



# The Effect of 7P Marketing Mix on Purchasing Decisions and Repurchases at Mixue Sidoarjo Consumers

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## A B S T R A C T

Along with the increase in population, the level of consumption of food and beverages in society is also increasing, one of which is ice cream. Mixue ice cream & tea is one of the franchises that offers ice cream products and various other drinks that are currently on the rise or popular among the public. To ascertain how the 7p marketing mix affects consumers' decisions to buy and repurchase products, researchers aim to study Mixue Sidoarjo consumers. Respondents in this study were 130 consumers of Mixue Sidoarjo. Data analysis was carried out using the SEM method where the results of the SEM were followed by strengthening the SWOT analysis matrix as a proposed strategy in increasing consumer growth in making repeat purchases. The results showed that product, price, people, and place had a positive and significant effect on purchasing decisions. Meanwhile, promotion and process have a negative and insignificant effect on purchasing decisions. Purchasing decisions have a positive and significant effect on repeat purchases. The simultaneous equation for purchasing decisions is  $Y_1 = 1,045X_1 + 0,566X_2 - 1,256X_3 - 0,426X_4 + 0,252X_5 + 1,347X_6 + Z_7$  and the simultaneous equation for repurchase is  $0,892X_1 + 0,483X_2 - 1,073X_3 - 0,364X_4 + 0,215X_5 + 1,15X_6 + Z_8$ . In strengthening the SWOT analysis by compiling a SWOT matrix, there are four types of alternative strategies that can be applied by Mixue Sidoarjo. In terms of business conditions, the strategy that can be applied is the W-T strategy which utilizes the weakness and threats factors of Mixue Sidoarjo.

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## 1. INTRODUCTION

Along with the increase in population, the level of consumption of food and beverages in society is also increasing. This has led to consumer behavior, namely the behavior shown

by consumers to search for, buy, use, evaluate, and spend products and services that they hope will satisfy their needs (Sinulingga, 2021). The sustainability of a business is supported by the purchase of products offered by the company.

The first purchase is expected to be followed by a second purchase and subsequent purchases. This repurchase interest can be defined as a form of consumer response to a product after evaluating the product and the intention to own it in the future (Chen and Hsieh, 2011) in (Purba, 2015). There are several factors that influence the repurchase decision process. According to the results of research conducted by Joseph, et al. (2012), Awi & Chaipoo Pirutana (2014), and Pupuni & Sulistyawati (2013) in (Putri, 2016) there are seven factors that influence consumer repurchases including the physical environment, customer satisfaction, service quality, brand preference, product quality, perceived value, and price.

Mixue Ice Cream & Tea is a franchise company from Zhengzhou, Henan, China, established in June 1997. The franchise company sells a variety of soft and inexpensive viral ice cream products. Mixue first opened in Indonesia in 2020, with the first franchise centered in Bandung, West Java. Mixue gained many fans after the ice cream went viral on social media. Currently, Mixue is one of the franchises that offers ice cream products and various other drinks that are currently on the rise or popular among the public. Based on the background of these problems, researchers want to conduct research related to the influence of the 7P marketing mix on purchasing decisions and repurchases on Mixue Sidoarjo consumers using the Structural Equation Model (SEM) method followed by SWOT analysis as a proposed strategy in increasing consumer growth in making repeat purchases.

## 2. LITERATURE REVIEW

According to Kotler in (Bagida et al., 2021), purchasing decisions are actions from consumers to buy or not to buy products. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are well known to the public. Consumer purchasing decision making is a process of choosing one of several alternative problem solving with real follow-up. After that consumers can evaluate their choices and then can determine the attitude that will be taken

next (Brama Kumbara, 2021). According to Ferdinand in (Purbohastuti & Hidayah, 2020), buying interest can be identified through several indicators, including transactional interest, refrential interest, preferential interest, and exploratory interest.

According to Ike Kusdyah in Jamaluddin (2020), repurchase interest is one of the consumer purchasing behaviors where there is a match between the value of goods or services that can generate consumer interest in consuming or using them again in the future. According to Putri in Jamaluddin (2020), it reveals that the factors that influence repurchase decisions include the physical environment, customer satisfaction, service quality, brand preference, product quality, perceived value, and price. According to Putri in (Jamaluddin, 2020), it reveals that the factors that influence repurchase decisions include the physical environment, customer satisfaction, service quality, brand preference, product quality, perceived value, and price.

The marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the desired response in the target market. The marketing mix also plays an important role in influencing consumers to buy products. The elements of the marketing mix, which include all the variables that the company can control in order to meet its target consumers, therefore every company must start preparing a detailed marketing mix plan. According to Prihandini & Sunaryo in Gusmiarti (2020) Structural Equation Model abbreviated as SEM is a multivariate analysis method that can be used to describe the relationship of linear relationships simultaneously between observational variables (indicators) and variables that cannot be measured directly (latent variables). SEM is a multivariate analysis technique developed to cover the limitations of previous analysis models that have been widely used in statistical research. These models include regression analysis, path analysis, and confirmatory factor analysis.

SWOT analysis is carried out by comparing attributes from outside management in the form of opportunities and threats with attributes from

within management in the form of strengths and weaknesses. SWOT analysis aims to place internal and external attributes in actual conditions. If something goes wrong, so that the strategy can function properly, the management must take processing steps in order to maintain and take advantage of the available opportunities as much as possible, the strategy is also required to be able to analyze the weaknesses faced and turn them into strengths and also turn threats into opportunities (Salim, 2020). According to Basuki et al (2018), SWOT analysis has many advantages because it juxtaposes internal and external factors to determine the next strategic step. The factors of SWOT analysis according to (Mashuri & Nurjannah, 2020) include strenghts, weaknesses, opportunities, and threats.

### 3. RESEARCH METHOD

This study uses quantitative methods with explanatory or causal designs that aim to explain how one variable affects or is responsible for changes in other variables. This research was conducted at one of Mixue Sidoarjo outlets, specifically at Safira Garden, Krajan, Sepande, Candi District, Sidoarjo Regency, East Java which was carried out by distributing questionnaires in the form of a gform link to Mixue Sidoarjo consumers. Research began in June 2023 until the required data was met. A total of 130 respondents have

participated in the survey, and this number has fulfilled the Maximum Likelihood (ML) technique. The data that has been obtained is processed using the SEM method followed by SWOT matrix analysis as a proposed strategy in increasing consumer growth in making repeat purchases.

## 4. RESULT AND DISCUSSION

### SEM Method

In testing the measurement model, there is an invalid indicator, namely X<sub>1.4</sub>, so that retesting is carried out by removing the invalid indicator. The retest results in multicollinearity so that the variable that has a large correlation value is removed, namely the physical evidence variable (X<sub>7</sub>). The measurement model test results show that there are four criteria, namely chi-square, probability, AGFI, and TLI which are not good, three marginal criteria, namely RMSEA, GFI, and CFI, and one good criterion, namely CMIN / DF. Validity, significance, and reliability tests show that all variables and indicators are valid, significant, and reliable. Because the model is not yet fit, structural testing of the model is carried out. The test results still show that the model is not yet fit, so it is continued with model modification testing which shows that all indicators have met the criteria because they are all of good value and there are two indicators of marginal value (close to good) so that it can be said that the model is fit.

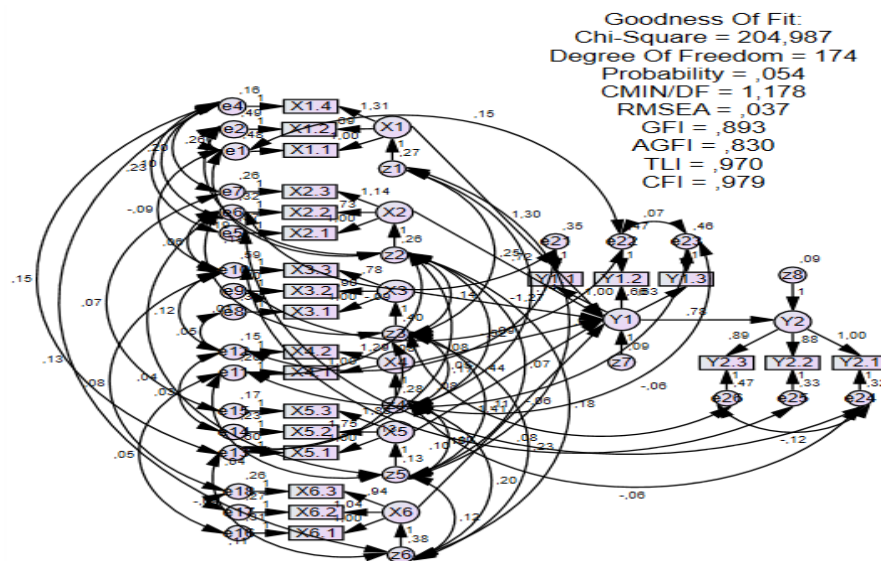


Figure 1. Modification model study of the effect of marketing mix 7P variables on purchasing decisions and repurchases at Mixue Sidoarjo consumers

**Table 1.** Goodness of fit value and cut off value of modified model

Criteria	Model Test Result	Critical Value	Description
X <sup>2</sup> Chi-Square	204,987	Small (*), X <sup>2</sup> with df = 174 and α = 0,05	Good
Probability	0,054	≥ 0,05	Good
CMIN/DF	1,178	≤ 2,00	Good
RMSEA	0,037	≤ 0,08	Good
GFI	0,893	≥ 0,90	Marginal
AGFI	0,83	≥ 0,90	Marginal
TLI	0,97	≥ 0,95	Good
CFI	0,979	≥ 0,95	Good

The validity test results in the model modification test show that all indicators are valid except for the promotion and process variables. In the significant test, all variables are

significant except for the promotion, process, and people variables. The reliability test shows that all variables are reliable.

**Table 2.** Validity, significance, and regression weight modification model

			Estimate	S.E.	C.R.	2S.E	P	Valid Description	Significant Description	Estimate Standardized Regression Weight
Y1	<---	X1	1,298	0,503	2,581	1,006	0,01	Valid	Significant	1,045
Y1	<---	X2	0,718	0,228	3,151	0,456	0,002	Valid	Significant	0,566
Y1	<---	X3	-1,273	0,459	-2,776	0,918	0,006	Invalid	Insignificant	-1,256
Y1	<---	X4	-0,515	0,355	-1,45	0,71	0,147	Invalid	Insignificant	-0,426
Y1	<---	X5	0,444	0,384	1,158	0,768	0,247	Valid	Insignificant	0,252
Y1	<---	X6	1,406	0,431	3,266	0,862	0,001	Valid	Significant	1,347
Y2	<---	Y1	0,778	0,101	7,723	0,202	***	Valid	Significant	0,854
X1.1	<---	X1	1						Significant	0,596
X1.4	<---	X1	1,306	0,245	5,338	0,49	***	Valid	Significant	0,859
X2.1	<---	X2	1						Significant	0,642
X2.2	<---	X2	0,73	0,123	5,955	0,246	***	Valid	Significant	0,55
X2.3	<---	X2	1,139	0,144	7,917	0,288	***	Valid	Significant	0,752
X3.1	<---	X3	1						Significant	0,754
X3.2	<---	X3	0,898	0,089	10,101	0,178	***	Valid	Significant	0,788
X3.3	<---	X3	0,779	0,117	6,672	0,234	***	Valid	Significant	0,543
X4.1	<---	X4	1						Significant	0,768
X4.2	<---	X4	1,285	0,142	9,068	0,284	***	Valid	Significant	0,868
X5.1	<---	X5	1						Significant	0,425
X5.2	<---	X5	1,755	0,354	4,96	0,708	***	Valid	Significant	0,799
X5.3	<---	X5	1,833	0,377	4,856	0,754	***	Valid	Significant	0,853
X6.1	<---	X6	1						Significant	0,742
X6.2	<---	X6	1,036	0,127	8,133	0,254	***	Valid	Significant	0,775
X6.3	<---	X6	0,935	0,121	7,701	0,242	***	Valid	Significant	0,747
Y1.1	<---	Y1	1						Significant	0,737
Y1.2	<---	Y1	0,665	0,099	6,699	0,198	***	Valid	Significant	0,53
Y1.3	<---	Y1	0,63	0,101	6,228	0,202	***	Valid	Significant	0,498
Y2.1	<---	Y2	1						Significant	0,695
Y2.2	<---	Y2	0,875	0,125	7,014	0,25	***	Valid	Significant	0,665
Y2.3	<---	Y2	0,894	0,161	5,555	0,322	***	Valid	Significant	0,674
X1.2	<---	X1	0,694	0,098	7,103	0,196	***	Valid	Significant	0,458

**Simultaneous Equation**

From the results of model modification testing, the simultaneous equation for purchasing decisions is  $Y_1 = 1,045X_1 + 0,566X_2 - 1,256X_3 - 0,426X_4 + 0,252X_5 + 1,347X_6 + Z_7$  and the

simultaneous equation for repurchase is  $Y_2 = 0,892X_1 + 0,483X_2 - 1,073X_3 - 0,364X_4 + 0,215X_5 + 1,15X_6 + Z_8$ .

**The Influence of Product on Purchasing Decisions**

According to the findings of the hypothesis test, hypothesis  $H_1$  that the product has a large impact on purchase decisions is accepted because it has a C.R value of 2,581 and a  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} > t_{\text{table}}$ ). With a regression value of 1,045, the influence of the product on purchase choices is both positive and significant. The findings of this study are consistent with studies by (Wahyuningtyas, 2020), (Wijaya et al., n.d.), (Hidayat, 2020), and (Oktavianti & Budiarti, 2021) which demonstrate that products have a positive and significant effect on purchase decisions.

#### **The Influence of Price on Purchasing Decisions**

The findings of the hypothesis test indicate that price has a large impact on purchasing decisions, as evidenced by the C.R value of 3,151 and the  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} > t_{\text{table}}$ ). Accordingly, hypothesis  $H_1$  is accepted. The regression coefficient for price's impact on purchase choices is 0,566, indicating both a positive and significant impact. The findings of this study concur with those of (Kesuma et al., 2021) which indicates that price has a positive and significant effect on purchase decisions.

#### **The Influence of Promotion on Purchasing Decisions**

The results of hypothesis testing show that the effect of promotion on purchasing decisions has a C.R value of -2,776 and a  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} > t_{\text{table}}$ ), so in this hypothesis,  $H_1$  is rejected, the promotion has no significant effect on purchasing decisions. The effect of promotion on purchasing decisions has a regression coefficient of -1,256, which means that both have no positive or significant effect. The results of this study are in line with research conducted by (Wahyuningtyas, 2020), (Marbun et al., 2022), and (Yudho, 2022) (Wahyuningtyas, 2020), (Marbun et al., 2022), and (Yudho, 2022) which shows that promotion has no significant effect on purchasing decisions.

#### **The Influence of Process on Purchasing Decisions**

The findings of the hypothesis test indicate that the process does not significantly affect purchase decisions, as indicated by the C.R value of -1,45 and the  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} < t_{\text{table}}$ ).

Accordingly, hypothesis  $H_1$  is rejected. A regression value of -0,426 indicates that there is no positive or substantial impact of the process on purchase decisions.

#### **The Influence of People on Purchasing Decisions**

According to the results of the hypothesis test, there is no evidence that people have a major impact on purchase decisions. The effect of people on purchasing decisions got a C.R value of 1,158 and a  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} < t_{\text{table}}$ ), so hypothesis  $H_1$  is rejected. The regression coefficient for the influence of people on purchasing decisions is 0,252, indicating both a positive and insignificant influence. The findings of this study are consistent with research by (Yudho, 2022), which indicates that price has a positive but not very substantial impact on purchasing decisions.

#### **The Influence of Place on Purchasing Decisions**

The findings of the hypothesis test indicate that place has a large impact on purchasing decisions, with a C.R value of 3,266 and a  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} > t_{\text{table}}$ ). Therefore, hypothesis  $H_1$  is accepted. With a regression coefficient of 1,347, the influence of location on purchase decisions is both positive and significant. The findings of this study are consistent with studies by (Yudho, 2022) and (Hidayat, 2020), which indicate the positive and significant impact that place has on purchasing decisions.

#### **The Influence of Physical Evidence on Purchasing Decisions**

The results of this hypothesis test cannot be proven, because physical evidence ( $X_7$ ) is excluded.

#### **The Influence of Purchasing Decisions on Repurchases**

The findings of the hypothesis test indicate that there is a substantial correlation between purchasing decisions and repurchases, with a C.R value of 7,723, and a  $t_{\text{table}}$  of 1,714 ( $t_{\text{count}} > t_{\text{table}}$ ), supporting the validity of hypothesis  $H_1$ . With a regression coefficient of 0,854, purchasing decisions have a positive and significant impact on upcoming purchases. The findings of this study line up with studies by (Marbun et al., 2022) that repurchase decisions

are significantly and positively impacted by purchasing decisions.

**SWOT Matrix Analysis**

After processing data using SEM, the research results obtained are followed by strengthening SWOT analysis by compiling a SWOT matrix. Strengthening SWOT analysis where strengths and weaknesses are obtained from the

frequency distribution table, then for opportunities and threats obtained from current business conditions. Based on the SWOT matrix that has been compiled, there are four types of alternative strategies that can be applied by Mixue Sidoarjo. In terms of business conditions, the strategy that can be applied is the W-T strategy that utilizes the weaknesses and threats of Mixue Sidoarjo.

**Table 3. SWOT matrix**

<p style="text-align: center;">Internal</p> <p style="text-align: center;">External</p>	<p style="text-align: center;"><b>Strength (S)</b></p> <ol style="list-style-type: none"> <li>The products offered by Mixue Sidoarjo have good taste quality.</li> <li>The products offered by Mixue Sidoarjo have a variety of flavors</li> <li>Mixue Sidoarjo serves drinks with a packaging appearance that matches the one in the picture</li> <li>Mixue Sidoarjo offers affordable prices</li> <li>Mixue Sidoarjo offers products at prices that are more economical than those of competitors</li> <li>The price of the products offered by Mixue Sidoarjo is in accordance with their quality.</li> <li>Mixue Sidoarjo's accessibility is easy to reach</li> <li>Mixue Sidoarjo has a place that can be seen clearly</li> <li>Mixue Sidoarjo has a large parking lot</li> <li>The parking lot at Mixue Sidoarjo is very safe for consumer vehicles</li> </ol>	<p style="text-align: center;"><b>Weakness (W)</b></p> <ol style="list-style-type: none"> <li>Unattractive business slogan</li> <li>Little advertising related to Mixue Sidoarjo products</li> <li>Rarely give discounts</li> <li>The ordering service process is not fast enough</li> <li>The payment process is not easy, especially for cash payments</li> <li>Mixue Sidoarjo employees are not fast enough in serving customers</li> <li>Mixue Sidoarjo employees are very polite in providing their services.</li> <li>Mixue Sidoarjo employees are less responsive in explaining products that are not known by consumers</li> </ol>
	<p style="text-align: center;"><b>Opportunity (O)</b></p> <ol style="list-style-type: none"> <li>In the form of a franchise business so there is no need to bother thinking about business ideas, brands, and business systems because they have professional partners.</li> <li>Can collaborate with various parties</li> <li>Open new job opportunities</li> </ol>	<p style="text-align: center;"><b>S – O Strategy</b></p> <ol style="list-style-type: none"> <li>Always update the policies, terms, and conditions of the franchise business being run and collaborate with outside parties to develop the business (S1; S2; S3; S4; S5; S6; S7; S8; S9; S10; O1; O2; O3).</li> <li>Design the building and determine the optimal location and size of the land to provide a comfortable area for consumers (S7; S8; S9; S10; O1)</li> </ol>
<p style="text-align: center;"><b>Threats (T)</b></p> <ol style="list-style-type: none"> <li>Competitors with similar concepts emerge</li> <li>Increased competition</li> <li>Changing tastes of society</li> </ol>	<p style="text-align: center;"><b>S – T Strategy</b></p> <ol style="list-style-type: none"> <li>Always innovate in creating new menus that match consumer desires (S1; S2; S3; T1; T2; T3).</li> <li>Improve product quality and maintain economical price offerings so that consumers do not want to switch to other brands (S4; S5; S6; T1; T2; T3)</li> </ol>	<p style="text-align: center;"><b>W – T Strategy</b></p> <ol style="list-style-type: none"> <li>Provide promos at certain events such as offering bundling packages (W1; W2; W3; T1; T2).</li> <li>Participating in events or cooperating with communities to expand the target market (W1; W2; W3; T1; T2)</li> <li>Creating interactive content through social media as a means of marketing and a means of 2-way communication and can expand the target market (W1; W2; T1; T2)</li> <li>Conduct comparisons with competitors or surveys to consumers in order to improve the quality of products and services (W4; W5; W6; W7; W8; T1; T2; T3).</li> </ol>



## 5. CONCLUSION

The results of research on the Marketing Mix 7P Influence Model on Purchasing Decisions and Repurchases at Mixue Sidoarjo Consumers that have been analyzed, several conclusions are obtained as follows: (a) Product has a positive and significant effect on purchasing decisions with a C.R value of 2,581 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient value of 1,045. (b) Price has a positive and significant effect on purchasing decisions, obtained a C.R value of 3,151 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient value of 0,566. (c) Promotion has a negative and insignificant effect on purchasing decisions, obtained a C.R value of -2,776 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient value of -1,256. (d) Process has a negative and insignificant effect on purchasing decisions, obtained a C.R value of -1,45 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient value of -0,426. (e) People have a significant effect on purchasing decisions, obtained a C.R value of 1,158 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient value of 0,252. (f) Place has a significant effect on purchasing decisions, obtained a C.R value of 3,266 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient value of 1,347. (g) Physical evidence (X7) cannot be proven in this study because the physical evidence (X7) variable is excluded from the research model. (h) Purchasing decisions have a significant effect on repeat purchases with a C.R value of 7,723 and a  $t_{table}$  of 1,714 ( $t_{count} > t_{table}$ ) and a regression coefficient of 0,854. (i) After processing data using SEM, the research results obtained are followed by strengthening SWOT analysis by compiling a SWOT matrix and there are four types of alternative strategies that can be applied by Mixue Sidoarjo. In terms of business conditions, the strategy that can be applied is the W-T strategy that utilizes the weaknesses and threats of Mixue Sidoarjo.

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