



### Effect of Quality, Price, and Promotion on Pesticide Purchase Decisions at UD. Taman Argo Jaya

M. Hasbiyallah Ali Fiqei <sup>1</sup>, Titik Musriati <sup>2\*</sup>, Mutimmah Rustianawati <sup>3</sup>

Fakultas Ekonomi dan Bisnis, Universitas Panca Marga <sup>123</sup>

Email : upmtitik@gmail.com <sup>2\*</sup>

#### ABSTRACT

The pesticide industry currently faces high competition, compelling business entities to understand consumer behavior deeply to survive. This research aims to analyze the influence of product quality, price, and promotion on pesticide purchasing decisions at UD. Taman Argo Jaya in Probolinggo Regency. Employing a quantitative approach, this study utilized primary data collected through questionnaires distributed to consumers using incidental sampling techniques. The data were analyzed using multiple linear regression, including validity, reliability, and classical assumption tests, to examine the causal relationships between variables. The findings reveal that product quality has a positive and significant effect on purchasing decisions, indicating that customers prioritize reliability and efficacy over other factors. Similarly, promotion demonstrates a positive and significant influence, proving effective in persuading consumers to complete transactions. Conversely, the price variable shows no significant effect, suggesting that consumers in this specific agricultural segment are not sensitive to price variations when selecting essential inputs. Simultaneously, these factors contribute to the purchasing decision process. These results imply that to maintain market competitiveness, the company should focus on maintaining high product standards and active promotional strategies rather than competing solely on pricing.

**Keywords:** Product Quality, Price, Promotion, Purchase Decision, Pesticide.

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#### 1. INTRODUCTION

**Phenomenon** In the current era of globalization, all aspects of life are developing rapidly, leading to significantly increased competition in the business world. This dynamic environment compels business actors to be smarter, more meticulous, and creative when facing economic, political, and socio-cultural changes, forcing them to seek efficient strategies to survive and develop in a highly competitive market. In this competitive landscape, business entities must not simply focus on profit achievement but must also focus on systematic efforts to build and maintain long-term relationships with customers. The success of a company is not solely determined by the products offered but by its ability to align the value of goods or services with the actual needs and subjective preferences of consumers, without ignoring the aspect of price affordability. Therefore, the key to operational sustainability lies in a deep understanding of consumer behavior—namely the mindset, attitudes, and tendencies that underlie their purchasing decisions. Companies that are



adaptive to changing market tastes will have a greater opportunity to survive amidst inevitable economic fluctuations.

The pesticide industry is currently becoming increasingly competitive, pushing companies to improve product quality, determine competitive prices, and deliver effective promotions to attract customer interest. This situation is acutely felt by UD. Taman Argo Jaya in Probolinggo Regency, a company engaged in the pesticide sector that must pay attention to these factors to maintain business continuity. There is often a mismatch between the products produced and expectations, meaning product quality may not meet standards, or products may experience damage or defects, which necessitates special attention to quality to meet consumer expectations. Furthermore, price and promotion are highly sensitive matters for customers because they always consider these factors carefully when making purchasing decisions. Given the many similar competitors in Probolinggo Regency, pricing and promotional strategies must be carried out precisely as materials for consumer consideration. Customers often view promotions offered by agricultural kiosks and automatically compare prices of similar products from other sellers before deciding to make a purchase, making these variables critical for UD. Taman Argo Jaya.

**Literature Review and Previous Research** Product quality acts as a crucial factor that greatly influences consumer tendencies in making purchasing decisions, representing the reliability, durability, and performance of the item. In the specific context of this research object, product quality is defined as the functional capacity of a product to realize its role effectively, including dimensions of durability, reliability, ease of operation, and flexibility for future improvements. According to Mullins, Orville, Lartreche, and Boyd, product quality is mapped through main indicators representing the capability to meet user expectations, which include Performance, Durability, Conformance to specifications, Features, Reliability, Aesthetics, and Perceived quality. Regarding previous research, findings by Steve Sumilat and colleagues (2022) concluded that product quality has a positive and significant effect on purchasing decisions, reinforcing the notion that positive perceptions of quality encourage loyalty.

Price is inherently sensitive in the minds of consumers, serving as an indicator of value, quality, and affordability simultaneously. In the realm of consumer economics relevant to this study, price is explained as a representation of the exchange value that individuals must issue to obtain benefits from a good or service. The indicators used to examine price perception include Price Affordability, Price Conformity with Product Quality, Price Conformity with Benefits, and the ability of Price to Influence Consumers in Making Decisions. Previous research has highlighted the importance of this variable; for instance, Sumilat (2022) found that price positively and significantly influences purchasing decisions, although this contradicts some local findings where price variation might not always be the primary determinant. Nevertheless, pricing remains a strategic differentiation tool in marketing.

Promotion is understood as a series of strategic communication activities designed to convey messages, persuade, and strengthen consumer awareness and preferences for a product. In this study, promotion is defined as a type of communication that explains goods and services to potential buyers, utilizing specific indicators such as Promotional Message, Promotional Media, Promotional Time, and Promotional Frequency. Previous studies, such as those by Steve Sumilat (2022), confirm that promotion has a positive and significant correlation with purchasing decisions, acting as a catalyst in forming consumer preferences. This aligns with the view that effective promotion can make customers more interested in purchasing goods than price fluctuations alone.

The decision to purchase is the final manifestation of the consumer's consideration process leading to the actual act of obtaining a product. It involves the process of integrating information to choose one of two alternative actions, where individuals are directly involved in the decision-making for goods offered by sellers. The indicators used to measure this variable are Brand Choice, Dealer Choice, Product Choice, Purchase Time, and Purchase Amount. These indicators help determine



how external variables like quality, price, and promotion ultimately convert into a transactional decision.

**Gap Analysis and Novelty Statement** A significant gap exists in understanding the specific dynamics of the local agricultural market in Probolinggo compared to general marketing theories. While various empirical studies show that consumer preferences are generally influenced by price, promotion, and quality, business entities like UD. Taman Argo Jaya face unique challenges where failure to recognize specific signals of change can lead to being marginalized despite having superior products. The dilemma lies in the fact that while consumers tend to choose affordable goods, a low price does not always mean low quality, and high prices pose risks of lowering market appeal. Consequently, there is a need to investigate whether the general assumptions about price sensitivity and quality perception hold true specifically for pesticide consumers in this region, who may prioritize product efficacy over cost fluctuations.

The novelty of this research lies in its specific focus on the local business environment of UD. Taman Argo Jaya in Probolinggo Regency during the first quarter of 2023, providing recent and localized insights. Unlike broad marketing studies, this research employs a quantitative approach to strictly measure the partial and simultaneous influence of product quality, price structure, and promotional strategies on pesticide purchasing decisions within a niche agricultural demographic. This study offers new perspectives by analyzing a specific population of 85 customers using incidental sampling, allowing for a realistic assessment of how local farmers and customers weigh promotional offers like discounts against product reliability and pricing in a highly competitive local market.

**Research Objectives** Based on the considerations mentioned above, this research aims to obtain a comprehensive and deep understanding of how consumers at UD. Taman Argo Jaya in Probolinggo Regency make pesticide purchasing decisions. Specifically, the objective is to identify and analyze the causal relationships among the variables studied, measuring the extent to which product quality, price, and promotion partially and simultaneously influence the purchase decision-making process. The study intends to answer whether product quality, price, and promotion individually act as determinants for consumers in this specific agricultural sector.

**Hypothesis** Based on the theoretical framework and relationships between variables, the hypotheses proposed in this study are structured to test specific influences. The first hypothesis (H1) suspects that purchasing decisions are significantly influenced by product quality, assuming that higher reliability and performance drive sales. The second hypothesis (H2) suspects that purchasing decisions are influenced by price, anticipating that the monetary value assigned to the product plays a role in consumer choice. Finally, the third hypothesis (H3) suspects that purchasing decisions are influenced by promotion, positing that strategic communication activities are effective in persuading consumers to complete a transaction.

## 2. METHOD

This research adopts a quantitative methodological (Dhany et al., 2025; Hudzafidah, Rahmansyah, et al., 2023; Rahmansyah, Dhany, et al., 2024; Rahmansyah & Dhany, 2023) approach designed to identify and objectively measure causal relationships among the predetermined variables to evaluate how specific factors influence consumer behavior (Dhany & Rahmansyah, 2022; Hudzafidah, Dhany, et al., 2023; Rahmansyah, Hudzafidah, et al., 2024). As described by Sugiyono (2017), this causal experimental design aims to explain cause-and-effect dynamics by analyzing the influence between independent variables—specifically Product Quality, Price, and Promotion—and the dependent variable, Purchase Decision, to understand their partial



impacts. Regarding the subjects of the study, Sujarweni (2022) defines a population as the total number of objects or subjects with specific attributes chosen for research; in this context, the population comprised 85 consumers who conducted transactions at UD. Taman Argo Jaya in Probolinggo Regency during the first quarter, specifically from January to March 2023. From this population, a sample of 40 individuals was selected based on Roscoe's calculation formula, which suggests a sample size of ten times the number of independent and dependent variables. The sampling technique employed was incidental sampling, a non-probability category where respondents were chosen based on accessibility and availability during the data collection period; essentially, anyone met by chance at the location who was willing to provide information was included in the study. The data collection utilized instruments that were rigorously tested for validity, requiring  $r$ -count values to exceed the  $r$ -table value of 0.312, and reliability, requiring a Cronbach's Alpha greater than 0.60 to ensure internal consistency. For data processing and analysis, the study utilized the SPSS statistical package to perform multiple linear regression analysis (Rahmansyah et al., 2021, 2022). This analytical technique was chosen to examine the degree to which the independent variables contribute to the dependent variable, purchase decision-making, and to test the simultaneous and partial effects statistically. Furthermore, the analysis included classical assumption tests such as normality, multicollinearity, and heteroskedasticity to ensure the data distribution was valid and the regression model was free from statistical bias before drawing final conclusions.

### 3. RESULTS AND DISCUSSION

#### RESULTS

Table 1. Validity Test Results

No Item	r count	r table 5% df = (40-2) = 38	Description
Product Quality (X1)			
1	0.767	0.312	Valid
2	0.838	0.312	Valid
3	0.8	0.312	Valid
4	0.777	0.312	Valid
5	0.567	0.312	Valid
6	0.737	0.312	Valid
7	0.348	0.312	Valid
Price (X2)			
1	0.581	0.312	Valid
2	0.622	0.312	Valid
3	0.538	0.312	Valid
4	0.54	0.312	Valid
Promotion (X3)			
1	0.87	0.312	Valid
2	0.878	0.312	Valid
3	0.946	0.312	Valid
4	0.901	0.312	Valid
Purchase Decision (Y)			
1	0.563	0.312	Valid
2	0.762	0.312	Valid
3	0.561	0.312	Valid
4	0.642	0.312	Valid
5	0.755	0.312	Valid

Based on the interpretation of the data presented in Table 1, it can be concluded that the Purchase Decision (Y) construct along with the independent variables meets the instrument validity criteria. This is demonstrated by the  $r$ -count value for every question item exceeding the  $r$ -table value of 0.312. This achievement indicates that each indicator or item within these variables ultimately possesses a significant correlation with the total score of the variable, statistically



reflecting a substantial and meaningful connection between the measurement elements. Consequently, all items within the Purchase Decision variable, as well as Product Quality, Price, and Promotion, can be declared empirically valid because they have surpassed the correlation coefficient threshold required in the validity test, providing a strong foundation for continuing data use in further analysis as the instrument is proven to represent the intended constructs accurately and consistently.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Requirement	Description
Product Quality (X1)	0.797	> 0.60	Reliable
Price (X2)	0.845	> 0.60	Reliable
Promotion (X3)	0.935	> 0.60	Reliable
Purchase Decision (Y)	0.812	> 0.60	Reliable

All constructs accommodated in this study can be categorized as reliable, as reflected in the findings contained in Table 2. In the table, all research variables demonstrate a Cronbach's Alpha value that has exceeded the minimum threshold of 0.60, a value statistically viewed as an adequate indicator for examining the internal stability of measurement instruments. This achievement implies that every item forming the research variables has a consistent relationship and shows the same direction in measuring the value of the same concept; in other words, the instrument used in the data collection process possesses sufficient precision and coherence to represent the empirical reality of the studied constructs, making it valid and legitimate as a measuring tool.

Table 3. Multicollinearity Test Results

Variable	VIF	Requirement	Description
Product Quality	1.007	< 10	No Multicollinearity
Price	1.007	< 10	No Multicollinearity
Promotion	1	< 10	No Multicollinearity

From the calculation results of the Variance Inflation Factor (VIF) for each independent variable, very low values are shown, specifically 1.007 for the product quality variable (X1), 1.007 for the price variable (X2), and 1.000 for the promotion variable (X3). All these values are far below the conventionally established general threshold of 10, which signals that there is no indication of substantial multicollinearity among the independent variables in the regression model used. In other words, each independent variable does not have a high linear correlation with one another, so there is no information redundancy that could significantly disrupt parameter estimation, reinforcing the validity of the multiple linear regression model applied and ensuring that the contribution of each variable to the dependent variable can be interpreted more accurately.

Table 4. One Sample Kolmogorov Test Results

Model	Asymp. Sig. (tailed)	Requirement	Description
1	0.2	> 0.05	Normal Distribution

Based on the normality test results presented in the table, a significance value of 0.200 was obtained. Since this significance value is greater than the determined significance level ( $\alpha = 0.05$ ), it is concluded that the data distribution in this study meets the characteristics of normality. Therefore, it can be stated that the prerequisite assumption of normality as one of the main requirements in the application of the multiple linear regression model has been statistically and methodologically fulfilled.

Table 5. Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients B	Description
(Constant)	3.612	
Product Quality	0.368	Positive Relationship
Price	0.187	Positive Relationship



Promotion	0.231	Positive Relationship
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Based on the multiple linear regression estimation results, a constant value of 3.612 was obtained, which reflects that if all independent variables—namely product quality (X1), price (X2), and promotion (X3)—are assumed to be at a neutral point (zero value), the dependent variable of purchase decision (Y) retains an existence value of 3.612. Furthermore, the regression coefficient of 0.368 for product quality indicates that every one-unit increase in product quality perception results in a 0.368 unit increase in purchase decisions, signaling a significant positive influence. Similarly, the price variable has a coefficient of 0.187, implying that an increase in price perception associates with a rise in purchase decisions by 0.187 units, while the promotion variable with a coefficient of 0.231 shows that intensifying promotional activities by one unit can increase purchase decisions by 0.231 units; comprehensively, these findings imply that the independent variables, especially promotion and product quality, positively contribute to shaping consumer purchase decisions for pesticide products at UD. Taman Argo Jaya.

Table 6. Coefficient of Determination Test Results

Model	R Square	Description
1	0.323	(32.3%) influential

The data analysis results through the multiple linear regression approach yielded an Adjusted R Square value of 0.323. This figure indicates that the combination of independent variables, namely product quality, price, and promotion, is capable of explaining approximately 32.3% of the variation that occurs in consumer purchase decisions. Thus, it can be concluded that these three variables provide a moderate contribution to purchasing behavior, while the remaining proportion of 67.7% originates from the influence of other factors outside this research model which were not explained in the analysis but potentially have significant influence on consumer decisions in the context of purchasing pesticide products.

Table 7. t-Test Results

Variable	T count	Sig.	Sig. Requirement	Description
Product Quality	3.971	0	0.05	Influential
Price	1.689	0.1	0.05	Not Influential
Promotion	2.031	0.05	0.05	Influential

Based on the partial testing results via the t-test, it is known that the Product Quality variable (X1) recorded a t-count value of 3.971, which exceeds the t-table value of 2.028, with a significance level of 0.000 (far below 0.05), indicating that Product Quality has a positive and statistically meaningful impact on Purchase Decisions. Conversely, the Price variable (X2) showed a t-count of 1.689, which did not reach the minimum t-table limit, and a significance value of 0.100, leading to the conclusion that Price does not provide a significant contribution to Purchase Decisions. Meanwhile, the Promotion variable (X3) showed a t-count of 2.031, slightly higher than the t-table, and a significance value exactly at 0.050, thus Promotion is declared to have a positive and significant influence on Purchase Decisions, even though it is at the threshold.

## DISCUSSION

**The Influence of Product Quality on Purchase Decisions.** The first hypothesis proposed in this study, which suspects that product quality significantly influences purchasing decisions, is fully supported by the empirical data obtained. Based on the partial test results (t-test), the product quality variable (X1) produced a t-count value of 3.971, which is significantly greater than the t-table value of 2.028. Furthermore, the significance value obtained was 0.000, which is well below the standard significance threshold of 0.05. This statistical evidence firmly indicates that product quality plays a dominant role in shaping consumer behavior; specifically, the higher the consumer's perception of the quality of the pesticide products, the greater the probability that they will make a



purchase. This finding confirms that for farmers and consumers in Probolinggo, the functional capacity of the product—such as its reliability, efficacy, and consistency—is a non-negotiable factor that directly drives sales. UD. Taman Argo Jaya has successfully aligned its operational standards with these consumer expectations by committing to maintaining product quality through partnerships with official pesticide product distributors. By ensuring that the goods sold are genuine and effective, the company fulfills its primary objective of meeting the needs for high-quality pesticide products for farmers in the Probolinggo Regency area, thereby securing customer trust and decision-making favor.

The results of this study are in line with and reinforce the findings of previous research conducted by Steve Sumilat and colleagues (2022), which also concluded that product quality has a positive and significant effect on purchasing decisions. This consistency across studies highlights a theoretical stability where quality acts as a fundamental driver of market transactions. In the context of UD. Taman Argo Jaya, the consistency of product quality provided meets the specific preferences of local customers. Consumers do not merely buy a physical item but rather the assurance of performance that the product offers. Consequently, the positive correlation found in this study validates the company's strategy of prioritizing quality control and supply chain integrity. It proves that in the agricultural sector, where product failure can lead to significant economic loss for farmers, the assurance of quality is the most critical determinant in the purchase decision process, outweighing other factors.

**The Influence of Price on Purchase Decisions.** The second hypothesis, which suspects that price influences purchasing decisions, is rejected based on the statistical analysis performed in this research. The partial test (t-test) results revealed that the price variable ( $X_2$ ) yielded a t-count of 1.689, which is lower than the required t-table value of 2.028. Additionally, the significance value obtained was 0.100, which exceeds the maximum tolerance limit of 0.05. These figures provide empirical evidence that, in the specific context of this study, variations in price do not have a strong or significant impact on consumers' decisions to purchase pesticides. This implies that price is not the primary determinant for customers at UD. Taman Argo Jaya when selecting products. It suggests that the consumers in this market segment are likely less price-sensitive regarding essential agricultural inputs, or they perceive the current pricing structure as acceptable and standard, rendering it a neutral factor rather than a decisive driver. The prices of pesticide products at UD. Taman Argo Jaya have been assessed correctly by farmers and are considered competitive compared to other competitors in the Probolinggo Regency area.

This finding presents an interesting anomaly as it contradicts the results of previous research by Steve Sumilat and colleagues (2022), which concluded that price has a positive and significant influence on purchasing decisions. The discrepancy suggests that the influence of price is highly contextual and may vary depending on the nature of the product and the specific market environment. In the case of UD. Taman Argo Jaya, although the company offers various types of pesticides at varying price points, this variety does not statistically trigger changes in purchase decisions. This could be interpreted to mean that while the company provides affordable options, the farmers prioritize the product's ability to solve their pest problems over saving a small amount of money. Thus, while UD. Taman Argo Jaya continues to provide competitive pricing and a range of options, the management must understand that competing solely on price wars may not be effective, as the customer base is driven more by other value propositions, such as efficacy and availability.

**The Influence of Promotion on Purchase Decisions.** The third hypothesis, which suspects that promotion influences purchasing decisions, is accepted, although the statistical evidence lies on the borderline of significance. The results of the partial t-test showed that the promotion variable ( $X_3$ ) produced a t-count of 2.031, which is slightly higher than the t-table value of 2.028. Moreover, the significance value was exactly at the threshold of 0.050. This confirms that promotion has a positive and significant influence on purchasing decisions, proving that strategic communication



activities are effective in persuading consumers to complete a transaction. This result indicates that promotional efforts—whether through discounts, information dissemination, or direct offers—act as a necessary stimulus in the buyer's journey. By effectively communicating the value and availability of products, promotion serves not just to inform but to psychologically persuade consumers, increasing the likelihood of a purchase. It functions as a strategic catalyst that differentiates the company in a competitive market, helping to shape consumer preferences and guide them toward a final transactional decision.

This finding aligns with the research of Steve Sumilat and colleagues (2022), who also asserted that promotion has a positive and significant correlation with purchasing decisions. The alignment with previous studies strengthens the argument that promotional activities are a vital component of the marketing mix that cannot be ignored. For UD. Taman Argo Jaya, this implies that the promotional strategies currently employed are working and are relevant to the target audience in Probolinggo. The "borderline" nature of the significance suggests that while promotion is effective, it must be crafted carefully to remain impactful. It validates the view that promotion goes beyond mere advertising; it is about creating a connection and perceived value that tips the scale in favor of the product. Therefore, the promotion variable is confirmed as a significant factor that, alongside quality, drives the commercial success of the pesticide products offered by the company, validating the hypothesis that active marketing efforts yield tangible sales results.

#### 4. CONCLUSION

Based on the research findings and data analysis, it can be concluded that product quality has a positive and significant effect on purchasing decisions, indicating that the reliability and performance of the pesticide products are the primary drivers for consumer transactions at UD. Taman Argo Jaya. In contrast, the price variable does not demonstrate a significant influence on purchasing decisions, implying that consumers in this specific segment prioritize product efficacy over cost and are not strictly sensitive to price variations when selecting essential agricultural inputs. Meanwhile, promotion is confirmed to have a positive and significant impact on purchasing decisions, proving that active and strategic promotional activities are effective in persuading customers and encouraging the final act of buying. For future research, it is recommended to expand the scope of the study by adding other relevant variables such as service quality, brand image, or store location to provide a more comprehensive and detailed understanding of the determinant factors influencing consumer behavior in the agricultural industry context.

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