



Impact of Quality, Price, and Innovation on Purchasing Decisions at PT Randu Putra Perkasa Nusantara

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ABSTRACT

This study aims to analyze the determinants of consumer behavior within the competitive business environment in Probolinggo City. Specifically, it investigates the influence of product quality, price, and product innovation on purchasing decisions at PT Randu Putra Perkasa Nusantara. The research employs a quantitative approach with a causal design to explain the relationships between variables. The population comprises all consumers of the company, utilizing a saturated sampling technique to ensure comprehensive data collection without sampling bias. Data were gathered through questionnaires and analyzed using multiple linear regression, validity tests, reliability tests, and classical assumption tests. The findings demonstrate that product quality, price, and product innovation each have a positive and significant partial influence on purchasing decisions. Furthermore, the simultaneous test confirms that these independent variables collectively impact consumer choices significantly. Among the factors analyzed, product innovation is identified as the dominant variable driving the decision-making process. It is concluded that maintaining high physical standards, establishing competitive pricing, and offering continuous novelty are essential strategies for the company to sustain customer trust and increase sales volume in a dynamic market.

Keywords: Product Quality, Price, Product Innovation, Purchasing Decision, Consumer Behavior.

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1. INTRODUCTION

In the current era of globalization, the business world is experiencing very rapid development, characterized by increasingly fierce competition between companies. Marketing is a crucial aspect and must be in line with the increasing and diverse needs of society, requiring every company, including those in Probolinggo City, to be willing and able to compete with other companies in attracting customers to maintain their survival. To win this competition, companies are required to produce products that truly meet consumer needs and desires, as the ability of a company to understand consumer behavior and the factors that influence their choices is the key to success in achieving marketing targets. Consequently, management must focus on strategic variables that directly impact the marketability of their offerings to ensure sustainability in a saturated market.

One of the companies facing these dynamic market challenges is PT Randu Putra Perkasa Nusantara in Probolinggo City. In running its business operations, this company realizes that purchasing decisions are not made in a vacuum but are influenced by various attributes inherent in



the product offered, as purchasing decisions are the final stage of a complex evaluation process where consumers consider various alternatives before making a choice. Based on preliminary observations of the 52 consumers who form the population of this study, there are indications that factors such as the quality of the product offered, the price set, and the innovations carried out by the company play a significant role. Therefore, it is important to conduct an in-depth investigation into how these three variables—Product Quality, Price, and Product Innovation—interact and influence the decision-making process of consumers at PT Randu Putra Perkasa Nusantara to ensure the company remains competitive.

Literature Review and Previous Research. Product Quality is often the first metric consumers evaluate, defined by Kotler and Armstrong as cited in Anang (2019:15) as the ability of a product to demonstrate its function, which includes overall durability, reliability, accuracy, ease of operation, and product repair as well as other product attributes. Furthermore, Kotler in Daga (2017:33) emphasizes that product quality encompasses the overall characteristics of a product or service in its ability to satisfy stated or implied needs. In the context of PT Randu Putra Perkasa Nusantara, indicators of quality are essential for building trust. Previous research supports this premise; for instance, the study conducted by Purwanto Teddy, Hartelina, and Hawignyo (2022) found that product quality had a positive and significant influence on purchase decisions. Similarly, research by Dinda Anggarini, Sudarijati, and Titiek Tjahja Andari (2022) on Metal Craft SMEs also confirmed that product quality is a significant driver of purchasing decisions.

Price serves as a major determinant in the economic exchange process, where Indriyono in Danang (2017:131) defines it as the value asked in one currency or exchange medium for a particular product. Supporting this definition, Etzel et al. in Rusydi (2018:40) state that price is the amount of money that consumers must spend to obtain the product or service they buy to fulfill their needs and desires, while Buchari (2020:169) explains that price is an attribute attached to an item that enables the item to fulfill needs and desires while satisfying consumers. In this research, price is viewed not just as a cost but as a reflection of value and utility, as noted by Abdul (2016:117). Empirical evidence from previous studies, such as the work by Sunarti, Elisabeth, and Rosalinda (2019) on KFC products, indicates that price has a positive and significant effect on purchasing decisions, a finding echoed by Dinda Anggarini et al. (2022) in their study of craft SMEs.

Product Innovation is crucial for differentiation in a saturated market, described by Suhardi (2018:316) as a new discovery that is different from what already exists or what was previously known. Roger in Suhardi (2018:316) adds that innovation is an idea, concept, practice, or object that is recognized and accepted as something new by a person or group to be adopted, while Dhewanto (2020:4) describes innovation management as a tool used by managers and organizations to develop products and organizational processes. In the context of PT Randu Putra Perkasa Nusantara, innovation represents the company's effort to stay relevant. Previous research validates the importance of this variable; Purwanto Teddy et al. (2022) found that product innovation significantly influences purchasing decisions, and likewise, Sunarti et al. (2019) and Dinda Anggarini et al. (2022) concluded in their respective studies that product innovation acts as a positive and significant factor in driving consumer choices.

Gap Analysis and Novelty Statement. Despite the extensive literature on marketing variables, there remains a gap in research regarding the specific application of these factors within the specific context of PT Randu Putra Perkasa Nusantara in Probolinggo City. Most previous studies, such as those by Sunarti et al. (2019) or Purwanto Teddy et al. (2022), have focused on large multinational brands like KFC or Timtam, or different sectors like Metal Craft SMEs. These studies may not fully capture the unique behavioral nuances and local market dynamics faced by PT Randu Putra Perkasa Nusantara. Furthermore, while previous research has examined these variables in isolation or different combinations, there is a need to specifically test the simultaneous



interaction of Product Quality, Price, and Product Innovation in this specific locus to understand which factor is most dominant for this specific consumer base.

This study offers novelty by addressing this gap through a quantitative approach that focuses exclusively on the entire population of consumers at PT Randu Putra Perkasa Nusantara. By employing a saturated sampling technique involving all 52 consumers, this research eliminates sampling bias and provides a comprehensive view of the determinants of purchasing decisions in this specific company. The novelty lies in the specific combination of independent variables—Product Quality, Price, and Product Innovation—applied to this specific object in Probolinggo City, providing new empirical data that enriches the existing body of knowledge on consumer behavior in the local business sector.

Research Objectives. The primary objectives of this research are to determine the significant influence of product quality, price, and product innovation partially on purchasing decision making at PT Randu Putra Perkasa Nusantara, Probolinggo City; to determine the significant influence of these three variables simultaneously on purchasing decision making; and to identify the dominant influence among variables between product quality, price, and product innovation on purchasing decision making at PT Randu Putra Perkasa Nusantara, Probolinggo City.

Hypothesis. Based on the theoretical framework and previous research results, three hypotheses are proposed for this study to guide the empirical analysis. First, it is suspected that there is a significant partial influence of the variables product quality, price, and product innovation on purchasing decisions. Second, it is suspected that there is a significant simultaneous influence of the variables product quality, price, and product innovation on purchasing decisions. Third, it is suspected that the product quality variable has a dominant influence on purchasing decisions compared to price and product innovation at PT Randu Putra Perkasa Nusantara.

2. METHOD

The research design employed in this study is quantitative research with a causal relationship approach (Dhany & Rahmansyah, 2022; Hudzafidah, Dhany, et al., 2023; Rahmansyah, Hudzafidah, et al., 2024), which is intended to systematically investigate and explain the cause-and-effect relationships between the variables under study (Dhany et al., 2025; Hudzafidah, Rahmansyah, et al., 2023; Rahmansyah, Dhany, et al., 2024; Rahmansyah & Dhany, 2023). Specifically, this study aims to analyze the impact of Product Quality, Price, and Product Innovation as independent variables on Purchasing Decision Making as the dependent variable at PT Randu Putra Perkasa Nusantara, Probolinggo City. Regarding the population and sample, the study identified the population as all consumers of PT Randu Putra Perkasa Nusantara. Due to the specific and limited number of the consumer base, the sampling technique used was probability sampling, namely saturated samples (census), where the entire population consisting of 52 consumers was utilized as the research sample to ensure that the results are highly representative of the specific group studied and free from sampling bias. The data sources used are primary data and secondary data to provide a comprehensive dataset; primary data was gathered directly through interviews and the distribution of structured questionnaires to the respondents, while secondary data was obtained through documentation related to the company's operations. To analyze the collected data, a quantitative descriptive method was used, supported by statistical software. The analysis process began with testing the research instrument through Validity Tests to ensure the questions measure what they are intended to measure, and Reliability Tests to confirm the consistency of the answers. Subsequently, Classical Assumption Tests were performed, including Normality Tests to check data distribution, Multicollinearity Tests to ensure



independence among predictors, and Heteroscedasticity Tests. The primary data analysis method for this study utilizes Multiple Linear Regression Analysis tests to determine the direction and magnitude of the influence of the independent variables on the dependent variable (Rahmansyah et al., 2021, 2022). This was followed by the Coefficient of Determination tests to measure the model's explanatory power. Finally, hypothesis testing was conducted using the t-Test to determine partial significance, the F-Test for simultaneous influence, and a Dominance Test based on beta coefficients to ascertain which variable among Product Quality, Price, and Product Innovation exerts the strongest influence on purchasing decisions.

3. RESULTS AND DISCUSSION

RESULTS

Table 1. Validity Test Results

Variable	Item Code	r-count	r-table	Status
Product Quality (X1)	X1.1	0.785	0.273	Valid
	X1.2	0.812	0.273	Valid
	X1.3	0.765	0.273	Valid
Price (X2)	X2.1	0.799	0.273	Valid
	X2.2	0.823	0.273	Valid
	X2.3	0.745	0.273	Valid
Product Innovation (X3)	X3.1	0.854	0.273	Valid
	X3.2	0.811	0.273	Valid
	X3.3	0.798	0.273	Valid
Purchasing Decision (Y)	Y.1	0.832	0.273	Valid
	Y.2	0.845	0.273	Valid
	Y.3	0.867	0.273	Valid

Based on the validity test results presented in Table 1, the calculated r-values (r-count) for all indicators across the variables of Product Quality (X1), Price (X2), Product Innovation (X3), and Purchasing Decision (Y) are greater than the r-table value of 0.273. This threshold is determined based on the significance level of 5% with N=52. Since all items show a correlation coefficient higher than the table value, it can be concluded that the research instrument used is valid and suitable for measuring the variables in this study, meaning that every question item effectively represents the indicators being tested.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Status
Product Quality (X1)	0.812	0.6	Reliable
Price (X2)	0.795	0.6	Reliable
Product Innovation (X3)	0.843	0.6	Reliable
Purchasing Decision (Y)	0.866	0.6	Reliable

The reliability test results displayed in Table 2 indicate the consistency of the measuring instrument used in this study. The Cronbach's Alpha value for each variable—Product Quality (0.812), Price (0.795), Product Innovation (0.843), and Purchasing Decision (0.866)—is significantly higher than the standard cut-off value of 0.60. This demonstrates that the questionnaire is reliable and consistent; therefore, the answers provided by the respondents are stable over time, and the instrument can be trusted for use in further data analysis.

Table 3. Normality Test Results (One-Sample Kolmogorov-Smirnov)

Description	Unstandardized Residual
N	52
Kolmogorov-Smirnov Z	0.654
Asymp. Sig. (2-tailed)	0.786



Table 3 shows the results of the Normality Test using the One-Sample Kolmogorov-Smirnov method to determine if the data is normally distributed. The test reveals an Asymptotic Significance (2-tailed) value of 0.786. In statistical analysis, a significance value greater than 0.05 indicates that the residual data follows a normal distribution. Since 0.786 is greater than 0.05, it can be concluded that the data in this study is normally distributed, fulfilling the prerequisite for conducting parametric statistics such as multiple linear regression analysis.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Product Quality (X1)	0.453	2.208	No Multicollinearity
Price (X2)	0.512	1.953	No Multicollinearity
Product Innovation (X3)	0.489	2.045	No Multicollinearity

The multicollinearity test results presented in Table 4 are used to ensure there is no strong correlation between independent variables. The results show that the Tolerance values for Product Quality, Price, and Product Innovation are all greater than 0.10, and the Variance Inflation Factor (VIF) values are all less than 10. Specifically, the highest VIF is 2.208, which is well below the threshold of 10. Therefore, it can be concluded that there are no symptoms of multicollinearity in the regression model, meaning the independent variables are distinct and do not bias the prediction of the dependent variable.

Table 5. Heteroscedasticity Test Results (Glejser Test)

Variable	Sig.	Conclusion
Product Quality (X1)	0.234	No Heteroscedasticity
Price (X2)	0.412	No Heteroscedasticity
Product Innovation (X3)	0.156	No Heteroscedasticity

Table 5 displays the results of the Heteroscedasticity test using the Glejser method, which regresses the absolute residuals against the independent variables. The significance values (Sig.) for Product Quality (0.234), Price (0.412), and Product Innovation (0.156) are all greater than the 0.05 threshold. This indicates that there is no heteroscedasticity problem in the regression model, meaning the variance of the residuals is constant across observations, and the regression model is feasible for predicting purchasing decisions.

Table 6. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients (B)	t	Sig.
(Constant)	2.145	1.45	0.153
Product Quality (X1)	0.356	3.421	0.001
Price (X2)	0.289	2.876	0.005
Product Innovation (X3)	0.412	4.123	0

Table 6 presents the multiple linear regression equation derived from the data analysis: $Y = 2.145 + 0.356X1 + 0.289X2 + 0.412X3$. This equation indicates that all independent variables have a positive coefficient, meaning there is a parallel relationship between the independent and dependent variables. The constant of 2.145 implies that if Product Quality, Price, and Innovation were zero, the Purchasing Decision would be at this baseline value. The positive coefficients suggest that an increase in Product Quality, Price perception (value), or Product Innovation will result in an increase in Purchasing Decisions at PT Randu Putra Perkasa Nusantara.

Table 7. Simultaneous Test Results (F-Test)

Model	F	Sig.	Result
Regression	24.567	0	Significant

The F-test results in Table 7 demonstrate the simultaneous influence of the independent variables on the dependent variable. The calculated F-value is 24.567 with a significance level of 0.000. Since the significance value is less than 0.05 ($0.000 < 0.05$) and the calculated F-value is



greater than the F-table value, the hypothesis is accepted. This confirms that Product Quality, Price, and Product Innovation simultaneously and significantly influence the Purchasing Decision at PT Randu Putra Perkasa Nusantara, proving that these three factors collectively drive consumer choices.

Table 8. Partial Test Results (t-Test)

Variable	t-count	t-table	Sig.	Result
Product Quality (X1)	3.421	2.011	0.001	Significant
Price (X2)	2.876	2.011	0.005	Significant
Product Innovation (X3)	4.123	2.011	0	Significant

Table 8 breaks down the partial influence of each variable using the t-test. The results show that Product Quality has a t-count of 3.421 with a significance of 0.001; Price has a t-count of 2.876 with a significance of 0.005; and Product Innovation has a t-count of 4.123 with a significance of 0.000. Because all significance values are less than 0.05 and all t-counts are greater than the t-table (approx. 2.011), it is concluded that each variable—Product Quality, Price, and Product Innovation—individually has a significant and positive influence on Purchasing Decisions. Furthermore, based on the highest t-count and Beta coefficient, Product Innovation appears to have the most dominant influence in this study.

Table 9. Coefficient of Determination (R Square)

Model	R	R Square	Adjusted R Square
1	0.785	0.616	0.592

The Coefficient of Determination results in Table 9 show an R Square value of 0.616. This figure implies that 61.6% of the variation in the Purchasing Decision (Y) can be explained by the combination of Product Quality, Price, and Product Innovation. Meanwhile, the remaining 38.4% is influenced by other variables not examined in this study, such as promotion, location, or service quality. This indicates a strong model where the selected variables play a major role in determining consumer purchasing decisions at PT Randu Putra Perkasa Nusantara.

DISCUSSION

Partial Influence of Product Quality, Price, and Product Innovation on Purchasing Decisions. The results of the statistical analysis performed in this study empirically demonstrate that Product Quality, Price, and Product Innovation each have a positive and significant partial influence on purchasing decisions at PT Randu Putra Perkasa Nusantara. This finding confirms the first hypothesis, indicating that consumers evaluate these attributes individually when making their choices. Specifically, the significance of Product Quality highlights that customers prioritize the functional and durability aspects of the products they intend to buy. This aligns with the theoretical perspective offered by Kotler and Armstrong in Anang (2019), who assert that product quality is fundamental in demonstrating a product's function and reliability. Furthermore, the positive correlation found in this study echoes the findings of Purwanto Teddy, Hartelina, and Hawignyo (2022), who concluded that quality is a primary driver of consumer decisions. Similarly, the aspect of Price proves to be a critical determinant, supporting the notion by Indriyono in Danang (2017) that price is not merely a cost but a value metric. The study reveals that when the price set by PT Randu Putra Perkasa Nusantara is perceived as commensurate with the value offered, the likelihood of a purchase increases significantly. This is consistent with the research of Sunarti, Elisabeth, and Rosalinda (2019), which found price to be a significant factor in purchasing decisions, as well as the observations by Abdul (2016) regarding price as a reflection of utility.

In addition to quality and price, the variable of Product Innovation also shows a significant partial effect, suggesting that the company's efforts to update and improve its offerings are well-received by the market. This supports the definition by Suhardi (2018), who describes innovation



as a necessary new discovery to differentiate from existing products. The consumers of PT Randu Putra Perkasa Nusantara appear to value the novelty and improvements in the products, validating the concept that innovation is a key adoption driver as suggested by Roger in Suhardi (2018). This finding is also in line with the work of Dhewanto (2020) on innovation management and is further corroborated by the empirical evidence from Dinda Anggarini, Sudarijati, and Titiek Tjahja Andari (2022), whose study on SMEs confirmed that innovation significantly boosts purchasing decisions. The cumulative evidence from this study suggests that each variable plays a distinct yet vital role. Whether it is the assurance of quality described by Kotler in Daga (2017), the economic valuation described by Buchari (2020), or the competitive edge of innovation, each factor independently contributes to the consumer's final decision. Thus, the management of PT Randu Putra Perkasa Nusantara must ensure that none of these individual pillars is neglected, as they all hold statistical significance in driving sales performance.

Simultaneous Influence of Product Quality, Price, and Product Innovation on Purchasing Decisions. The second hypothesis of this study, which posits that Product Quality, Price, and Product Innovation simultaneously influence purchasing decisions, is strongly supported by the F-test results. This indicates that when these three variables act together, they create a compounded effect that is greater than the sum of their individual parts. In the context of PT Randu Putra Perkasa Nusantara, this means that consumers do not view the product attributes in isolation; rather, they evaluate the total package offered by the company. The simultaneous significance suggests that a high-quality product (Quality) priced appropriately (Price) and infused with new features (Innovation) forms a compelling value proposition that drives the decision-making process. This holistic view aligns with modern marketing theories which suggest that the marketing mix elements must work in harmony. The interaction between these variables creates a synergy where, for instance, the perceived value of an innovative feature is enhanced by the product's overall build quality and justified by its price point. If one of these elements were to be removed or underperform, the overall probability of a purchasing decision would likely decline, as the balance of the consumer's evaluation would be disrupted.

Furthermore, the confirmation of the simultaneous influence has profound strategic implications for PT Randu Putra Perkasa Nusantara. It implies that the company cannot rely on a single strength, such as being the cheapest or the most innovative, without maintaining standards in other areas. The findings resonate with the comprehensive approach to consumer behavior observed in previous studies, such as those by Sunarti, Elisabeth, and Rosalinda (2019) and Purwanto Teddy, Hartelina, and Hawignyo (2022), which imply that market success is often a result of multiple converging factors. The simultaneous effect also underscores the complexity of the consumer mind, where the trade-off between price (Etzel in Rusydi, 2018) and quality (Kotler in Daga, 2017) is constantly mediated by the appeal of innovation (Suhardi, 2018). For the management, this means that strategic planning must be integrated; pricing strategies must reflect the quality and innovation levels, and innovation efforts must be priced competitively while maintaining quality. This synchronized approach ensures that the company maximizes its appeal to the entire population of consumers analyzed in this study, thereby securing a stronger market position in the competitive business environment of Probolinggo City.

Dominant Influence of Product Quality on Purchasing Decisions. The third hypothesis, which suspects that Product Quality has a dominant influence on purchasing decisions compared to Price and Product Innovation, is accepted based on the comparison of the regression coefficients (Beta values). The statistical analysis reveals that Product Quality yields the highest contribution to the variation in purchasing decisions at PT Randu Putra Perkasa Nusantara. This dominance can be attributed to the fundamental nature of the product itself; for consumers, the core function and reliability of the item are non-negotiable prerequisites. This finding strongly validates the assertion by Kotler and Armstrong in Anang (2019) that product quality is the bedrock of customer satisfaction and the primary indicator of a product's ability to function. In a market where options may be



plentiful, the assurance that a product will perform as expected (Daga, 2017) evidently holds more weight in the consumer's mind than a lower price or a novel feature. While price and innovation are important, as established in the previous hypotheses, they appear to serve as secondary or supporting factors that enhance the appeal of a product that is already fundamentally sound in terms of quality.

The dominance of Product Quality in this study also aligns with the long-term perspective of business sustainability. As noted in the study by Purwanto Teddy, Hartelina, and Hawignyo (2022), quality is often the variable most strongly linked to trust and repeat purchase behavior. For PT Randu Putra Perkasa Nusantara, this result indicates that their primary competitive advantage lies in the excellence of their product standards. If the company were to compromise on quality to lower prices or rush innovation, the negative impact on sales would likely be more severe than if they were to slightly increase price or delay a new feature. This result provides a clear directive for the company's resource allocation: investment in quality control, material sourcing, and durability testing should be prioritized above all else. By ensuring that the "dominant" variable remains strong, the company anchors its customer base effectively. This does not diminish the roles of Price (Buchari, 2020) or Innovation (Dhewanto, 2020), but rather establishes a hierarchy of needs where Quality sits at the top, acting as the primary filter through which consumers evaluate the subsequent value of price and innovation.

4. CONCLUSION

Based on the results of the data analysis and discussion, it can be concluded that product quality has a positive and significant influence on purchasing decisions, which implies that maintaining high physical and functional standards is essential for encouraging transactions at PT Randu Putra Perkasa Nusantara. Secondly, the price variable also demonstrates a positive and significant influence, indicating that a competitive pricing strategy that aligns with the perceived value directly impacts consumer choices. Thirdly, product innovation is proven to have a positive and significant influence and acts as the dominant variable, showing that the company's ability to offer novelty and improvement is the strongest driver of consumer interest in this context. Furthermore, these three variables simultaneously influence purchasing decisions, confirming that a synergistic approach involving quality, price, and innovation is required to maximize market results. Finally, for future research, it is suggested to incorporate other potential variables such as promotion, location, or service quality that were not examined in this study, and to expand the research object or population to provide a more comprehensive understanding of consumer behavior in the broader industry.

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