

Influence of price, product quality, location and promotion on purchasing decisions of Cinta Air Hitam Langkat chips

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ABSTRACT

This study aims to analyze the effect of price, product quality, location and promotion on purchasing decisions. The research method used is a quantitative method. This study uses purposive sampling. The sample in this study amounted to 50 respondents. Data collection instrument using a questionnaire. The data analysis method used is multiple linear regression. All statements are valid, reliable and normal. The results show that the coefficient of determination (R Square) of the independent variable on the dependent variable is $R^2 = 0.821$ or 82.1%. The independent variable can explain the dependent variable. From the research, it shows that price has a significant effect on the decision to buy Air Hitam Langkat love chips. This is proven by t_{count} being greater than t_{table} ($2.523 > 2.014$). And product quality has a significant effect on purchasing decisions of Air Hitam Langkat love chips. This is evidenced by t_{count} being greater than t_{table} ($5.120 > 2.014$). Meanwhile, location has no significant effect on the decision to buy Air Hitam Langkat love chips. This is evidenced by t_{count} which is smaller than t_{table} ($-1.035 < 2.014$). And so does the promotion, which has no significant effect on the decision to buy Air Hitam Langkat love chips. This is evidenced by t_{count} which is smaller than t_{table} ($0.389 < 2.014$). While the results of the simultaneous test of price, product quality, location and promotion variables have a significant effect of $f_{count} 51.639 > f_{table} 2.58$ on purchasing decisions. This shows that the better the price, product quality, location and promotion provided, the higher the purchasing decision of Cinta Air Hitam Langkat Chips.

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1. INTRODUCTION

Human needs and desires continue to grow and are not limited in line with the times. Humans are no longer able to fulfill their own needs and desires so that it is necessary to have an organization that can meet these human needs and desires. The business world continues to grow rapidly in line with the development of the globalization era, this is marked by the increasing level of competition in the business world in marketing products and services to consumers. Business people are competing

with each other in marketing the products they offer in order to meet the needs and desires of consumers.

In general, currently consumers prefer products that are cheap but have good product quality, therefore in conditions of very high competition, companies must be able to understand and know the wants and needs of consumers and innovate to create good product positioning and take advantage of the advantages that exist in the product offered. Companies that fail to understand consumer needs, wants, tastes and buying decision processes will experience failure in marketing and sales.

To win the competition, companies must apply the right marketing strategy in order to dominate the market. Market control is one of the main activities carried out by entrepreneurs in an effort to maintain the viability of their business, develop and get the maximum possible profit. The conditions that must be met by a company to be successful in competition are trying to achieve the goal of creating and retaining customers.

Keripik Cinta is a business owned by Mr. Suhendro, who initially only provided ordinary chips, for example in the usual flavors, but with the times and endless customer desires, these chips have developed to what they are today. Now chips love not only sells chips with the usual taste but with a wide variety of flavors such as balado, sweet and spicy, chicken feet.

The Langkat area itself has found many who open chip businesses with various concepts and flavor menus on offer. One of them is love chips, love chips have a variety of flavors as described above, one of the menus that sells very well or is liked by customers is the balado and sweet spicy taste, because with the savory and crunchy taste of love chips there is also a spicy spiciness that makes it indulgent mouth that eats it.

Keripik Cinta is located on the side of the main road which is very strategic for opening a business. Places that are crowded and many are passed by public transportation make it easy to reach and be found by consumers. Keripik Cinta is a brand that has been attached to the people of Langkat after dodol food, especially for visitors or those who pass by on the highway. The average consumer of love chips ranges from 100 people per day. The crowd of consumers in love chips is an interesting thing to examine, seeing the many similar competitors in the area. In Langkat itself, there are chip businesses with their respective superior products that compete with each other for profits and consumers.

A varied menu of flavors with good quality and taste as well as a unique appearance, according to the prices offered to consumers. The prices offered are relatively affordable and competitive with other chips businesses, starting at IDR 5,000 to IDR 10,000/pack. This strategy is carried out by the chips of love so that their products can be enjoyed by various groups.

Price, product quality, location and promotion are the marketing mix (4P). Keripik cinta carries out several forms of promotion, including through social media such as Instagram, and indirectly using WOW (Word Of Mouth) promotions. latest.

Although there are quite a lot of love chips in the interest of consumers, the intense competition in the area has a certain impact on its business activities. This competition resulted in fluctuations in sales volume and the number of consumers. Sales of love chips are not constant, meaning that there are fluctuations in sales volume and the number of consumers each month.

2. METHOD

2.1 Research Approach

The approach used in this research is a quantitative approach. Quantitative data is scientific research that systematically examines the parts of the phenomenon and their relationships. The purpose of quantitative research is to develop and use mathematical methods, theories and hypotheses related to natural phenomena. The research used is associative research. Where in this study will discuss the effect of price (X1), product quality (X2), location (X3), promotion (X4) on purchasing decisions (Y).

2.2 Location and Time of Research

The research location is the place where the researcher conducts research to obtain the necessary data. The location of this research is in Air Hitam Village, Langkat, North Sumatra. And this research was conducted on August 10, 2018 until it was finished.

2.3 Data Collection Instruments

The data used in this research is primary data. Primary data is a source of data obtained directly from the original source (not through intermediaries). This data can be in the form of subject opinions (people) individually or in groups, the results of observations there are objects (physical) activities or events and test results. 27 This data is needed to find out consumer responses to consumer purchases which can be seen from price, product quality, location and promotions. For that to get the data will be distributed questionnaires to the respondents.

2.4 Population and sample

The population or universe is the total number of units of analysis whose characteristics will be estimated. The population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions. The population in this study were all consumers who had come and purchased love chips.

The sample is a subset of the population or some members of the observed population. The sample collection method used is purposive sampling. Purpose sampling is a technique for taking the object according to predetermined criteria by using certain methods. The criteria for selecting the sample were consumers of love chips aged 15 years and over.

2.5 Data analysis

Quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other methods of quantitative (measurement).

2.5.1 Descriptive Statistical Analysis

Descriptive analysis is an analysis aimed at the development and growth of a situation and only provides an overview of certain conditions by describing the characteristics of the research object. In this case the writing is done by using descriptive analysis, that is by reading the tables, the figures available then doing a description and interpretation.

2.5.2 Hypothesis Tester with Multiple Linear Regression

This study aims to see the influence between the independent variables and the dependent variable with a measurement scale or ratio in a linear equation, in this study used multiple regression analysis processed with SPSS software (version 20). To achieve the objectives of this study, it is necessary to test the classical assumptions to ascertain whether the multiple linear regression model used has no normality, multicollinearity, and autocorrelation problems. The regression equation used in this study is as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e \quad (1)$$

Information

Y	: DecisionPurchase
X1	: Price
X2	: Product quality
X3	: Location
X4	: Promotion
a	: Constant
B ₁ B ₂ B ₃ B ₄	: Regression Coefficient
e	: Terms of error (variable not examined)

The coefficient of determination (good of fit), which is notified by R², is an important measure in regression. Determination reflects the ability of the dependent variable. The purpose of this analysis is to calculate the influence of the independent variables on the dependent variable. R² shows how big the portion of the total variation of the dependent variable can be explained by the explanatory variable. The higher the value of R², the greater the portion of the total variation in the dependent variable that can be explained by the independent variables.

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The coefficient of determination (good of fit), which is notified by R2, is an important measure in regression. Determination reflects the ability of the dependent variable. The purpose of this analysis is to calculate the influence of the independent variables on the dependent variable. R2 shows how big the portion of the total variation of the dependent variable can be explained by the explanatory variable. The higher the value of R2, the greater the portion of the total variation in the dependent variable that can be explained by the independent variables.

3. RESULTS AND DISCUSSION

3.1 Overview of Langkat's Cinta Air Hitam Chips Business

Keripik Cinta is a business that is quite developed and phenomenal in the city of Langkat. This business is located on Jalan Air Hitam Langkat. The founder of this love chips business is Mr. Suhendro. Initially, Mr. Suhendro had planned to start a love chips business since 2003. Love chips are located on the side of a main road which is very strategic for opening a business. Places that are crowded and frequently passed by public transportation make it easy for consumers to reach and find.

The vision set is to make love chips more developed in the city of Langkat and more reliable in managing food both from a variety of flavors and packaging, as well as maintaining product quality so that it remains superior in the eyes of consumers. The mission set by Keripik Cinta is to improve service to meet customer satisfaction in achieving more increased income.

The love chips business activity is a business activity that develops the business by passing the business down to the family, both children and relatives who participate in product promotion and marketing activities.

3.2 Description of Research Data

This study will describe the data on the characteristics of respondents based on gender, age, last education, and length of work. Descriptive analysis is used to find out the responses of respondents regarding the value of research variables. Descriptive analysis is shown through percentage data, as in the tables below:

Table 1. Characteristics of Respondents Based on Gender

		frequency	percent	Valid percent	cumulative percent
Valid	Man	23	46.0	46.0	46.0
	woman	27	54.0	54.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data Processed 2018

Table 1 shows that the research respondents were consumers of Air Hitam Langkat love chips, namely women, namely 27 people or 54%, while the rest were men, 23 people or 46%. This shows that CV chips love tends to have female consumers.

Table 2. Characteristics of Respondents by Age

	frequency	percent	Valid Percent	Cumulative Percent
17-29	12	24.0	24.0	24.0
30-39	13	26.0	26.0	50.0
Valid 40-49	18	36.0	36.0	86.0
>50	7	14.0	14.0	100.0
Total	50	100.0	100.0	

Source: Primary Data Processed, 2018

Table 2 Characteristics of respondents based on age can be seen as many as 12 people or 24% aged from 17-29 years, as many as 13 people or 26% aged between 30-39 years, as many as 18 people or 36% aged between 40-49 years, as many as 7 people or 14% aged between > 50 years. This shows that most of the CVs of Air Hitam Langkat love chips are aged 40-49 years, namely 18 people or 36%.

Table 3. Characteristics of Respondents Based on Last Education

	frequency	percent	Valid Percent	Cumulative Percent
SENIOR HIGH SCHOOL	3	6.0	6.0	6.0
SCHOOL	14	28.0	28.0	34.0

Valid	equal	26	52.0	52.0	86.0
	Diploma	7	14.0	14.0	100.0
	S1				
	S2	50	100.0	100.0	
	Total				

Source: Primary Data Processed, 2018

Table 3 above, in this study the respondents with the largest number were S1 graduates, namely 26 people or 52% and high school graduates, 3 people or 6%, while D3 graduates were 14 people or 28%, Masters graduates were 7 people or by 14%. This shows that CV consumers love more chips, namely bachelor graduates.

3.3 Hypothesis testing

3.3.1 Determination Coefficient Test (R²)

The coefficient of determination (R²) essentially measures how far the model's ability to explain variations in the dependent variable. 37 The coefficient of determination (R²) test can be seen in the table below:

Table 4. Determination Coefficient Test Results
Summary model b

Model	R	R Square	Adjusted R Square	std. Error Of The Estimates	Durbin-Watson
1	,906a	,821	,805	,822	1,644

a. Predictors: (Constant), Promotion, Price, Location, K. Product

b. Dependent Variable: K. Purchases

Source: Processed SPSS output results, 2018

Based on the table above, it can be concluded that the coefficient of determination (R²) is 0.821 or 82.1%. The magnitude of the coefficient of determination indicates that the independent variables consisting of price, product quality, location and promotion are able to explain the dependent variable, namely the purchase decision of 82.1%, while the remaining 17.9% is explained by other variables not included in the model this research.

Table 5. t test
Coefficientsa

Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			Tolerance	VIF
(Constant)	3,100	1,613		1,921	,061		
1 K. Product	,300	,119	,316	2,523	,015	,254	3,934
Promot	,479	,094	,648	5,120	,000	,248	4,026
ion	-.084	,082	-.112	-1.035	,306	,336	2,972
Location	.031	,081	.042	,389	,699	,334	2,993

a. Dependent Variable : K. Purchase

Source: Processed Spss Output Results, 2018

Partial test results can be known by looking at the SPSS output of the coefficients in the t-test above and comparing tcount with ttable of 2.014 obtained from table t with df = nk (50-5), namely 45 and alpha 0.05. The following is a discussion of the partial test between price, product quality, location and promotion on purchasing decisions of Air Hitam Langkat love chips.

Partial test results can be known by looking at the SPSS output of the coefficients in the t-test above and comparing tcount with ttable of 2.014 obtained from table t with df = nk (50-5), namely 45 and alpha 0.05. The following is a discussion of the partial test between price, product quality, location and promotion on purchasing decisions of Air Hitam Langkat love chips.

The results of the t test for product quality (X₂) on purchasing decisions (Y) show a Sig value of 0.000 and t count shows a value of 5.120, meaning that the sig value is greater than the probability value of 0.05 (0.000 < 0.05) and t count is greater than t table (5.120 < 2.014), then the conclusion that can be drawn is that H₀ is rejected and H_a is accepted. This means that product quality has a partially significant effect on purchasing decisions on CVC Cinta Air Hitam Langkat chips.

The results of the t test for location (X₃) on purchasing decisions (Y) show a Sig value of 0.306 and t count shows a value of -1.035, meaning that the sig value is greater than the probability value

of 0.05 ($0.306 > 0.05$) and t count is smaller than t table ($-1.035 < 2.014$), then the conclusion that can be drawn is that H_0 is accepted and H_a is rejected. This means that location has no significant effect partially on the purchase decision of CV Cinta Air Hitam Langkat chips.

The results of the t test for promotions (X4) on purchasing decisions (Y) show a Sig value of 0.699 and t count shows a value of 0.389, meaning that the sig value is greater than the probability value of 0.05 ($0.699 > 0.05$) and t count is smaller than t table ($0.389 < 2.014$), then the conclusion that can be drawn is that H_0 is accepted and H_a is rejected. This means that promotion has no partial significant effect on purchasing decisions on CV Love Chips Air Hitam Langkat.

3.3.2 Simultaneous Significance Test (F Test)

The F statistical test basically shows whether all the independent or independent variables included in the model have a joint effect on the dependent or dependent variable. With the F table test criteria, if $F_{count} \leq F_{table}$ then H_0 is accepted and H_a is rejected, meaning it is not significant and if $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted, meaning it is significant. As for the Sig Test, if $Sig \geq \alpha$ then H_0 is accepted and H_a is rejected, meaning it is not significant, if $Sig < \alpha$ then H_0 is rejected and H_a is accepted, meaning it is significant.

Table 6. F test
Anovaa

	Model	Sum Of Squares	Df	Means Square	F	Sig.
1	Regression	139,590	4	34,897	51,639	,000b
	residual	30,410	45	,676		
	Total	170,000	49			

a. Dependent Variable: K. Purchase

b. Predictors: (Constant), Promotion, Price, Location, K. Product

Source: Processed SPSS output results, 2018.

Based on table 6, a probability value (Sig) of 0.000 is obtained. Because the Sig value < 0.05 ($0.000 < 0.05$), the decision is H_0 is rejected and H_a is accepted. The conclusion is significant meaning price, product quality, location and promotion on purchasing decisions at CV kripik cinta Air Hitam Langkat. As for another way of looking at the F test, it can compare between F count and F table. The trick is to determine the value of degrees of freedom (df) for the numerator (df1) with the formula $df1 = k - 1$. Then determine the degree of freedom (df) for the denominator or df2 with the formula $df2 = nk$. Where k is the number of variables (independent + bound) and n is the number of data. In this study the value of $k = 5$ and $n = 50$. Then the value of df1 in this study is $df1 = 5 - 1 = 4$ and $df2 = 50 - 5 = 45$, so that by looking at the values in the F table with $df1 = 5$ and $df2 = 45$ we get an F table value of 2.58. Furthermore, comparing the calculated F value with the F table from the table above it is known that the calculated F value is 51.639, then H_0 is rejected and H_a is accepted. So it can be concluded that F count $>$ F table ($51.639 > 2.58$), meaning that price, product quality, location and promotion have a significant effect simultaneously or together on purchasing decisions at CV Kripik Cinta Air Hitam Langkat.

3.3.3 Multiple Linear Regression Analysis

There is a regression coefficient value by looking at the results in the coefficient table in the unstandardized column in column B. In this sub-column there is a constant value (constant), with a constant value of 3.100 while the regression coefficient value for price is 0.300, product quality is 0.479, location is -0.084 and promotion of 0.031. As in the table:

Table 7. Multiple Linear Regression Test Results
Coefficientsa

Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			Tolerance	VIF
(Constant)	3,100	1,613		1,921	,061		
Price	,300	,119	,316	2,523	,015	,254	3,934
1 K. Product	,479	,094	,648	5,120	,000	,248	4,026
Promotion	-.084	.082	-,112	-1.035	,306	,336	2,972
Location	.031	.081	.042	,389	,699	,334	2,993

a. Dependent Variable : K. Purchase

Source: Processed SPSS Output Results, 2018

Based on these results, a multiple linear regression equation model can be formulated in this study which will then be interpreted as the meaning of the regression equation model. The regression equation model is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$
$$Y = 3.100 + 0.300 X_1 + 0.479 X_2 + (-0.084) X_3 + 0.031 X_4$$

The interpretation of the regression equation model above is as follows: 1) A constant of 3.100 states that if the variable price, product quality, location and promotion has a value of 0, then the value of the purchasing decision variable is 3.100. 2) For every 1 percent increase in price, it will increase the purchasing decision on CV Cinta Air Hitam Langkat chips by 30 percent. Vice versa, if the price decreases by 1 percent, the purchase decision will decrease by 30 percent. 3) For every 1 percent increase in product quality, it will increase the purchase decision on CV Cinta Air Hitam Langkat chips by 47.9 percent. Vice versa, if product quality decreases by 1 percent, purchasing decisions will decrease by 47.9 percent. 4) Due to the negative location results, it can be concluded that, every increase or decrease in location by 1 percent in the purchase decision of CV Cinta Air Hitam Langkat chips is -8.4 percent. Because the location of love chips is indeed wide, but it often happens that sweet potato trucks are always parked, making consumers not want to park their vehicles, thereby reducing purchasing decisions. 5) For each increase in promotion by 1 percent, it will increase the purchasing decision on CV Cinta Air Hitam Langkat chips by 3.1 percent. Vice versa, if the promotion has decreased by 1 percent, the purchase decision will decrease by 3.1 percent.

The results of this study indicate that price has a partially significant effect on purchasing decisions of CV Keripik Cinta Air Hitam Langkat. Based on the results of testing hypothesis 1 above regarding the effect of the price variable on purchasing decisions, it is obtained from the information that the price variable has a significant effect on purchasing decisions of 0.015 less than 0.05, where the t test results show that t count is 2.523. This means that H₀ is rejected and H_a is accepted. So it can be concluded that the more appropriate the price offered, the higher the purchase decision at CV Keripik Cinta Air Hitam Langkat. This research is in line with previous research conducted by Ahmad Yulizar and Dra. Apriatni EP, M. Si (2015) with the title "The Influence of Price and Promotion on Purchasing Decisions of Acer Brand Laptops (Case Study in FISIP UNDIP Semarang Students)" with the results of the study that price has a partially significant effect on purchasing decisions.

The results of this study indicate that product quality has a partially significant effect on purchasing decisions at CV Keripik Cinta Air Hitam Langkat. Based on the results of testing hypothesis 2 above about the effect of the product quality variable has no effect on purchasing decisions of 0.000 which is less than 0.05, where the t test results show that the calculated t value is 5.120. This means that H₀ is rejected and H_a is accepted. So it can be concluded that the better the product quality, the higher the purchasing decision at CV Keripik Cinta Air Hitam Langkat. This research is in line with previous research conducted by Dede Aprisal (2017) with the title "The Influence of Product Quality, Price, Promotion, and Location on Purchasing Decisions (Case Study on Great Store Clothing Samarinda) with the results of the research that product quality has a partial significant effect on buying decision.

The results of this study indicate that location has no significant effect partially on purchasing decisions of Air Hitam Langkat Love Chips CV. Based on the results of testing hypothesis 3 above about the effect of location variables on purchasing decisions, it is obtained from the information that location variables do not significantly influence purchasing decisions of 0.306 greater than 0.05, where the t test results show that t count is -1.035. This means that the location does not affect the purchase decision on the Air Hitam Langkat love chips CV. This research is in line with previous research conducted by Firman Zaki Fathudin (2015) with the title "Analysis of the Influence of Product Quality, Price and Place on Purchasing Decisions" (Case Study at Angkringan Wates Association, Kulon Progo) with the results of location research having no significant effect partially on purchasing decisions.

The results of this study indicate that promotion has no partial significant effect on purchasing decisions of CV Air Hitam Langkat love chips. Based on the results of testing hypothesis 4 above about the influence of the promotion variable on purchasing decisions, it is obtained from the information that the promotion variable has a significant effect on purchasing decisions of 0.699 greater than 0.05, where the t test results show that t count is 0.389. This means that H₀ is accepted and H_a is rejected. This means that the promotion does not affect the purchase decision at the CV

of Air Hitam Langkat love chips. This research is in line with previous research conducted by Yulihardi, SE, MM and Yolamalinda, SE, M.Sc (2013) with the title "The Effect of Pricing and Promotion on Purchase Decisions of Honda Brand Motorcycles in Dharmawangsa" with the results of promotion research having no significant effect partially to the purchase decision.

Based on the results of the F test, it can be seen that the calculated F value is 51.639 with a significance value of 0.42. This shows $F_{count} > F_{table}$ ($51.639 > 2.42$) and $Sig\ value < 0.05$ ($0.000 < 0.05$). The hypothesis in this study H_0 is rejected and H_a is accepted, which means that price, product quality, location and promotion are significant simultaneously or together on purchasing decisions at CV Cinta Air Hitam Langkat chips.

4. CONCLUSION

This study aims to determine the effect of price, product quality, location and promotion variables on purchasing decisions of Air Hitam Langkat love chips. Based on the results of the analysis and discussion that have been described in the previous chapter, the following conclusions can be drawn: 1. Price has a significant effect on the decision to buy Air Hitam Langkat love chips. The magnitude of the influence of these prices is equal to 30%. This means that for every 1 percent increase in price, the price will increase by 30 percent. Vice versa, if the price decreases by 1 percent, then the price will decrease by 30%. 2. Product quality has a significant effect on the decision to buy Air Hitam Langkat love chips. The magnitude of the price effect is 47.9%. This means that for every 1 percent increase in product quality, product quality will increase by 47.9%. Vice versa, if product quality decreases by 1 percent, then prices will decrease by 47.9%. 3. Location has no significant effect on the decision to buy Air Hitam Langkat love chips. The magnitude of the influence of the location is -8.4%. Because the results from negative locations mean that for every increase or decrease in location by 1 percent, the location yield is -8.4%. Because the location of the love chips is indeed wide, but it often happens that sweet potato trucks are always in the parking lot, making consumers not want to park their vehicles, thereby reducing purchasing decisions. 4. Promotion has no significant effect on the decision to buy Air Hitam Langkat love chips. The magnitude of the influence of the promotion is equal to 3.1%. This means that for every increase in promotion by 1 percent, the promotion will increase by 3.1%. Vice versa, if the promotion has decreased by 1 percent, then the promotion will have decreased by 3.1%. 5. Based on the results of simultaneous multiple regression tests it was found that price, product quality, location and promotion simultaneously influenced the purchasing decision of Air Hitam Langkat love chips.

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