

Analysis of the Effect of Promotion and Price on Buying Interest in Yummy Choice Coffee Gold at Indomaret

Cecep Abdul Wahid¹, Puji Isyanto², Neni Sumarni³

¹⁻³Universitas Buana Perjuangan Karawang

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ABSTRACT

Business is currently growing rapidly, as evidenced by the emergence of new business opportunities and challenges faced by every business in the food and beverage sector. Yummy Choice Coffee Gold is the first ready-to-drink product developed by Yummy Choice with a 'Made to Order' concept that serves fresh quality coffee. One of the Yummy Choice Coffee Gold outlets at Indomaret Lingkar Tanjung Pura opened in August 2024. During the grand opening, there was a 20% discount, which greatly attracted consumers to purchase the product. The function of promotion is to serve as an effort to notify or offer products, while price is an important aspect of marketing that is often considered a key factor by consumers when making purchases. This research aims to determine the extent of the influence of promotion and price on purchase interest in Yummy Choice Coffee Gold products at Indomaret, the type of research used is quantitative verificative research. The population is consumers who have shopped at Indomaret, while the sample studied was taken using Hair's formula with 95 respondents. Data was collected through observation and the distribution of questionnaires. The results of this study indicate that there is a positive and significant influence of promotion and price on purchase interest simultaneously for the Yummy Choice Coffee Gold product at Indomaret, and there is a positive and significant influence of promotion and price on purchase interest partially for the Yummy Choice Coffee Gold product at Indomaret.

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Corresponding Author:

Name: Cecep abdul wahid

Institution: Universitas Buana Perjuangan Karawang

e-mail: Mn21.cecepwahid@mhs.ubpkarawang.ac.id

1. INTRODUCTION

Business today is growing rapidly, which is shown by the emergence of new business opportunities and challenges faced by every Food and Beverages (F&B) business. All F&B businesses make high-quality products with various interesting innovations. The development of consumer interest in coffee also creates a lot of demand in the market, which then this opportunity is

taken by PT Inti Idola Anugerah (IIA) as a company engaged in fast food to make a coffee drink product called yummy choice coffee gold by partnering with PT Indomarco Pristama as a distributor and indomaret as a coffee shop manager branded Yummy choice Coffee gold as its private label. (Sahanaya and Madiawati 2023). Yummy choice is one of the ready-to-eat food brands produced by PT Inti idola anugerah, the products of yummy

choice are distributed and sold in indomaret stores. Yummy choice is known as a company with a focus on ready to eat food, but along with the times yummy choice expanded its business in the field of ready to drink, namely in the coffee business, one of its products is yummy choice coffee gold.

Yummy choice coffee gold the first ready to drink product developed by yummy choice with the concept of "Made to Order" which serves fresh quality coffee using coffee beans brewed using sophisticated and international standard coffee machines that provide consumer enjoyment in consuming coffee that has a good taste. Moreover, the

price of yummy choice coffee gold is very pocket- friendly which makes yummy choice coffee gold products very attractive to consumers. One of the yummy choice coffee gold outlets in indomaret around Tanjung Pura was established in August 2024 at the time of the grand opening of the promotion carried out by indomaret on this yummy choice gold product was very active in offering yummy choice coffee gold products to customers, Installing billboards in front of cashiers and promotions on social media so that this attracts a lot of buying interest, especially in consumers who are shopping at indomaret.



Image 1. Promotion at indomaret store cashier

In research (Sasabila Akbar et al. 2021) An important thing in doing a successful business is to carry out attractive promotions given to customers when shopping at indomaret in order to attract customer buying interest, if customers often receive offers of yummy choice coffee gold products when shopping at indomaret, it will increase customer buying interest for the yummy coffee product. According to (Sari, Isyanto, and Sumarni 2023) promotion is defined as an incentive strategy to motivate buyers or sellers to increase purchases quickly.

Apart from the promotional aspects that can influence buying interest, there are other factors such as price, in research (Pujiati, Yosepha, and Aditia 2023) price is an exchange rate that is equated such as money or other goods in order to obtain the benefits of a good or service for a person or layer of

society at a certain time and certain place. Price can show the purchase interest of a product, where consumers have the assumption that expensive prices usually have good quality (Sasabila Akbar et al. 2021) at the grand opening, the price of yummy choice coffee gold provides a discount of 20%, where the normal price is IDR 12,000 when the discount is IDR 9,800 with a discount, consumer buying interest in yummy choice coffee gold products also increases.

The phenomenon because there is no promotion carried out by the store cashier at Indomaret and the price of the product from yummy choice coffee gold which returns at a normal price makes consumers think first when making a purchase of yummy choice coffee gold so that this results in a decrease in consumer buying interest. Can be seen in the sales table below:

Table 1. Sales Data of Yummy Choice Coffee Gold

No.	Month/Year	Total Sales/Cup	Total Revenue
1	August 2024	1,245 Cup	IDR 11,827,500
2	September 2024	5,378 Cup	IDR 52,704,000
3	October 2024	4,274 Cup	IDR 41,885,000
4	November 2024	2,652 Cup	IDR 31,824,000

Overall, the products from yummy choice have good quality products and the price of yummy choice coffee gold is arguably quite affordable, this is what causes buying interest in yummy choice coffee gold products to continue to increase so that consumers have no doubts and are more confident in purchasing yummy choice coffee gold products. Therefore, this research was written entitled "Analysis of the effect of promotion and price on buying interest in yummy choice coffee gold products in Indomaret".

Research Objectives

Seeing the description of the background and the problems that have been formulated, the objectives and objectives of this study, namely: 1). In order to analyze and take the amount of promotional influence on buying interest in yummy choice coffee gold products 2). In order to analyze and take the amount of price influence on buying interest in yummy choice coffee gold products 3). In order to analyze and take the amount of influence of promotion and price on buying interest in yummy choice coffee products.

2. LITERATURE REVIEW

Marketing Management

An activity that has been planned and carried out by a business is called marketing management, whose plan needs appropriate tactics and insights to determine strategy. An important role in marketing management in the company will be able to create creative and innovative products, determine the target market, and provide advertisements to potential customers (Cherilya Alfara Natasya, Puji Isyanto, and Dini Yani 2023).

The definition of marketing management according to Kotler (Aulia et al. 2024) is a planning method to achieve these marketing objectives or as an effort to plan, implement (which involves organizing, directing, coordinating) and monitor the

marketing activities of an organization with the aim of achieving organizational efficiency and effectiveness.

According to (Steven, 2022) in the book *Marketing Management (Theory and Implementation)* a device for analyzing, planning, implementing, and controlling the design of its program to create, build and maintain exchanges that can benefit its target market in order to obtain profit is called marketing management.... Looking at some of the definitions, the conclusion obtained is that a marketing activity that involves planning, organizing, directing, controlling is marketing management.

Promotion

In the business world, an important activity whose purpose is to introduce, educate, and remind consumers about the superior advantages of a product or service is called promotion, which through this is an effort by the company to provide buying interest and interest in the products it promotes to customers. This promotion is carried out with various advertising devices that can effectively increase sales. Companies carry out various activities in promotion as a form of communication of the products or services offered to consumers. with consumers, inform the advantages of products or services, and persuade them to make purchases

The marketing mix is a collection of questions and answers to what can meet consumer needs to achieve the main objectives of company marketing (Aulia et al. 2024). The promotion mix consists of 2 (two) promotional tools which can be measured through: 1). Advertising, which can take the form of non-personal promotions and presentations paid by the sponsor for the presentation of an idea, product or service. 2). Products are sold personally, meaning that this method is by explaining the product to be

sold personally from the seller in order to generate these sales and build good relationships with consumers

Price

According to (putri et al. 2024) in andrianto price is an important part of marketing which is often used as the main consideration for consumers to buy. This aspect is very important for companies and should not be ignored. According to (Tonda, Ali, and Khan 2024) a perspective on what to do is said to be a price known by several factors, there are cheap, appropriate, and expensive which have a significant effect on buying interest. According to Buchari Alma in research (Susanti and Handayati n.d.) several price indicators, namely: Price measurement can be known from: 1). Price suitability, 2). Price Competitiveness, 3). Price compatibility with benefits

Purchase intention

According to (Buy at Tiktok Shop for Students in the Management Study Program at Buana Perjuangan University, Karawang et

al. 2023) something that has to do with customer planning in purchasing products with a certain amount and time is called purchase interest, which if this purchase planning arises, there is interest from consumers in choosing the purchase product, which Kotler and Armstrong argue that something that arises when this stimulus is received while looking at the product, then desire to buy and own it is called purchase interest.

Kotler and Keller in (Shafitri and Aryani n.d.) call an attitude from customers when the purchase has not been made with the experience arising to select, use, and the desire to own the product is called purchase interest which is a factor that determines the purchase decision of a product whose purchase interest also refers to the customer's desire to purchase a product with a certain label and understanding the customer's purchase interest in the product is important knowledge to describe future customer behavior

FRAMEWORK AND RESEARCH HYPOTHESIS

Framework of Thought

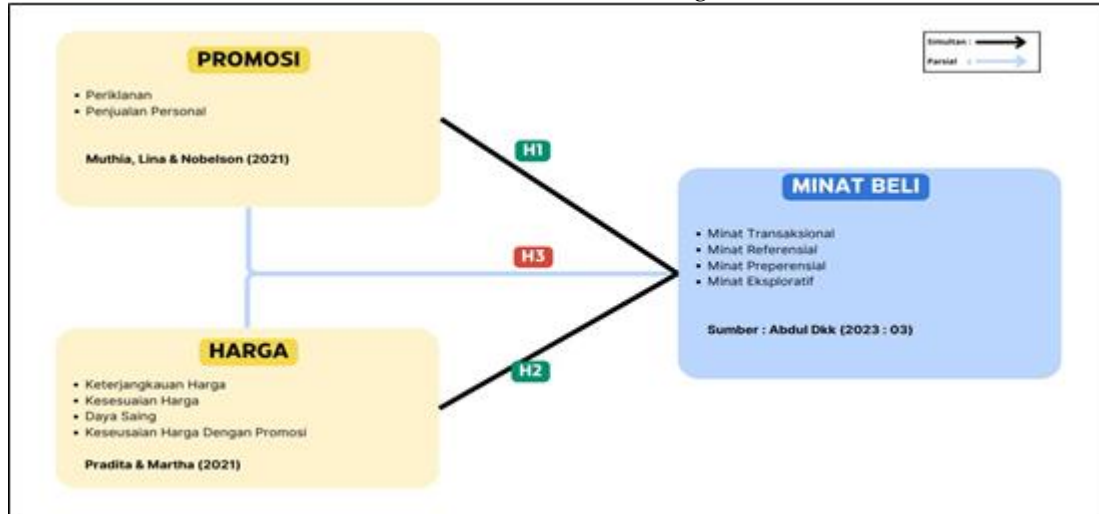


Image 2. Framework

Hypothesis

A finding that is not fixed until the answer is proven through the data collected is called a hypothesis, which in this research, are: 1). The hypothesis that there is an effect of promotion on buying interest in yummy choice coffee gold products. 2). The hypothesis that there is an effect of price on buying interest in yummy choice coffee gold

products. 3). The hypothesis that there is an effect of promotion and price on buying interest in yummy choice coffee gold products.

3. METHODS

Research Design

His research is designed to conduct an analysis of "Analysis of the effect of

promotion and price on buying interest in yummy choice coffee gold indomaret products", the research design uses quantitative verification research, the quantitative research design chosen through surveys where data is collected from each respondent through questionnaires and data in the form of numbers will be analyzed by researchers while verification according to (Aulia et al. 2024) is to use data to test and prove the correct answer to existing research.

Population

Population is the whole element that will be used as a generalisation area. The population element is the entire subject to be measured, which is the unit under study." The population used for this study, namely generation Z from the age range of 17 years to 29 years with the criteria and characteristics of customers who have done shopping at Indomaret. Especially Indomaret which has yummy choice coffee gold products.

Sample

Determination of this sample with the hair formula because the population is for gen Z which has a large population level and consumers who have shopped at Indomaret whose number is uncertain to know, for this reason it is calculated using the hair formula is 5-10 multiplied by the number of indicators in the study. Namely $5 \times 19 = 95$ people. (Govanda Elcovano Adenza Faradz and Nur Achmad 2024).

Sampling Technique

The sampling technique used in this study is random sampling technique to consumers who have shopped at indomaret ring tanjung pura and galuhmas raya.

Data Collection Technique

Primary and secondary data were used, which were collected by: 1). Observation, is the basis of all science. Scientists can only work based on data, namely facts about the world of reality obtained through observation. 2).

Questionnaire, In this study researchers used data collection techniques in the form of closed, namely respondents directly chose the answers that were already available, the questionnaire in this study consisted of several questions. In this study, the questionnaire was made in order to obtain data related to the variables Promotion (X1), Price (X2) and Purchase Interest (Y).

Data source

Data is sourced from primary data which is directly collected using survey techniques that involve distributing questionnaires to customers, secondary data is one of the two sources of data required for this study. The researcher was able to obtain secondary data indirectly by conducting a literature review. Online questionnaires were distributed to the specified consumer criteria to obtain primary data ...

Analysis Technique

This use is to test a reliability and validity with SPSS version 27 which tests several questionnaires with multiple linear regression analysis, T test and F test, which are needed to find the amount of influence between promotion (X1), Price (X2) on buying interest (Y). (Govanda Elcovano Adenza Faradz and Nur Achmad 2024).

4. RESULTS AND DISCUSSION

Validity Test

This test provides a standardized loading estimate obtained by above the r table value of 0.631. the actual validity value of the standard is on average 0.635-0.915 so that it can be stated if the entire statement meets the validity requirements.

Reliability Test

This test results in a Cronbach alpha value of 0.929, these results indicate that all variables can be said to be reliable because the value exceeds 0.6.

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.929	19

Normality Test

This Kolmogorov Smirnov normality test is to determine the normality of the distribution of residual values, which if it is normal, then it looks good for the regression

model, which serves as the basis for decision making. The distribution of the residual value is considered normal if the significance value exceeds normally 0.05, if less than the distribution is not normal.

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			95
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.45350655	
Most Extreme Differences	Absolute	.101	
	Positive	.052	
	Negative	-.101	
Test Statistic			.101
Asymp. Sig. (2-tailed) ^c			.019
Monte Carlo Sig. (2-tailed) ^d	Sig.	.018	
	99% Confidence Interval	Lower Bound	.014
		Upper Bound	.021

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Image 3. Data Normality Test

Looking at the results, the significance value is 0.019, so the distribution of the residual values is normal.

The multicollinearity test, used to determine the relationship between the independent variables and their associations, is shown in the table below.

Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.849	2.061	-.412	.681		
	PROMOSI	.694	.115	.6057	<.001	.649	1.540
	HARGA	.517	.091	5.703	<.001	.649	1.540

a. Dependent Variable: MINAT BELI

Image 4. Multicollinearity Test

If the VIF is below or < 10 and the tolerance value is above 0.1, then there is no multicollinearity, based on the table above, it is known that the VIF value of The Variable promotion and price variables are $1.540 < 10$

and the tolerance value is 0.649, so the data does not occur multicollinearity.

Heteroscedasticity Test

This test is to find out about the equality between the residual variances with one another as listed below.

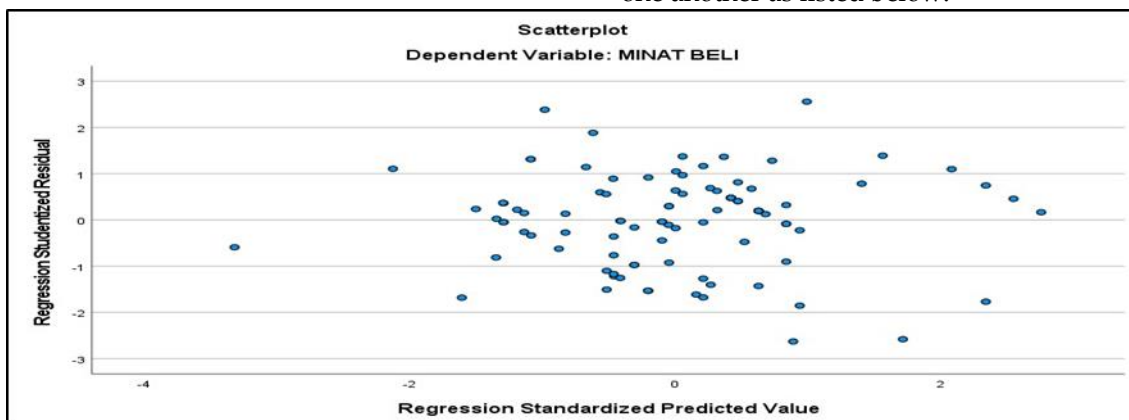


Image 5. Heteroscedasticity Test

Looking at the picture, it is known that the dot distribution pattern is above and below 0 on the Y axis so that there is no heteroscedasticity in the regression equation.

Multiple Regression Analysis

The analysis table is:

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.849	2.061	-.412	.681		
	PROMOSI	.694	.115	.465	6.057	<.001	.649
	HARGA	.517	.091	.438	5.703	<.001	.649
a. Dependent Variable: MINAT BELI							

Image 6. Multiple Regression

Based on the results of data processing in the table above, the results of the multiple regression equation can be obtained as follows:

$$Y = -0.849 + 0.694 X_1 + 0.517 X_2$$

From the regression equation, it is known that the constant is -0.849. Indicates if there is no promotion (X₁), price (X₂) then buying interest (Y) is -0.849. The promotion regression coefficient and each positive value indicate that any increase in the independent

variable purchase interest increases or changes in the same direction. Promotion has a greater influence than price

Determination Test r

This test will provide the results of the coefficient of determination (R²) as a measurement of the amount of stimulus independent variables that affect promotion (X₁) and price (X₂) to the buying interest of its customers (Y) with the results below

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.648	.641	2.480
a. Predictors: (Constant), HARGA, PROMOSI				

Image 7. Determination Test r

Seeing this, the R² value is 0.641 so that the independent variable marketing stimulus has an influence with a number of 0.641 or 64.1% on variable Y and the remaining 35.9% as another influence cannot be known.

F Test (Simultaneous)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1043.138	2	521.569	84.800
	Residual	565.851	92	6.151	
	Total	1608.989	94		
a. Dependent Variable: MINAT BELI					
b. Predictors: (Constant), HARGA, PROMOSI					

Image 8. Simultaneous F Test

Looking at the results, it shows Ftable with a value of 84.800 whose significance level is 0.001. Because F (count) > F(table) (84.800 >

This test is to determine the effect between the independent variables and the dependent variable together or simultaneously with the F table of 3.09 and a significance value of 0.05, the results of which can be seen in the following figure.

3.09) and the level of significance is 0.001 <0.05, there is a joint influence between the

independent variables (promotion and price) and the dependent (purchase intention).

T Test (Partial)

This test is to evaluate the partial (individual) impact of the independent variable on the dependent variable, the results of which are:

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.936	1.947		3.049	.003
	PROMOSI	1.081	.107	.724	10.118	<.001

a. Dependent Variable: MINAT BELI

Image 9. Promotion T test (Partial)

Seeing these results, the t value of the promotion variable (X1) is 10.118 with a significance level of 0.001. In addition, the significance level is 0.5% between the

calculated t value and the table, then $10.118 > 1.985$ and $0.001 < 0.5$, so H_0 is rejected. With this, there is an influence between promotion to buying interest significantly.

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.002	2.306		1.302	.196
	HARGA	.843	.086	.713	9.801	<.001

a. Dependent Variable: MINAT BELI

Image 10. Price T Test (Partial)

The results of SPSS data processing show that the t value on the price variable (X2) has a t value of 9.801 with a significance level of 0.001. In addition, the significance level is 0.5% between the t value and the table, so that $9.801 > 1.985$ and $0.001 < 0.5$ then H_0 is rejected. This means that there is a significant effect of price on buying interest.

DISCUSSION

The Effect of Promotion on Buying Interest

Looking at the results of this t test, it is shown that if the promotional stimulus variable (10.118) has a t value exceeding the t table (1.985), then there is a rejection of H_0 and acceptance of H_2 . This finding shows that promotion has a big impact on buying interest simultaneously. So, with this, the first hypothesis is stated, namely Promotion has a significant effect and has a simultaneous impact on consumer buying interest in buying Yummy Choice Coffee Gold products at Indomaret.

The results of this study are also in line with research conducted by (Sasabila Akbar et al. 2021) which states that promotion has a significant effect on buying interest, the better and more creative the promotion provided by the company, the consumer is interested in making purchases. The results of these findings are reinforced by research conducted by (Pujiati et al. 2023) which states that promotion has a significant effect on buying interest in Kopi Kenangan at Ambassador Mall, South Jakarta. This means that consumers will buy Kopi Kenangan products if they provide attractive promotions for every purchase of Kopi Kenangan.

The Effect of Price on Purchase Interest

Looking at the results of this t test, it is shown that if the price stimulus variable (9.801) has a t value exceeding the t table (1.985), then there is a rejection of H_0 and acceptance of H_2 . This finding shows that price has a considerable impact on buying

interest simultaneously. So, with this, the second hypothesis is stated, namely price has a simultaneous impact on consumer buying interest in buying Yummy Choice Coffee Gold products at Indomaret.

The results of this study are also in line with research conducted by (Fernando Tanata and Christian 2019) which states that price has a significant effect on buying interest in hungtata products. These findings are reinforced by research conducted by (Bagus et al. 2001) which states that price individually has a positive and significant impact on buying interest at UD Saudara in Denpasar.

The Effect of Promotion and Price on Buying Interest

Based on the results of the F test, there is a rejection of H0 and acceptance of H1 if the value of F count (84.800) > F table (3.09) has reached the significance level of 0.05. This shows the influence between the promotion variable (X1) and the price variable (X2) partially strongly on buying interest, thus supporting the third hypothesis which states

that promotional stimulus and price stimulus have a joint influence on buying interest in Yummy Choice Coffee Gold products at Indomaret. The two independent variables showed an influence of 64.1%, while additional factors that were not studied had an influence of 35.9%.

5. CONCLUSION

Seeing the results of the analysis in this study provides the result that promotion (X1) has a significant effect on buying interest (Y) and the second conclusion finds that price (X2) has a significant effect on buying interest (Y). From these results it can be concluded that promotion (X1) and price (X2) together have an effect on buying interest in yummy choice coffee gold products in Indomaret. The implications of this study indicate that the yummy choice coffe gold outlet at indomaret lingkak tanjung pura and galuhmas raya must always carry out intense promotions in order to attract consumer buying interest.

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