

# THE INFLUENCE OF PRODUCT, PRICE, AND PROMOTION ON PURCHASE DECISIONS FOR HAJJ AND UMRAH PACKAGES SHAFIRAH TOUR AND TRAVEL GRESIK BRANCH

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**Abstract:** The technique used for this research is a quantitative. This study uses an associative hypothesis. The author uses data analysis and classical hypothesis testing and multiple linear regression to respond to the research design. This study obtained six responses from all summary statements related to products, prices, and promotions. Here are the instructions: First, product (X1), price (X2), and promotion (X3) data affect purchasing decisions (Y) are affected simultaneously. the p value of the three variables is 0,000. Second, product (X1), price (X2), and promotion (X3) can have a major effect on purchasing decisions (Y). The p value of the three variables is  $0.000 < 0.05$ . Third, the correlation value of purchasing decisions obtained by the product, price, and promotion variables is 0.970. This value indicates a very high value regarding the independent and dependent variables. Fourth, the product gets 0.617, the price is 0.905, and the promotion is 0.815. This determines the price-related value obtained by a very strong distribution result, then a moderate product contribution, and a strong promotional contribution. Fifth, the dominant price variable value is 0.905. Sixth, the regression model is intended to predict future purchasing decisions, because the SEE value is smaller than the standard deviation, namely  $1.255 < 5.448$ .

**Keywords:** Product, price, promotion, purchasing decision

**Abstrak:** Kuantitatif, teknik yang dipakai untuk penggalan ini. Penggalan ini menggunakan hipotesa asosiatif. Penulis memakai cara analisa data dan pengujian hipotesa klasik serta uji regresi linier berganda buat merespon rancangan penggalan. Penggalan ini memperoleh enam respon dari seluruh ringkasan pernyataan terkait produk, harga, dan promosi. Berikut intruksinya: Pertama, produk atau X1, harga atau X2, dan promosi atau X3 data mempengaruhi keputusan pembelian atau Y terpengaruh secara simultan. 0,000 yakni nilai p dari ketiga variabel. Kedua, produk atau X1, harga atau X2, dan promosi atau X3 dapat berpengaruh besar pada keputusan pembelian atau Y. Nilai p dari ketiga variabel  $0,000 < 0,05$ . Ketiga, nilai korelasi keputusan pembelian yang diperoleh variabel produk, harga, dan promosi adalah 0,970. Nilai ini menunjukkan sangat tinggi yang dapat mengenai variabel bebas dan terikat. Keempat, produk mendapatkan 0,617, harga 0,905, dan promosi 0,815. Hal ini menentukan nilai terkait harga diperoleh hasil distribusi yang sangat kuat, selanjutnya kontribusi produk sedang, dan kontribusi promosi kuat. Kelima, nilai variabel harga dominan 0,905. Keenam, model regresi diperuntukan memprediksi keputusan pembelian pada masa mendatang, karena nilai SEE lebih kecil dari standar deviasi yaitu  $1,255 < 5,448$ .

**Kata Kunci:** Produk, harga, promosi, keputusan pembelian

## A. Introduction

Management is a big or important part in a company. The task of management is very crucial in an organization, namely determining and monitoring performance to achieve the design. Management is needed to achieve individual or group plans or targets. Management is the art of managing a group or organization to achieve a goal. Management aims to achieve maximum results in the smallest possible way. Management has the benefit of achieving organizationally predetermined goals. Help balance between the goals set. Achieving efficiency

and effectiveness maintain a balance of various objectives. Management has four functions, namely planning, organizing, directing, and controlling.

*Controlling* is one of the management functions. *Controlling* is the process of ensuring that management objectives have been achieved. An *control* ensures that activities are completed in an effective manner. The *control* ensures that activities are completed in a manner that leads to the achievement of organizational goals. Determine the criteria for the effectiveness of the control system, namely the effectiveness of the system in facilitating the achievement of objectives. The purpose of control is to strengthen achievement standards, consider the results achieved, compare the achievements achieved with the achievement standards that have been set, and make improvements.

Purchasing decisions are consumer thoughts in buying products or services that are believed to meet and satisfy consumer needs. Purchase decisions are decisions made by someone who is interested in a particular product and wants to buy, try, use or choose the product. Purchase decisions made by consumers collect a lot of organized. Purchase decisions have a function to select products in terms of benefits, needs, and consumer desires. In the Qur'an, it is explained in Surah Al Hujurat verse 6 which reads:

يٰۤاَيُّهَا الَّذِيْنَ ءَامَنُوْا اِنْ جَاءَكَرْ فَاسِقٌۢ بِنَبِيٍّ فَتَبَيَّنُوْا اَنْ تُصِيْبُوْا قَوْمًا  
بِجَهَلَةٍ فُصِّحُوْا عَلٰى مَا فَعَلْتُمْ نَدِمِيْنَ ﴿٦﴾

Meaning: O you who believe, if a wicked person comes to you with news, then examine it carefully so that you do not inflict calamity on a people without knowing the situation that causes you to regret it. your doing.

QS. Al Hujurat verse 6 juz 26, explain to be vigilant about getting news or information. If you don't have knowledge, then you should check it first before regretting it. This verse confirms the decision to eat or use the product. As stated in the definition. decisions Purchasing have several indicators, namely product, price, and promotion. All indicators of purchasing decisions will be discussed in the following paragraphs in turn.

The first indicator is the product, which is the result of the production process made by the producer to meet the needs of the buyer. The company tries to meet the needs and expectations of its customers, therefore the company strives to produce high quality products and display them through characteristics (design) of the product and the core (core). It can be seen that most of the company's revenue lies in the products sold to consumers. The average consumer is interested in valuable products that are relatively economical and have good capacity. The product has the function of observation, purchase, use or consumption. Products have benefits to meet human needs and wants.

After the product, the price is a way of assessing a product in a marketing. Price is the most important unit to obtain goods or services to be purchased. Price is a measure of the quality of a product or service that meets demand. Consumers usually do not understand the technical nature of purchasing services. Price is usually a factor that consumers understand. Price is used as a measure of service quality. Price has a function, namely to be a reference for calculating selling value, assisting transaction activities, pricing, consumer reference in calculating quality, and helping consumers make purchasing decisions.

After the price, the promotion is an announcement designed to attract consumers to buy or consume a product or service. Promotions, manufacturers, or distributors are expected to increase sales figures. Promotion is an activity that has an effect on increasing sales. Promotion is designed to influence buying behavior, but the main purpose of promotion is to announce, attract consumers, and remind consumers. Promotion can be through print media, brochures, banners, television, and the web to encourage consumers. Promotions are designed to explain, intrigue, inform, and add value. Promotion has benefits, namely to find out consumer wants and

needs, to introduce products, find out the right price and market conditions, find out market competition.

Next, the researcher will discuss the object of research. Researchers took the Haj and Umrah travel agency Shafira Gresik branch as the object of research. Shafira *tour and travel* Gresik branch was founded in 2010. Shafira was founded in Gresik as a requirement from the Shafira *tours and travels* Surabaya. Aan Febrianti, *marketing* officer who lives in Andi, told Mr. Andi to open a branch in Gresik. The reason is to make Aan Febrianti's job easier, so she doesn't go back and forth from Surabaya to Gresik. Furthermore, Aan Febrianti is in charge of *tour and travel* the Gresik branch. Shafira *tour and travel* provides Umrah, Hajj plus, airline tickets, domestic & international tours, passport processing, train tickets, hotel vouchers, and foreign money exchange. The price of Umrah and Hajj plus is fairly cheap with quality facilities. Compared to PT. Grasindo *travel* which is expensive but the quality is better. Shafira *tour and travel*. How to promote Shafira *tour and travel* and PT. Grasindo *travel* is also different. The following is a comparison of one of the products, prices, and promotions of Shafira *tour and travel* and PT. Grasindo *travel*.

Considering this, then the product or X1, price or X2, and promotion or X3 can or can influence the purchase decision or Y. The buying process, of course, consumers make decisions through products, prices, and promotions. Before buying a product, consumers take into account the benefits of the product and the price of the product. That way consumers will decide to buy a product. Considering this, therefore researchers are interested in extracting data or research by proving it. "**The Influence of Products, Prices, and Promotions on Purchase Decisions for Hajj and Umrah Packages Shafira Tour and Travel Gresik Branch**".

## **B. Theoretical Review**

### **1. Product**

Product is a marketing program which is an important element. Every company must always develop products, product development is a product strategy that affects the company's future. Each product must have benefits that are expected to meet consumer needs. Because, the product is one of the determinants of marketing success. Kotler said, a product is a product that can meet market demand, be purchased, used, or consumed, as well as meet the needs of society.

### **2. Price**

#### **a. Understanding the price**

Price is an important factor in the company's profitability. Business people try hard to determine reasonable costs. Many companies fail because the fees they charge do not match the market. The cost determined must be in accordance with the economic situation of the consumer in order to be able to buy goods or services. Kotler said that price is the only element of the marketing that makes up revenue, while other elements make money.

#### **b. Sub-variables and price indicators**

Price is the most important factor to become the exchange rate of a product. Price is a benchmark for the quality of an item or service, the more expensive the price, the better the quality of the goods and vice versa. Before a business actor sets a price, a business actor must know the purpose of the consumer.

### **3. Promotion**

Promotion is a crucial commercial activity carried out by the company in order to maintain continuity and promote the quality of sales. As well as advancing commercial activities in selling items and services. Not enough to promote items, costs, but also distribution channels but must be upheld with promotional activities. According to Kotler, promotion is an explanation that easier for buyers about items and services by communicating.

#### **a. Sub-variables and indicators of promotion**

Promotion is an activity to introduce the goods/services being sold. Promotion aims to increase sales of goods or services. The dimensions of promotion are as follows:

1) Advertising

Advertising is information to win the hearts of consumers to be interested in buying the proposed item/service. Advertising used to educate can build brand preferences. Advertising is a competitive arena for each product brand to reduce its competitor's products, the way is by vaguely attacking competing products through advertising and displaying their products and revealing their advantages. In addition, advertising is a means of entertainment that attracts people's attention by providing interesting animation and content. The advertising indicators are as follows:

- a) Advertising messages  
Notification of information about the goods/services offered.
- b) Persuading consumers  
to lure consumers to buy goods or services provided.
- c) Attractive advertising  
Ads that influence the purchase of the goods or services provided.

2) Information

Information is data that is processed to provide useful knowledge. Information aims to provide news or news in decision making. The information indicators:

- a) Relevant  
The information provided is useful and as needed.
- b) Accurate  
Information based on actual evidence.
- c) Complete Complete  
information no lack of anything.

3) Publicity

Publicity is a planned press release using certain media with the aim of realizing organizational benefits without paying for the media. If the information is positive, publicity won't be a problem. However, sometimes the information published in the mass media is instant, unintentional or premeditated, or even negative. In this case, publicity occurs in the form of disseminating information to the public outside the plan. Such negative reports will degrade the company's image, which is certainly not desirable. The publicity indicators are as follows:

- a) News  
Create or find events for the company so that the media are interested in making news.
- b) Media identity  
Creating identity so that it can be known by the public such as logos, brochures, and banners.
- c) Events  
The company attracts consumers by creating events such as competitions, seminars, contests, and birthdays.

## 2. Purchasing Decisions

### a. Understanding purchase decisions Purchasing

decisions are evaluations consumer the item or service consumer decisions are based on consumer perceptions of the item. Purchasing decisions according to Kotler is a way to decide on a client's purchase before buying an item.

### b. Sub-variables and indicators of purchasing decisions Purchasing

decisions are the result of the customer's thoughts buying an item or service. The following are the dimensions of the purchase decision:

1) Product choice

In general, consumers have different ways to evaluate a product. Consumers judge a product based on experience when using the product. When consumers have

used the experience and satisfaction approach, price is no longer a priority. Decision making is in interest consumer's. In that case the company is obliged to maintain consistency in product quality, the company must focus on consumers so that products improve quality to meet consumer needs. The following are indicators of product choice: Product

- a. advantages The company must choose the product it needs from a variety of existing products in accordance with consumer expectations to improve product quality.
- b. Product benefits The practicality of items that have been used by customers and are considered good will guarantee the needs of consumers.
- c. Product selection The selection of products purchased by consumers according to the needs and desires of consumers.

## 2) choice

Brand is an identity for a company. Brand is an important factor in marketing products, including goods/services. The brand shows the quality of the product, so that satisfied buyers will choose to buy the product again. When shoppers are in a hurry and lack time, brand features can make buying decisions easier. And it can be understood that an industry or company must understand how buyers or consumers when choosing a brand:

- a. Brand interest Buyer's interest in the brand image that is closely related to the item.
- b. Habits on brands Consumers choose items to buy for a particular brand. Because using this brand on the item, I decided to buy the item earlier.
- c. Price suitability Clients think on the basis of the weight and merit of the item. Suppose the item has a good brand image, good class and high functionality, then the client pays a lot of money to get the item.

## 3) Choice of purchasing

channel Channel/distributor trade is a distributor body that has the task of distributing goods/services. The reason is that it is through these channels or distributors that the products produced by producers can reach the hands of consumers. Consumers must determine which distributor to visit such as location, price, complete availability of goods, ease of shopping, freedom of location and other factors.

- a. Services provided by distributors or retailers provide consumers with high-quality service and convenience, so consumers choose this area to shop for the items they need.
- b. Easy to get retailer shop close to clients and items for sale available.
- c. Inventory When the product appears, it is impossible to determine the client's needs and expectations for the product, but the supply of the right dealer makes the client to buy at the location.

### c. **Purchasing decisions in Islamic economics**

Purchasing decisions are the client's attitude when buying or not buying a product. Before buying an item, you must look at the halal-haram items and their advantages. When a Muslim wants to buy a product/service, he must pay attention to several things, namely the goods to be purchased are not haram, and the way to get them is also not haram. As the word of Allah SWT:

يَأْتِيهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ  
بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ وَلَا تَقْتُلُوا  
أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ﴿٢٩﴾

Meaning: O you who believe! do not eat each other's property in a vanity way, except by way of commerce which is carried out voluntarily between you. And do not kill yourselves; Verily, Allah is Most Merciful to you (Surah Annisa verse 29 juz 5).

According to Asy Syariah, the word لَا لَوْا لَكُمْ which means "Don't eat your wealth" is meant by the meaning all actions. All actions are taking or controlling. Your assets include all types of property, unless there is a shar'i argument that allows it.

According to Quraish Shihab, the word لَكُمْ refers to assets circulating in the community. According to Hamka, لَكُمْ (your wealth) is both in your own hands and in the hands of others. Then your wealth, by destiny and the gift of Allah SWT, some are handed over to your hands and some are handed over to the hands of your other friends. Therefore, no matter how rich a person is, he should never forget that in essence wealth is a common property.

According to Quraish Shihab, يُبْطِلُ is all things that Allah SWT has forbidden or has no right. *Bathil* is a violation of religious provisions or agreed terms. In this context the Prophet SAW said, "Muslims are in accordance with (must fulfill) conditions they have agreed upon, as long as they do not make lawful what is unlawful or forbid what is lawful.

According to the Sheikh. H. Abdul Halim Hasan Binjai, this verse strictly forbids people from eating other people's property or their own property by means of vanity. To eat one's own property with vanity is to spend one's wealth in a sinful way. eat other people's property by means of vanity, according to Suddi's opinion, eating it by means of usury, gambling, cheating, and molesting. Also included in this void road are all buying and selling that is prohibited by syara'.

According to Al Imam Abul Fida Ismail, اِضٍ "Business / trade based on the willingness between you "By this way of commerce your wealth circulates, moves from one hand to another in an orderly line, and the main point is pleasure, consensual in a lawful line". لَا لَوْا "And do not kill yourselves" Namely by doing things that Allah has forbidden and doing immoral acts against Him and eating other people's property in vanity. There is no separation between wealth and soul. People are looking for wealth to continue their life, so besides the prosperity of property, there should also be prosperity of the soul.

As for indiscriminately eating other people's treasures, there are two aspects. First: Yusuf As Sabatin quotes Assaudi's words, namely eating usury, gambling, etc. Therefore, arrogance is anything that violates Islamic law. Second: as Ibn Abbas and Al Hasan said, namely eating and using wealth for free. The text of the business agreement reached between person A and person B means that both parties agree to the agreement. All types of sales can be made except for items that are not allowed from the Qur'an and Sunnah.

Regarding the purchase decision, Rasulullah saw, said that his people were forbidden to sell goods provided by his brother. When he said:

وَلَا يَبِيعُ عَلَى بَيْعِ أَخِيهِ إِلَّا بِإِذْنِهِ



Meaning: And do not sell something that is in the offer of his brother except with his permission. (Narrated by Abu Daud)

In the book *Al Arabi Al Beirut* explains, what will be sold by his brother's offer, is meant when A buys an item at B and still has not fixed buying the item or it can be said that it is in the grace period. Then there is the C who promises the same goods at a more affordable price.

Si C essentially promises a more affordable price with the same goods. So that A cancels the purchase of B. The sale and purchase is haraam based on the argument that explains the prohibition of activities that harm his brother, both Muslim and non-Muslim.

### C. Research Methods

Data explorers or researchers use this type of quantitative research. This quantitative analysis explains the description of the independent variables that affect the dependent variable. Researchers or authors use the type research association. Associative research is an activity to examine two or more variables. The technique used by the researcher or writer is a survey technique. Survey technique is a technique used to obtain data from a certain area. The stages of the research are first, preparation before the research, namely the formulation of the problem, then determining the variables, then preparing the method. Second, the implementation of the research, namely the stage when you have obtained a location permit from the owner of the location or commonly called distributing questionnaires or questionnaires. Third, data collection and processing, namely the calculation of tabulated scores, then analysis and research reports.

In this study, researchers decided to conduct research on employees who work at *Shafira tour and travel* Gresik district. The total population studied were 39 congregations. This number was obtained from the congregation in November 2020. The analysis used the classical assumption test (data normality test), multicollinearity test, heteroscedasticity test, and multiple linear regression test.

### D. Results and Discussion

The influence of products, prices, and promotions on purchasing decisions simultaneously. Looking at table 7.8 "*Anova*", the test results are seen from the analysis of variance table or can be called *ANOVA* in the column "*sig.*" together (*p*) with the following assumptions:

$H_0$ : Product or X1, price or X2, and promotion or X3 have no effect on purchasing decisions or Y

$H_1$ : Product or X1, price or X2, and promotion or X3 influence purchasing decisions or Y

In the analysis of variance table or called *ANOVA*, it can be seen the value of the effective or significant independent variable that can affect the dependent variable significantly or effectively. Which means that X1 or product, X2 or price, and X3 or promotion can influence Y. The explanation of the existence of a relationship X1, X2, and X3 that can affect Y is strengthened by the analysis above. According to Jackson, buyers can make purchasing decisions on items or products. Whether the product can meet consumer needs. Therefore, consumers will bring a positive value to the item or product. Buyers will consider the specifications that can be obtained from spending their money when they spend their money. Price also influences purchasing decisions. The buyer's decision is influenced by the price, because the buyer will not only see the item or product but also the price when buying a product or service. According to Jackson, the price that has been set at the time of the purchase will help the buyer in spending the item or product. When trading, buyers will consider the cost of the item with other companies. Then it turns out that the item or product in the area or location can meet the money from the buyer who is going to make the transaction, then the buyer will make a decision to buy.

Then, promotion is an activity to convince and remind consumers of the product. According to Jackson, when marketers will conduct promotions after evaluating alternative purchases and obtaining options. When it meets the consumer's feelings and what will be shown in the advertisement or promotion. Then there will be a positive buying attitude, and vice versa, after an evaluation, consumers do not have feelings for the advertisement, and consumers will

have poor buying behavior. It can be concluded from the statement above that product, price, and promotion have an effect on purchasing decisions. As shown in table 7.8, independent variable an effect on the dependent variable. If from the results of product testing, prices, and promotions have an effective or significant value in purchasing decisions. Therefore, the theoretical explanation above shows that the application of products, prices, and promotions have an impact on purchasing decisions.

## E. Conclusion

1. The effect of product, price, and promotion on purchasing decisions simultaneously
 

Regarding table 7.8 analysis of variance or can be called *ANOVA* , it can be seen that the effectiveness or significance is  $0.000 p\ value < 0.05$ . It is understood that items or products, costs or prices, and promotions can influence the decision to purchase the *Shafirah tour and travel*. It can be interpreted that  $X_1$ ,  $X_2$ , and  $X_3$  can have a simultaneous effect on  $Y$  if  $H_0$  is  $is_{rejected}$  .
2. The effect of product, price, and promotion on purchasing decisions partially
  - a. The effect of products on purchasing decisions
 

The results of the effective or significant value on  $X_1$  of  $Y$  are  $0.000 < 0.05$ . It can be understood that  $X_1$  can be said to be significant or effective if  $H_0$  is  $is_{rejected}$  . The value of effectiveness or significance can be seen from table 7.5 correlation or *correlation*. So it can be interpreted that the item or product can influence the decision to purchase the *Shafira tour and travel package*.
  - b. The effect of price on purchasing decisions
 

The results of the effective or significant value on  $X_2$  of  $Y$  are  $0.000 < 0.05$ . It can be understood that  $X_2$  can be said to be significant or effective if  $H_0$  is  $is_{rejected}$  . The value of effectiveness or significance can be seen from table 7.5 correlation or *correlation*. So it can be interpreted that the cost or price can affect the decision to purchase the *Shafira tour and travel*.
  - c. The effect of promotion on purchasing decisions
 

The results of the effective or significant value on  $X_3$  of  $Y$  are  $0.000 < 0.05$ . It can be understood that  $X_3$  can be said to be significant or effective if  $H_0$  is  $is_{rejected}$  . The value of effectiveness or significance can be seen from table 7.5 correlation or *correlation*. So it can be interpreted that promotions can influence purchasing decisions for *Shafirah tour and travel packages*.
3. The value of the relationship between products, prices, and promotions on purchasing decisions simultaneously
 

Regarding table 7.7 on the whole model or commonly called *model summary* provide information about the test relationship that has been explored or researched. The value of the  $R$  column is used to see the relationship of  $X_1$ ,  $X_2$ , and  $X_3$  that can affect  $Y$  with a total of  $0.970$ . A value of  $0.970$  can be interpreted as very high or very strong obtained by the independent variable and the dependent variable.
4. The value of the relationship between products, prices, and promotions on purchasing decisions partially
  - a. The value of the relationship between products and purchasing decisions
 

Regarding the correlation table or can be called *correlation* provides information about the relationship  $X_1$ ,  $X_2$ ,  $X_3$ , which can have an effect on  $Y$ , namely  $0.617$  with  $0.000$  effective value or significant. A value of  $0.617$  can be interpreted as high or strong on  $Y$  or the decision to purchase Hajj and Umrah packages for *Shafira tour and travel*.
  - b. The value of the relationship between price and purchasing decisions
 

Regarding the correlation table or can be called *correlation*, it provides information about the  $X_2$  relationship, which can have an effect on  $Y$ , namely  $0.905$



with 0.000 effective or significant value. A value of 0.905 can be interpreted as very high or very strong on Y or the decision to purchase the Shafira *tour and travel package*.

c. The value of the relationship between promotions and purchasing decisions

Regarding the correlation table or can be called *correlation*, it provides information about the X3 relationship, which can have an effect on Y, namely 0.815 with 0.000 effective or significant value. A value of 0.815 can be interpreted as very high or very strong on Y or the decision to purchase the Shafira *tour and travel package*.

5. The value of the most dominant relationship between product, price, and promotion on purchasing decisions

In table 7.5 the correlation or *correlation* determines the dominant or largest variable on Y. X1 or the product gets 0.617 with a  $p$  0.000. Values with this amount can be interpreted as high or strong. X2 or the price you get is 0.905 with a  $p$  0.000. Values with this amount can be interpreted as very high or very strong. X3 or promotion gets 0.815 with a  $p$  0.000. Values with this amount can be interpreted as very high or very strong. It can be interpreted that the most dominant or high value that can affect Y or decisions is X2 or price.

6. Prediction of the level of purchasing decisions with products, prices, and promotions

Regarding the regression test from table 7.7 the overall model or *model summary* obtained from the estimation standard error value or SEE is 1.255. The value of 1.255 is used as a test material whether the regression model can be used as variable predictor. Therefore the value of the estimated standard error or SEE < standard deviation. The value of the standard deviation 5.448. Then the value of  $1.255 < 5.448$  which means that X1 or product, X2 or price, & X3 or promotion can be a predictor of increasing Y or purchasing decisions.

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