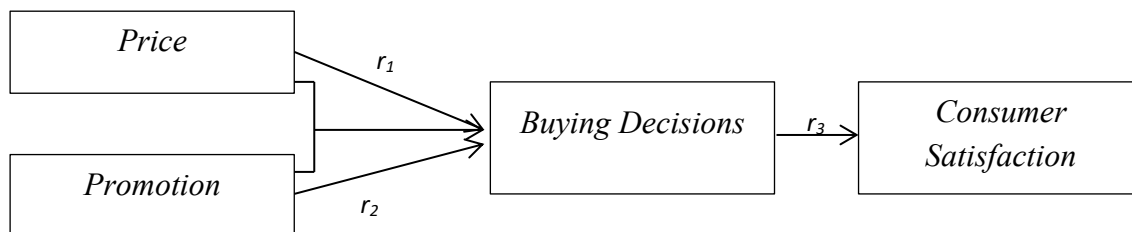


Figure 1 Framework

METHOD

This research uses a quantitative approach, to determine the effect of price and promotion on satisfaction through consumer purchasing decisions as an intervening variable at PT. Kampung Sampireun Resort and Spa. The population in this study were consumers from PT. Kampung Sampireun Resort and Spa. Because the exact population size is not known, samples were taken for this research. The sample in this research was carried out based on (Nabela, 2022) which states that if the population size (N) is unknown then the sample size will be calculated using Lemeshow. Based on Lemeshow's calculations, it is known that the number of samples in this study was 68 consumers.

The instrument used in this research was a questionnaire. The questionnaire is divided into 5 parts: Part 1: Questionnaire Identity of the respondent, Part 2: Price, Part 3: Promotion, Part 4: Consumer Purchasing Decisions. Section 5: Additional Comments and Suggestions. The distribution of questionnaires was given incidentally to consumers who visited the Sampireun Hotel, to obtain valid and accurate data. All instruments consist of a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The questionnaire (instrument) that will be used in the research is tested using validity and reliability tests first to produce a valid and reliable instrument. By using valid and reliable instruments in data collection, it is hoped that the research results will be valid, reliable, and objective.

The data analysis employed in this study comprises several methods: Simple Correlation Test, which utilizes the Product Moment correlation coefficient to examine the relationship between price, promotion, and consumer purchasing decisions; Multiple correlation analysis, aimed at quantifying the combined influence of price and promotion on purchasing decisions; Coefficient of determination testing, used to gauge the extent of influence exerted by price and

promotion on purchasing decisions; Multiple linear regression analysis, employed to ascertain the impact of independent variables on the dependent variable; and Hypothesis testing, encompassing Partial Test (t-Test) and Model Feasibility Test (F Test).

RESULTS AND DISCUSSION

Results

Respondent Characteristics

A total of 68 questionnaires given to respondents were all returned, thus the return rate was perfect. The description or characteristics of respondents are classified based on gender, age, occupation, and level of education.

Table 2. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage %
Man	15	22%
Woman	53	78%
Total	68	100%

Source: 2023 primary data processing results

Table 2 shows the characteristics of respondents based on gender in the research conducted, distinguishing respondents into two categories: men and women. Of the total 68 respondents, there were 15 male respondents, which means only 22% of the total, while the other 53 respondents were female, accounting for 78% of the total. The total percentage of both genders reached 100%, indicating that all respondents were accounted for. This data indicates the dominance of female respondents in the research, with a quite significant percentage. This dominance can influence research results, especially if the focus is on perceptions, preferences, or behavior related to a particular service or product. Therefore, researchers need to consider this gender proportion in the analysis and interpretation of data and be aware that research results may better reflect the views and experiences of women. Overall, Table 2 provides a clear picture of the gender composition of respondents. With frequency and percentage data, researchers can easily understand the characteristics of respondents, which can then influence the results and conclusions of the research conducted.

Table 3. Characteristics of respondents based on age

Age	Frequency	Percentage %
20-25	23	34%
26-30	23	34%
31-40	13	19%
>40	9	13%
Total	68	100%

Source: 2023 primary data processing results

Table 3 presents the characteristics of respondents based on age in the research conducted. There are four age categories grouped to provide a clearer picture of the respondent's demographics. Of the total 68 respondents, two age categories, namely 20-25 years and 26-30 years, each had a frequency of 23 respondents, which means they both contributed a percentage of 34% of the total. The 31-40 year age category is represented by 13 respondents, which covers 19%, while the over 40 year age category, which is the oldest group in this study, has a frequency of 9 respondents, or 13%. Analysis of this data shows that the young age group (20-

30 years) dominates the composition of respondents, which may indicate that this research mostly involves individuals in the early to mid-phase of their careers. The dominance of these two age groups may have implications for research results, especially when it comes to views, preferences, and behavior that may be different compared to older age groups. In addition, with a total percentage reaching 100%, this data shows that all age groups have been represented proportionally in this study. Therefore, a good understanding of the age characteristics of respondents will help researchers interpret the results and make more accurate conclusions.

Table 4. Characteristics of Respondents Based on Occupation

Type of work	Frequency	Percentage %
Civil servants/TNI/Polri	22	32,0%
Private employee	16	23,5%
Student/Students	8	11%
Laborer	1	1,5%
Other	22	32%
Total	68	100%

Source: 2023 primary data processing results

Table 4 presents the characteristics of respondents based on the type of work in the research conducted. There are five job categories analyzed: civil servants/TNI/Polri, private employees, students, workers, and the category "other." Of the total 68 respondents, the PNS/TNI/Polri category had the highest frequency with 22 respondents, accounting for 32% of the total. The private sector employee category followed with 16 respondents, accounting for 23.5%. Furthermore, students numbered 8 respondents, or 11%, while workers were the smallest group with only 1 respondent, representing 1.5%. The "other" category also recorded the same frequency as PNS/TNI/Polri, namely 22 respondents, which shows a contribution of 32% to the total respondents. The results from this table show that the composition of respondents is quite diverse, with PNS/TNI/Polri and the "other" category being the dominant groups. The predominance of respondents from the public sector and the "other" category may reflect a higher interest or involvement in this research, while the relatively low representation of students and workers indicates potential areas that need attention in future research. With a total percentage reaching 100%, this data ensures that all occupational groups are represented, allowing researchers to obtain a more comprehensive picture of the respondents' backgrounds. An understanding of respondents' job characteristics is critical to the analysis of results and can influence interpretations regarding the views, preferences, and behaviors studied.

Table 5. Characteristics of Respondents Based on Education

Educational level	Frequency	Percentage %
elementary school	1	1,5 %
Junior High School	1	1,5 %
SMA/MA/MA	31	46 %
D3/S1/S2/S3 higher education	35	51 %
Total	68	100%

Source: 2023 primary data processing results

Table 5 presents the characteristics of respondents based on educational level in the research conducted. There are four educational categories analyzed, namely elementary school, middle

school, high school/vocational school/MA, and college (D3/S1/S2/S3). Of the total 68 respondents, tertiary education level recorded the highest frequency with 35 respondents, which contributed 51% to the total. The SMA/SMK/MA category also had a significant number with 31 respondents, or 46%. Meanwhile, each elementary and middle school category only had 1 respondent, which means only 1.5% of the total respondents.

This data shows that the majority of respondents have a high educational background, with more than half of them educated at the tertiary level. The high proportion of respondents who had higher education may suggest that this research may be more interesting to individuals with a better level of education, who may have different knowledge and perspectives related to the topic under study. In addition, with a total percentage reaching 100%, this data ensures a complete representation of various levels of education, which is important for the analysis and interpretation of research results. Understanding respondents' educational characteristics is key in evaluating how educational background may influence views, preferences, and behavior in the context under study.

Price Validity Test

Table 6. Price Validity Test Results

Statement Items	R-Hitung	R-Tabel	Information
1	0,534	0,238	Valid
2	0,506	0,238	Valid
3	0,382	0,238	Valid
4	0,407	0,238	Valid
5	0,451	0,238	Valid
6	0,583	0,238	Valid
7	0,695	0,238	Valid
8	0,611	0,238	Valid
9	0,502	0,238	Valid
10	0,488	0,238	Valid
11	0,479	0,238	Valid
12	0,624	0,238	Valid

Source: SPSS Calculation Results version 25, 2023

Table 6 presents the results of the validity test for the price variable in this study. Validity tests are carried out to ensure that the statement items used in the questionnaire can measure the price concept accurately. This table shows two main columns: R-Calculated, which is the correlation coefficient value of items with the total score, and R-Table, which is the minimum threshold value that must be achieved to be considered valid at a certain level of significance. From the results displayed, all statement items, starting from item 1 to item 12, show an R-calculated value that is higher than the R-Table (0.238). With R-calculated values ranging from 0.382 to 0.695, all statement items can be categorized as valid. The high validity of these items indicates that the statements used in the questionnaire can be relied upon to measure respondents' perceptions of the price variable. The success of all items in meeting these validity criteria is very important because this ensures that the data obtained from respondents reflects reality and can be used for further analysis. Thus, the results of this validity test provide confidence that the research instrument used can capture relevant and useful information in understanding how price influences purchasing decisions.

Test Promotion Validity

Table 7. Promotion Validity Test Results

Statement Items	R-Hitung	R-Tabel	Information
1	0,440	0,238	Valid
2	0,432	0,238	Valid
3	0,615	0,238	Valid
4	0,606	0,238	Valid
5	0,562	0,238	Valid
6	0,671	0,238	Valid
7	0,494	0,238	Valid
8	0,588	0,238	Valid
9	0,638	0,238	Valid
10	0,389	0,238	Valid
11	0,509	0,238	Valid
12	0,453	0,238	Valid

Source: SPSS Calculation Results version 25, 2023

Table 7 presents the results of the validity test for the promotion variable in this study. The validity test aims to ensure that each statement item contained in the questionnaire can accurately measure the promotion concept. This table lists two main columns: R-Calculated, which shows the correlation coefficient value between each statement item and the total score, and R-Table, which is the minimum threshold value that must be achieved to be considered valid at a certain level of significance. From the analysis shown, all statement items, starting from item 1 to item 12, show an R-calculated value that is higher than the R-Table (0.238). With R-calculated values ranging from 0.389 to 0.671, all items can be categorized as valid. The validity of all these items shows that the statements used in the questionnaire can be relied upon to describe respondents' perceptions of promotional variables.

The success of all items in meeting these validity criteria is very important because this ensures that the data collected from respondents can reflect actual conditions and will be useful for further analysis. Therefore, the results of this validity test provide confidence that the research instrument used is able to capture relevant and useful information in understanding the impact of promotions on consumer purchasing decisions.

Test the Validity of Purchasing Decisions

Table 8. Purchasing Decision Validity Test Results

Statement Items	R-Hitung	R-Tabel	Information
1	0,624	0,238	Valid
2	0,342	0,238	Valid
3	0,584	0,238	Valid
4	0,470	0,238	Valid
5	0,546	0,238	Valid
6	0,572	0,238	Valid
7	0,512	0,238	Valid
8	0,534	0,238	Valid
9	0,618	0,238	Valid
10	0,460	0,238	Valid
11	0,240	0,238	Valid
12	0,534	0,238	Valid

Source: SPSS Calculation Results version 25, 2023

Table 8 presents the results of the validity test for the purchasing decision variable in this study. The validity test aims to determine the extent to which the statement items in the questionnaire can measure the purchasing decision concept correctly. This table includes two main columns: R-Calculatation, which shows the correlation coefficient value between each statement item and the total score, and R-Table, which is a reference for the minimum limit to be considered valid at a certain level of significance. Based on the results shown, all statement items, starting from item 1 to item 12, have an R-calculated value that is higher than the R-Table (0.238). The R-calculated value ranges from 0.240 to 0.624, indicating that all statement items are valid and reliable for measuring respondents' perceptions of purchasing decisions.

The importance of validity cannot be ignored, because it guarantees that the data obtained from respondents can reflect real conditions and support further analysis. Thus, the results of validity tests on purchasing decision variables provide confidence that the instruments used in this research are effective in capturing relevant information, which is very important for understanding the factors that influence consumer purchasing decisions. These results also indicate that the research instrument has been well-designed to meet the intended measurement needs.

Price Instrument Reliability Test

Table 9. Price Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.766	12

Source: SPSS Calculation Results version 25, 2023

Table 9 presents the results of the reliability test for the price variable in this study. Reliability tests were carried out to assess the consistency and accuracy of the measurement instruments used in collecting data. One measure commonly used to measure reliability is the Cronbach's Alpha coefficient. In this table, the Cronbach's Alpha value obtained is 0.766 with a total of 12 items tested. Cronbach's Alpha values range from 0 to 1, where values above 0.7 are usually considered to indicate a good level of reliability. With a value of 0.766, it can be concluded that the instrument used to measure price variables has adequate internal consistency so that the data obtained can be relied on for further analysis.

The reliability of this measuring instrument is very important because it ensures that the results obtained from respondents are stable and repeatable. Therefore, the results of this reliability test provide confidence that the instrument used in this research can be trusted to describe respondents' perceptions of price variables, which in turn will support the validity and accuracy of the analysis carried out in this research.

Promotional Instrument Reliability Test

Table 10. Promotional Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.897	10

Source: SPSS Calculation Results version 25, 2023

Table 10 presents the results of the reliability test for the promotion variable in this study. The reliability test aims to assess the consistency and stability of the instruments used to measure promotion variables. One indicator that is often used to measure reliability is the Cronbach's

Alpha coefficient. In this table, the Cronbach's Alpha value obtained is 0.897 with a total of 10 items tested. Cronbach's Alpha values range from 0 to 1, where values above 0.7 are considered to indicate a good level of reliability, and values above 0.8 indicate excellent reliability. With a value of 0.897, this result shows that the instrument used to measure the promotion variable has very high internal consistency. This means that the items in the questionnaire can provide stable and reliable information regarding respondents' perceptions of promotions.

The reliability of these measurement instruments is very important in the context of research, as it ensures that the data collected can be trusted for further analysis. The results of this reliability test provide confidence that the measuring tool used is effective in describing the dimensions of promotions, thereby allowing researchers to draw more accurate conclusions about the impact of promotions on purchasing decisions. Thus, this research can contribute to a deeper understanding of relevant marketing strategies in the studied industry.

Reliability Test of Purchasing Decision Instruments

Table 11. Purchasing Decision Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	12

Source: SPSS Calculation Results version 25, 2023

Table 11 presents the results of the reliability test for the purchasing decision variable in this study. This reliability test aims to evaluate the consistency and stability of the instruments used to measure purchasing decision variables. Cronbach's Alpha coefficient is one measure that is often used to assess reliability. In this table, the Cronbach's Alpha value obtained is 0.906 with a total of 12 items tested. Cronbach's Alpha values vary between 0 and 1, where values above 0.7 indicate a good level of reliability, while values above 0.8 reflect excellent reliability. With a value of 0.906, these results indicate that the measurement instrument for the purchasing decision variable has very high internal consistency. This shows that the items in the questionnaire can be relied on to measure respondents' perceptions of purchasing decisions.

The reliability of this instrument is very important in research because it ensures that the data collected from respondents can be relied upon for further analysis. The results of this reliability test provide confidence that the measuring instrument used can accurately describe the factors that influence purchasing decisions so that researchers can draw valid and relevant conclusions. Thus, the results of this research are expected to provide a significant contribution to understanding the dynamics of purchasing decisions among consumers.

Correlation Coefficient Test

Table 12. Multiple Correlation Coefficient Test Results Between Price and Promotion on Purchasing Decisions

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.536 ^a	.287	.265	4.841	.287	13.071	2	65	.000

a. Predictors: (Constant), Sales Promotion, Price

Source: SPSS Calculation Results version 25, 2023

Coefficient of Determination (KD) Test

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= 0,536^2 \times 100\% \\
 &= 0,28 \times 100\% \\
 &= 28\%
 \end{aligned}$$

Table 12 presents the results of the multiple correlation coefficient test between price and promotion variables on purchasing decisions. This test aims to measure the strength and direction of the relationship between the independent variables (price and promotion) and the dependent variable (purchasing decisions). The model summary shows several important statistics, including the R-value, R Square, Adjusted R Square, and standard error of estimate values. The R-value of 0.536 indicates that there is a moderate relationship between price and promotion in purchasing decisions. Meanwhile, the R Square (R²) value of 0.287 indicates that around 28.7% of the variance in purchasing decisions can be explained by a combination of price and promotion variables. The Adjusted R Square of 0.265 provides a more accurate assessment of the proportion of variance explained, after considering the number of variables in the model. The standard error of the estimate (Std. Error of the Estimate) value of 4.841 shows how far the prediction of a purchasing decision can vary from the actual value. The significance of F Change is 0.000, indicating that the model tested is statistically significant, indicating that the price and promotion variables have a significant influence on purchasing decisions. These results emphasize the importance of pricing and promotion strategies in improving consumer purchasing decisions and indicate that companies need to consider these two factors in their marketing efforts. Overall, the results of this analysis provide important insights for stakeholders in designing more effective marketing strategies.

Hypothesis testing

Table 13. F Test Results of the Effect of Price and Promotion on Purchasing Decisions

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	612.631	2	306.315	13.071	.000 ^b
	Residual	1523.310	65	23.436		
	Total	2134.941	67			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), promotions, price

Source: SPSS Calculation Results version 25, 2023

Under the condition:

If t-count > t-table, or significant value <0.05 then H0 is rejected and H3 is accepted

If t-count < t-table, or significant value <0.05 then H3 is rejected and H0 is accepted

Table 14 shows the results of the F test to analyze the simultaneous influence of price and promotion variables on purchasing decisions. This ANOVA (Analysis of Variance) test provides information about the extent to which the independent variables (price and promotion) jointly influence the dependent variable (purchasing decisions). From the table results, the total variance explained by the regression model is 612.631 with degrees of freedom (df) of 2, resulting in a mean square of 306.315. Meanwhile, the residual variance (error) was recorded

at 1523.310 with a df of 65, resulting in a mean square of 23.436. The F value obtained is 13.071, and the significance value (Sig.) is 0.000. Because this significance value is smaller than 0.05 ($0.000 < 0.05$), and the calculated F value (13.071) is greater than the F table (3.14), the null hypothesis (H_0) can be rejected, and the alternative hypothesis (H_3) is accepted.

The conclusion of this analysis shows that there is a positive and significant influence between price variables and sales promotions simultaneously on consumer purchasing decisions at PT Kampung Sampireun Resort and Spa. These results emphasize the importance of managing effective pricing strategies and attractive promotions to increase purchasing decisions, which in turn can contribute to increased revenue and customer satisfaction. This research provides a solid foundation for management to optimize their marketing strategies and adapt offerings to meet consumer needs.

Discussion

The Influence of Price on Purchasing Decisions at PT. Kampung Sampireun Resort and Spa

Determining prices is a very important aspect of the marketing strategy of a product. The price set not only influences the company's profitability but can also influence consumer perceptions of product value (Amrita Widya, 2021). To overcome the risk of inappropriate pricing, companies should conduct market research, analyze production costs carefully, understand market segmentation, and consider pricing strategies that are appropriate to the product's position in the market. With a good approach, companies can optimize pricing to achieve their financial and marketing goals (Sagala et al., 2024).

Based on the interpretation of the Spearman Rank correlation coefficient of 0.294 between the price variable and purchasing decisions at PT. Kampung Sampireun Resort and Spa, it was found that the close influence between these two variables was categorized as "low" according to interpretation guidelines taken (Jannah, 2022). It is important to note that the correlation coefficient value does not state the direction of causality (cause-and-effect), it only measures the extent to which two variables move together. With a low correlation value, this indicates that the relationship between price and purchasing decisions is not very strong.

The additional interpretation states that several indicators are not yet good, such as room price indicators that are not in line with people's wishes and sales of room prices at standard prices by PT. Kampung Sampireun Resort and Spa. This suggests that the prices applied by companies have not been able to provide sufficient encouragement to increase purchasing decisions among consumers. To improve purchasing decisions, it is necessary to consider reviewing and improving price-related factors, such as adjusting room prices according to market preferences, providing certain discounts or promotions, or identifying other factors that can influence consumers' perceived value of price.

Consistent with these findings, aligns with the conclusions drawn from the study by (Prilano et al., 2020), where price, security, and promotion collectively exert a positive and significant influence on purchasing decisions at the Lazada Online Store. The variables of price, security, and promotion account for 69.4% of the variance in purchasing decisions, while the remaining 30.6% is attributed to other external factors not examined in this particular research, such as brand image, distribution channels, and service quality.

In this context, companies can utilize the findings from this research as a basis for developing more effective marketing strategies and detailing improvements in aspects related to the price of their products.

The Effect of Promotion on Purchasing Decisions at PT. Kampung Sampireun Resort and Spa

Promotion is an important element in the marketing mix which aims to increase sales and create exchanges in marketing activities (Periyadi et al., 2020). Promotion encompasses diverse communication efforts undertaken by companies to inform, persuade, and remind consumers about the products or services available. Various forms of promotion include advertising, sales promotions, public relations, and direct marketing (Ayumi & Budiarmo, 2021).

Based on the results of research on consumers of PT. Kampung Sampireun Resort and Spa with a Spearman rank correlation coefficient of 0.305 between the Promotion variable and purchasing decisions, it was found that the close influence between these two variables was categorized as "low" according to interpretation guidelines taken (Jannah, 2022).

Additional interpretation states that promotion indicators, such as seeking information about rooms from relatives and closed nature in seeking information, are not good. Therefore, the sales promotion implemented by PT. Kampung Sampireun Resort and Spa has not been able to significantly increase consumer purchasing decisions. Social factors, such as groups, families, social roles, and status, can also influence purchasing behavior, according to the theory of (Jumiarti et al., 2021).

From these findings, it is evident that consumer purchasing decisions are influenced by various factors, as indicated by the research conducted by (Muhammad Supriyanto & Muhammad Taali, 2022). The Marketing Mix Strategy, comprising Product, Price, Place, Promotion, People, Physical Evidence, and Process, exerts either partial or simultaneous influence on the decision-making process for staying at The Sun Hotel Madiun. This is underscored by the adjusted R Square value of 0.942, signifying 94.2 percent explanatory power.

The Influence of Purchasing Decisions on Consumer Satisfaction at PT. Kampung Sampireun Resort and Spa

Based on the research results that have been presented, there are findings that price and promotion factors have a significant influence on consumer purchasing decisions at PT. Kampung Sampireun Resort and Spa. This positive and significant influence shows that appropriate pricing policies and effective promotions can increase the possibility of consumers choosing to make purchases at the hotel. However, it is important to note that purchasing decisions are only one of many factors that contribute to consumer satisfaction. This decision is often the starting point of the broader process of creating a satisfying customer experience. In the context of PT. Kampung Sampireun Resort and Spa, improving purchasing decisions supported by effective prices and promotions can provide a strong basis for increasing overall consumer satisfaction.

To achieve higher consumer satisfaction, it is also necessary to consider other factors that are not only limited to purchasing decisions, but also include aspects such as service quality, user experience, conformity to consumer expectations, and responsiveness to feedback. By paying attention to these factors holistically, PT. Kampung Sampireun Resort and Spa can improve the overall consumer experience, which in turn can contribute to higher levels of consumer satisfaction and greater loyalty in the future.

Thus, these results are in accordance with the results of research (Kadi et al., 2021) proving that the higher a person's purchasing decision when seeing and getting the information they want, the greater the consumer satisfaction when making a purchase at Gandu Bu Setu Grilled

Chicken MSME. This is also in line with research results (Puirih et al., 2020) that purchasing decisions have a significant effect on consumer satisfaction.

The Effect of Price on Consumer Satisfaction Through Purchasing Decisions Study at PT. Kampung Sampireun Resort and Spa

Price is not only a cost that consumers have to pay, but also an important indicator regarding the quality of the product or service offered. The influence of price on consumer satisfaction can be understood through several main mechanisms. First, consumers' perceptions of the value and quality of products or services greatly influence their level of satisfaction. Prices that are considered appropriate to the quality provided tend to increase consumer satisfaction, while prices that are too high can reduce satisfaction. Second, in the purchasing decision process, price plays a key role because consumers often consider the value and benefits they get from the product. Competitive and fair pricing encourages more positive purchasing decisions and contributes to overall satisfaction. Apart from that, price psychology also has a significant influence; Smart pricing such as discounts or special offers can increase perceived value and consumer satisfaction. Finally, effective promotions also play an important role in influencing consumer perceptions of price value, which in turn increases purchasing decisions and satisfaction. Thus, by implementing the right pricing strategy and effective promotions, PT. Kampung Sampireun Resort and Spa can significantly increase its customer satisfaction and strengthen its position in the hospitality and tourism industry. This will help them not only retain repeat customers but also attract more new guests looking for a special and memorable holiday experience.

The Effect of Promotion on Consumer Satisfaction Through Purchasing Decisions

The promotion has a very important role in influencing consumer satisfaction through purchasing decisions. Different types of promotions such as deep discounts, exclusive offers, contests, and other marketing activities are designed to attract consumers' attention and encourage them to purchase a particular product or service. In this process, promotions not only create incentives to make purchases that might not have occurred without them but also allow consumers to feel that they are getting more value for their money. This directly increases consumer satisfaction with the purchasing decisions they make. Apart from that, promotions also have a significant psychological impact by creating feelings of joy or satisfaction in consumers when they successfully take advantage of discounts or special offers. The long-term effect of well-executed promotions is increased consumer loyalty, where satisfied consumers are more likely to return to shop in the future, providing ongoing benefits for companies in retaining and expanding their customer base. By implementing promotional strategies that are in line with the characteristics and value of Kampung Sampireun's offerings, this resort can significantly increase consumer satisfaction, strengthen customer loyalty, and enhance its reputation as a top choice holiday destination among tourists.

The Effect of Price and Promotion on Satisfaction Through Purchasing Decisions as Intervening Variables at PT. Kampung Sampireun Resort and Spa

Study of the influence of price and promotion on consumer satisfaction through purchasing decisions as an intervening variable at PT. Kampung Sampireun Resort and Spa provides important insights into the context of hospitality marketing. The finding that price and promotion have a significant influence on purchasing decisions indicates that appropriate pricing policies and effective promotional strategies can influence consumers' likelihood of

making purchases at the hotel. In this context, purchasing decisions function as a mediator between price and promotion variables and consumer satisfaction. That is, when consumers make purchasing decisions based on appropriate price considerations and attractive promotions, this can lead to a more satisfying experience and a high likelihood of increasing overall consumer satisfaction. This study is in line with previous research which shows that purchasing decisions have a positive impact on consumer satisfaction in various contexts, both in the hotel industry and other sectors (Kadi et al., 2021; Puirih et al., 2020).

However, the effect of low prices can be caused by several factors. First, prices that are considered low may not always reflect the value or quality of service offered by the hotel. Consumers in the hospitality industry are often looking for experiences beyond price; they consider the quality of service, comfort, and facilities available. If a hotel cannot offer sufficient added value, low prices may not be enough to attract consumers. Additionally, if consumers already have a positive perception of another hotel that offers similar quality at a slightly higher price, they may prefer to stay at a place they believe is more likely to provide a good experience. Regarding promotions, improvements in promotional strategies need to be carried out to persuade consumers to choose to stay at PT. Sampireun Village. More creative and interesting promotions can help create a positive impression in the eyes of consumers. For example, offering promotional packages that combine a stay experience with local activities or additional services such as spa, culinary, or outdoor activities can increase a hotel's appeal. Apart from that, effective promotional communication through social media and digital platforms can also increase visibility and reach a wider audience.

Other factors that can have a greater influence on purchasing decisions at PT. Kampung Sampireun is a quality service. High service quality is often the main determining factor in consumers' decisions to choose a place to stay. A good first impression through friendly and responsive staff interactions, cleanliness of facilities, and comfort of accommodation can create consumer loyalty. Positive feedback from previous guests can also strengthen a hotel's reputation and attract more consumers. Therefore, to fully understand how prices and promotions influence consumer satisfaction through purchasing decisions, further analysis is needed that includes other aspects such as service quality and responsiveness to consumer feedback. By considering these factors holistically, PT. Kampung Sampireun Resort and Spa can optimize its marketing strategy to not only increase purchasing decisions but also increase overall consumer satisfaction. More in-depth research regarding the role of purchasing decisions as a mediator between price, promotion, and consumer satisfaction variables can provide a deeper and more focused view for companies in developing effective and sustainable marketing strategies in the future.

CONCLUSION

Based on the results of research regarding the influence of price and promotion on purchasing decisions and their impact on consumer satisfaction at PT. Kampung Sampireun Resort and Spa, several conclusions can be drawn. This study shows that price and promotions have a significant influence on consumer purchasing decisions at this resort. This emphasizes the importance of appropriate pricing strategies and implementing effective promotions to attract consumers' attention and encourage them to make purchases. Purchasing decisions in this context act as mediators between price, promotion, and consumer satisfaction variables. When consumers make purchasing decisions based on consideration of the price offered and the effectiveness of the promotions delivered, this can increase the opportunity to create a satisfying

experience and contribute positively to their overall satisfaction. In facing challenges and opportunities in the hotel industry, PT. Kampung Sampireun Resort and Spa are expected to continue to optimize their pricing and promotion strategies. This includes price adjustments that are responsive to market dynamics as well as implementing promotions that are relevant and attractive to potential consumer segments. In doing so, the resort can strengthen its appeal in the market and increase consumer loyalty levels. Although this research provides valuable insights, there are still additional factors that need to be considered such as service quality, user experience, and response to consumer feedback. This is an important part of efforts to increase holistic consumer satisfaction and create sustainable competitive differentiation. For further research, it is recommended to further explore the factors that influence consumer satisfaction in the hotel sector, as well as assess the effectiveness of more complex marketing strategies such as personalization service and product innovation. This can provide additional deeper understanding to support the development of more effective and sustainable marketing strategies in the future for PT. Kampung Sampireun Resort and Spa.

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