

Sasirangan Fabric Purchase Decision Based on Product Quality, Price and Service Quality at Hafizah Sasirangan SMEs Serdang Bedagai, North Sumatra

Hartika¹, Abd. Rasyid Syamsuri^{2*}

^{1,2}*Faculty of Economics, Universitas Muslim Nusantara Al-Washliyah, Medan, Indonesia.*

**Corresponding Author:*

*Email: hartikaaa0308@gmail.com, abd.rasyidsyamsuri@umnaw.ac.id**

Abstract

This study examines Sasirangan fabric purchase decisions made at Hafizah Sasirangan Micro, Small, and Medium Enterprises (MSMEs) in Lubuk Cemara Village, Serdang Bedagai, North Sumatra based on product quality, price, and service quality. Descriptive quantitative research is the term for this kind of study. Using the saturated sample method, the study's sample consisted of 40 respondents who were Sasirangan fabric buyers at Hafizah Sasirangan SMEs. Primary data and secondary data were used in the data collection for this investigation. Multiple linear regression has been used as the data analysis method in this study. With a value of $4.950 > 2.028$, the results partially demonstrate that product quality has a positive and significant impact on purchase decisions for Sasirangan fabrics. With a T count of $3.102 > 2.028$, price has a positive and significant influence on purchasing decisions for Sasirangan fabric. The T count $4.642 > 2.028$ shows that customer service has a positive and significant impact on purchasing decisions for Sasirangan cloth. With an F count value of $244.238 > 3.259$, Sasirangan fabric has a positive and significant impact on purchasing decisions simultaneously on product quality, pricing, and service quality. The effect on purchase decisions is 95.3% based on the R Square value of product quality, price, and service quality, as shown by the R Square value of 0.953.

Keywords: *Product Quality, Price, Service Quality, Purchase Decision*

1. Introduction

Micro, Small, and Medium-Sized Enterprises (MSMEs) are a type of neighborhood small business that was started by an individual's initiative. The management of a small business is not all that different from corporate management. The management of small businesses differs from the management of large-scale firms due to the nature and size of the business being operated. Solihin (2014) asserts that entrepreneurs, both those who launch new companies from scratch and those who acquire existing companies and expand them, are responsible for the growth of small enterprises. In Indonesia and throughout the rest of the world, small enterprises are an integral part of peoples' daily lives. Daily essentials are purchased by Indonesian consumers via booths and shops near their houses, which are typically modest businesses. The globalized era has made corporate competitiveness inevitable. Marketers must be able to satisfy consumer needs and wants if they are to offer better value when selling their products as goods or services. Businesspeople must make every effort to sway consumers in favor of the things they are selling. Business or economic activity is any action carried out in the realm of commerce with the intent of generating profit, whether it takes the form of production, consumption, or distribution.

Marketing management, according to Sule and Saefullah (2017), is a management activity to determine and comprehend what customers actually require and how to meet it. Businesspeople need to do marketing research, which includes a survey about customer desires, in order to be able to determine what consumers actually need. Every company or corporation has its own product

quality, price point, and level of service, and each must stay innovative to draw in customers. The textile industry is one that faces intense competition.

The Banjar people take pleasure in and are known for their Sasirangan textile, which is a product of their culture. Sasirangan cloth has experienced numerous alterations in modern times. In the past, Sasirangan cloth artisans produced their products only using conventional techniques, equipment, and materials. Analysis of a businessman's actions to sustain and grow a company that consistently outperforms its rivals can be done by looking at the caliber of the products sold, the cost, and the level of customer service. In order to please customers, Hafizah Sasirangan also works hard to maximize sales every day with high-quality goods and reasonable rates.

According to Syamsuri (2022), a product's quality is determined by its ability to satiate customers' bodily and psychological requirements and wants. A state of an item based on an evaluation of conformance with a predetermined measuring standard is called product quality. According to Solihin (2014), one of the key elements influencing a person's buying decision is pricing. Customers will purchase a product if it is within their price range. Demand from customers is influenced by a product's pricing. Consumers take into account price as one of the most crucial factors while purchasing goods.

According to Putro (2014), a service is any activity or action that is essentially intangible and does not give rise to ownership and that can be provided by one person to another. Service is a behavior that aims to satisfy customers by attending to their wants and aspirations. Both before and after the transaction, this behavior is possible. High satisfaction and frequent repeat purchases are the results of providing good service and meeting expectations. The findings of the pre-survey by Hafizah Sasirangan, which included 20 respondents and questionnaires, on the influence of product quality on customer purchase decisions are shown in Table 1:

Table 1. Product Quality Pre-Survey Results

No.	Statement	Agree	%	Don't agree	%
1.	The shape of the product on Hafizah Sasirangan is according to my taste	10	50%	10	50%
2.	The impression of product quality on Hafizah Sasirangan is as I expected	9	45%	11	55%
3.	Product durability on Hafizah Sasirangan can be according to my wishes	6	35%	14	70%
4.	The motif design on Hafizah Sasirangan is according to my taste.	7	25%	13	65%

Source: Research Results, 2022

According to Table 1, the overall product quality of Hafizah Sasirangan fell short of what customers had anticipated. 14 individuals, or 70%, thought the product quality was inadequate. Like some consumer-used sasirangan fabrics, which exhibit color fading. Purchase decisions are greatly influenced by product quality. Customers will be delighted with the product's quality if it is of a high caliber. Additionally, using superior product quality as a competitive advantage. Table 2 contains the findings of the Presurvey evaluating the impact of pricing on purchase choices at

Hafizah Sasirangan.

Table 2. Price Pre-Survey Results

No.	Statement	Agree	%	Don't agree	%
1.	I bought Sasirangan cloth from Hafizah Sasirangan because the price is affordable.	7	35%	13	65%
2.	The cost at Hafizah Sasirangan is reasonable for the quality of the goods I received.	9	45%	11	55%
3.	The cost of Sasirangan cloth is reasonable given the advantages I perceive.	8	40%	12	60%
4.	The price affects me in making the decision to buy Sasirangan cloth on Hafizah Sasirangan.	15	75%	5	25%

Source: Research Results, 2022

Table 2 reveals that 13 persons (or 65%) believe the cost of Sasirangan clothing at Hafizah Sasirangan is too high. Depending on the kind of fabric used, Sasirangan cloth costs between IDR 180,000 and IDR 260,000 every 2 meters. Cotton, satin, and silk are the two types of cloth used to manufacture Sasirangan. Additionally, Hafizah Sasirangan offers finished products for sale. Men's shirts cost between IDR 250,000 and IDR 300,000. Table 3 contains the results of the pre-survey on service quality.

Table 3. Service Quality Pre-Survey Results

No.	Statement	Agree	%	Don't agree	%
1.	Reliability in service is in line with what I expected	10	50%	10	50%
2.	Awareness of the response is done well when I make a complaint.	7	30%	13	65%
3.	Hafizah Sasirangan gave the attention I expected.	9	45%	11	55%
4.	The accuracy in providing services is in accordance with what I expected	6	35%	14	70%

Source: Research Results, 2022

According to Table 3, 14 persons (or 70%) disagree with the correctness of the services provided to customers. The quality of service offered by Hafizah Sasirangan is generally good, but some customers believe that it is not up to par, for example, when there is a lack of knowledge or responsiveness when customers complain about Sasirangan fabric products that have faded. Table 4 contains the findings from the pre-survey questionnaire regarding purchase choices:

Table 4. Purchase Decision Pre-Survey Results

No.	Statement	Agree	%	Don't agree	%
1.	I decided to make a purchase at Hafizah Sasirangan because of the wide selection of products.	8	40%	12	60%
2.	I decided to make a purchase at Hafizah Sasirangan because the time of purchase can be made at any time.	9	25%	11	55%
3.	I chose to make a purchase at Hafizah Sasirangan because the quantity of purchases I desired was always accessible	5	45%	15	75%
4.	I decided to make a purchase at Hafizah Sasirangan because it provides an easy payment method.	10	50%	10	50%

Source: Research Results, 2022

According to Table 4, customers at Sasirangan fabrics disagreed with the statement, "I chose to make a purchase at Hafizah Sasirangan because the quantity of purchases I desired was always accessible." as many as 15 customers (or 75%) fell into this category. This is due to Sasirangan cloth's restricted supply; if customers wish to purchase it in a set quantity, Hafizah Sasirangan is unable to do so.

2. Literature review

2.1. Product quality

Product quality, according to Supriyadi (2017), is a state of function, the nature of the product in question that can satisfactorily meet consumer wants and needs in accordance with the value of money spent. A product's quality is a combination of its restrictions, accuracy, convenience, upkeep, and other aspects. It is a set of traits and traits of goods and services that have the capacity to satisfy needs. The following are product quality indicators, per Supriyadi (2017): 1) Form; 2) Appearance of quality; 3) Robustness; and 4) Design

2.2. Price

Price is one of the key elements that affects a person's purchase decision, according to Rihasto (2015). Customers will purchase a product if it is within their price range. The impact of pricing on a company's ability to successfully market and sell its goods is significant. Indrasari (2019) lists the following as markers of service quality: 1) Price Affordability; 2) Price Compatibility with Product Quality; 3) Price Compatibility with Benefits; and 4) Price Can Influence Consumer Decision-Making.

2.3. Service quality

Service quality, according to Indrasari (2019), is a property of goods, services, people, and environment that may satisfy consumer needs. According to Shandy (2014), it is possible to determine the service quality by contrasting consumer perceptions of the actual service received with the service that is genuinely anticipated or sought based on a company's service qualities.

Indrasari (2019) lists the following as markers of service quality: 1) Reliability; 2) Awareness; 3) Attention; and 4) Accuracy.

2.4 Purchase Decision

According to Kodu (2012), the choice to buy or utilize a product in the form of goods or services is based on the buyer's attitude toward doing so and their willingness to accept any potential dangers. The buyer's buying decision was actually the culmination of several deliberate actions. The following are the purchasing decision indicators listed by Indrasari (2019): 1) Product choice, 2) Purchase time, 3) Purchase Amount, 4) Payment method.

3. Methodology

This study intends to examine how Sasirangan fabric purchase decisions are affected by product quality, price, and service quality (Study on Hafizah Sasirangan, Lubuk Cemara Village, Serdang Bedagai, North Sumatra). This study used a quantitative research methodology. The 40 Hafizah Sasirangan customers that participated in the study make up the research population. sampling with saturated samples because there were 40 respondents from the entire population. Hafizah Sasirangan, whose address is Lubuk Cemara Village, Hamlet II, Perbaungan District, Serdang Bedagai Regency, North Sumatra Province, is the researcher for this study. Observation, questionnaires, and documentation studies are employed as data collection methods. Multiple linear regression using the SPSS program is the analysis strategy used in this study.

4. Results and Discussion

To determine the viability of research indicators, the validity and reliability of the questionnaire employed in this study were first tested. The Cronbach Alpha formula was used to examine the questionnaire's reliability and the product moment correlation formula was used to test the questionnaire's validity. If this research survey satisfies the test requirement of 0.5, it is considered legitimate (Ghozali, 2018). 40 respondents who were not part of the research sample took part in the instrument trial at Songket Deli, which is situated at Jalan Kutilang No. 2 Bandar Khalipah Village, Percut Sei Tuan District, Deli Serdang Regency. Table 5 can be loaded with the validity test results:

Table 5. Validity Test Results

Variable	Indicator	Pearson Correlation	Value Measurement	Information
Product quality	Form	0.716	0,5	Valid
	Appearance of quality	0.810	0,5	Valid
	Robustness	0.717	0,5	Valid
	Design	0.702	0,5	Valid
Price	Price Affordability	0.741	0,5	Valid
	Price Compatibility with Product Quality	0.812	0,5	Valid
	Price Compatibility with Benefits	0.805	0,5	Valid
	Price Can Influence Consumer Decision-Making.	0.763	0,5	Valid
Service quality	Reliability	0.784	0,5	Valid

Variable	Indicator	Pearson Correlation	Value Measurement	Information
	Awareness	0.764	0,5	Valid
	Attention	0.698	0,5	Valid
	Accuracy.	0.606	0,5	Valid
Purchase Decision	Product choice	0.673	0,5	Valid
	Purchase time	0.695	0,5	Valid
	Purchase Amount	0.769	0,5	Valid
	Payment method	0.706	0,5	Valid

Source: Research Results, 2022

The test of all statements has a value greater than 0.5, as shown by Table 5. As a result, all employed metrics for product quality, price, service quality, and buying behavior are reliable.

A reliability test was run to evaluate the answers' consistency. internal consistency reliability testing using the Cronbach Alpha value of > 0.6 , (Ghozali, 2018). Table 6 contains the findings from this study's reliability test:

Table 6. Reliability Test Results

No.	Variable	Cronbach Alpha	Measurement Value	Information
1.	Product quality	0.720	0,6	Reliable
2.	Price	0.785	0,6	Reliable
3.	Service quality	0.680	0,6	Reliable
4.	Purchase Decision	0.671	0,6	Reliable

Source: Research Results, 2022

The questionnaire employed in this study is credible since, according to Table 6, the reliability test findings for each questionnaire evaluating the research variables have a Cronbach Alpha value > 0.6 . A conclusion that can be drawn from the validity and reliability test results is that the questionnaire employed in this study is statistically feasible to use as a tool for data collecting since it satisfies the necessary standards for validity and reliability.

The purpose of a normality test is to determine if the residual, confounding variable, or both have a normal distribution. The P-Plot Normal Graph and the One-Sample Kolmogrov Smirnov Test can be used to determine whether the data are normally distributed. Figure 1 can be loaded with the results of the P-Plot Normal Graph's normality test.

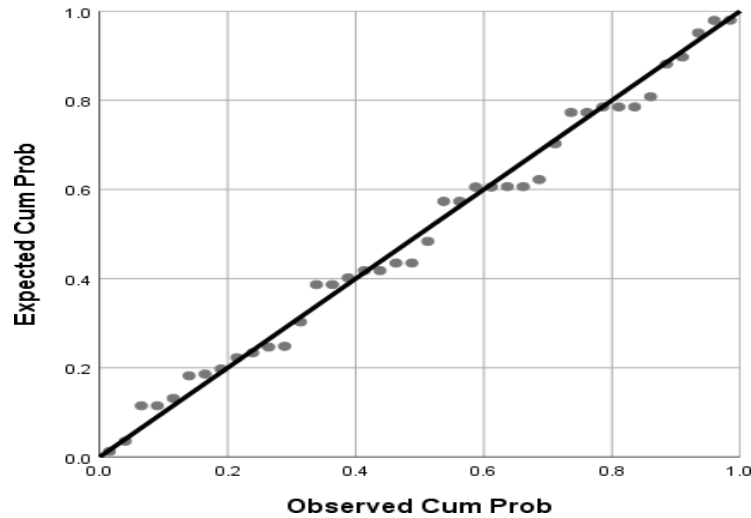


Figure 1. P-Plot Normal Graph
 Source: Research Results, 2022

Figure 1 demonstrates that the distribution pattern tends to be normal; the data displays points that are dispersed about the diagonal line and move in that direction; the regression model then meets the requirement for normality. Table 7 contains the results of the one-sample statistical test for normality using the Kolmogorov-Smirnov test:

Table 7. Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.38955386
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.057
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Results, 2022

The research findings are regularly distributed, as shown by Table 7 where the Asymp value. Sig. (2-tailed) is 0.200 and above the significant value (0.05) or 5%.

Testing for multicollinearity was done using tolerance and the VIF (Variance Inflation Factor). The tolerance value > 0.10 or equal to the VIF value 10 is the cutoff value typically used to indicate the presence of multicollinearity. Table 8 lists the outcomes of the multicollinearity test:

Table 8. Multicollinearity Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	.218	.622			
	Product quality	.437	.088	.423	.178	5.613
	Price	.176	.057	.191	.342	2.925
	Service quality	.404	.087	.413	.164	6.082

a. Dependent Variable: Purchase decision

Source: Research Results, 2022

According to Table 8, the tolerance value for product quality, price, and service quality are all larger than 0.1. Product quality, price, and service quality all have VIF values that are less than 10. As a result, it is claimed that the study's data are multicollinearity-free.

Glejser test can be used to examine heteroscedasticity tests. The Glejser test's goal is to foretell the exact value of the residual on the independent variable. If the significance probability is greater than 0.05, the regression model is said to be homoscedastic, and vice versa. In addition to the Glejser test, scatterplot graphs can be used to test for heteroscedasticity by analyzing the distribution of points on the graph that do not clearly form a pattern (no heteroscedasticity). Figure 2 displays the outcomes of the heteroscedasticity test using the scatter plot graph:

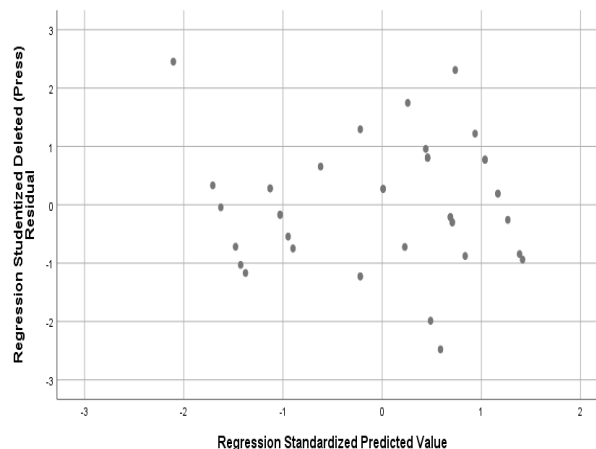


Figure 2. Scatterplot Graph
 Source: 2022 Research Results

It is evident from the Scatter Plot graph that there is no discernible pattern in the data distribution around the Y axis, indicating that this regression model is free of heteroscedasticity

symptoms. Table 9 contains the outcomes of the glesjer method for testing heteroscedasticity:

Table 9. Heteroscedasticity Results with Glejser Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.265	.363		.729	.471
	Product quality	-.036	.051	-.270	-.702	.487
	Price	-.028	.033	-.236	-.848	.402
	Service quality	.066	.051	.524	1.309	.199

a. Dependent Variable: Abs_Res

Source: Research Results, 2022

It can be inferred from Table 9 that the regression model does not exhibit signs of heteroscedasticity because the product quality, price, and service quality provide significant values in the coefficient table that are regressed with absolute residuals (abs res) greater than 0.05. In this investigation, the outcomes of the multiple linear regression test are presented in Table 10:

Table 10. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.218	.622		.351	.728
	Product quality	.437	.088	.423	4.950	.000
	Price	.176	.057	.191	3.102	.004
	Service quality	.404	.087	.413	4.642	.000

a. Dependent Variable: Purchase decision

Source: Research Results, 2022

Based on Table 10, the constant value (a) is 0.218, the value for product quality (b1) is 0.437, the value for price (b2) is 0.176, and the value for service quality (b3) is 0.404, with a 5% error rate. The following multiple linear regression: $Y = 0.218 + 0.437X_1 + 0.176X_2 + 0.404X_3 + e$, where an is a constant value of 0.218. This demonstrates that the purchasing decision will be valued at 0.218 if product quality, price, and quality are all held constant. According to the coefficient of b1, if the product quality rises by one unit, the purchase decision rises by 0.437 units. The purchase decision will increase by 0.176 if the price goes up by one unit, according to the coefficient of b2, which is 0.176. The coefficient of b3 is 0.404, which means that for every unit increase in service quality, more people will choose to buy.

The t-test is used to examine how the independent variable affects the dependent variable partially. Table 11 displays the SPSS test results for the t test in this investigation.

Table 11. T-test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.218	.622		.351	.728
	Product quality	.437	.088	.423	4.950	.000
	Price	.176	.057	.191	3.102	.004
	Service quality	.404	.087	.413	4.642	.000

a. Dependent Variable: Purchase Decision

Source: Research Results, 2022

Based on Table 11, it is evident that product quality influences purchase decisions in a favorable and significant way. This is demonstrated by the significant value (0.000) being less than 0.05 and the tcount being more than ttable (2.028). The significant value (0.004) more than 0.05 and tcount (3.102) smaller than ttable indicate that price has a positive and significant impact on purchase decisions (2.028). The significant value (0.000) more than 0.05 and tcount (4.642) smaller than ttable indicate that service quality has a positive and significant impact on purchase decisions (2.028).

The influence of the independent variables combined on the dependent variable was examined using the F test (simultaneous). Results of the F test may be loaded in Table 12:

Table 12. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.457	3	40.152	244.238	.000 ^b
	Residual	5.918	36	.164		
	Total	126.375	39			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Service Quality, Price, Product Quality

Source: Research Results, 2022

Table 12 demonstrates that Fcount has a value of 244,238 and a significance level of 0.000. While the Ftable has a significance level of 0.000 0.05 and a 95% confidence level (= 0.05) of 3.259. This demonstrates how Sasirangan fabric purchasing decisions are significantly influenced by quality, pricing, and service quality all at once. Table 13 contains the findings of this study's investigation of the coefficient of determination:

Table 13. R²-Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976 ^a	.953	.949	.405
a. Predictors: (Constant), Service Quality, Price, Product Quality				
b. Dependent Variable: Purchase Decision				

Source: Research Results, 2022

Based on Table 13, it is clear that the relationship between product quality, price, and service quality on purchase decisions has a R value of 0.976, which is equal to 97.6%, indicating a close relationship. The product quality, pricing, and service quality can each account for 95.3% of purchase decisions, with 4.7% remaining, according to the R Square value of 0.953.

According to Weenas' (2013) research findings, factors such as product quality, pricing, promotion, and service quality positively affect consumers' decisions to buy. Consumers will take into account product quality in exchange for their financial sacrifice when purchasing a product. Consumers' decisions to acquire a product are influenced by the price that is decided during the purchasing process. Promotion is one of the activities that affects how much people want to buy or sell in the community. If the promotion is successful in providing and fulfilling its fundamental functions and building trust, it will boost the demand for purchases. Services in product marketing include not only behavior but also the ability of marketers to pay attention to consumer-owned and even used products.

Price, product quality, and service quality all have a substantial impact on purchasing decisions, either concurrently or in part, according to Kodu (2013). Prices are any monetary charges that consumers must bear in order to obtain, own, and use a variety of goods and services from a product. Anything that can be provided to a market for consideration, purchase, usage, or consumption and may satisfy a want or need is considered a product. Regardless of the product form, service quality is a critical concern for every business.

Additionally, Chaerudin and Syafaruddin (2021) demonstrate that pricing, service quality, and product quality all significantly and favorably influence consumer choice. Consumers will continue to be drawn to purchases of products of high quality. The quality of the service is crucial when promoting a product. Customers will feel satisfied and make purchases if the service is good. The cost of a product has a significant impact on its quality. If a product is of high quality, people who have spent a lot of money on it won't feel cheated.

5. Conclusion

The findings of this study suggest that product quality partially influences purchase decisions in a positive and significant way. Price influences purchases in a positive and significant way. Purchase decisions are positively and significantly impacted by service quality. At Hafizah Sasirangan, Lubuk Cemara Village, Serdang Bedagai District, Deli Serdang Regency, North Sumatra Province, product quality, price, and service quality simultaneously have a positive and significant influence on purchase decisions for Sasirangan cloth.

6. Acknowledgments

The researchers thank the Universitas Muslim Nusantara Al-Washliyah, Medan and MSME Hafizah Sasirangan, Lubuk Cemara Village, Serdang Bedagai District, Deli Serdang Regency,

North Sumatra Province

REFERENCES

- Chaerudin, S. M., dan Syafarudin, A. (2021). *The Effect of Product Quality, Service Quality, Price on Product Purchasing Decisions on Consumer Satisfaction*. *Ijomata Internasional Journal of Tax and Accounting*, 2(1), 61-7
- Ghozali I. (2018). *Aplikasi Analisis Multivariative dengan Program IBM SPSS 25*. Edisi Kesembilan. Badan Penerbit Universitas Diponegoro. Semarang.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Kodu, S. (2013). *Harga, Kualitas Produk dan Kualitas Pelayanan Pengaruhnya terhadap Keputusan Pembelian Mobil Toyota Avanza*. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 1(3).
- Putro S. W, Samuel H., Brahmama K. R. (2014). *Pengaruh Kualitas Layanan dan Kualitas Produk terhadap Kepuasan Pelanggan dan Loyalitas Konsumen Restoran Happy Garden*. *Jurnal Strategi Pemasaran*, 2(1), 1-9.
- Saputro, R. M., dan Kamal, M. (2015). *Analisis Pengaruh Kualitas Produk, Harga, Kualitas Pelayanan dan Lokasi terhadap Keputusan Pembelian (Studi Kasus pada Grand Panorama Resto Semarang)*. *Diponegoro Journal of Management*, 381-394
- Solihin, I. (2014). *Pengantar Bisnis*. Jakarta: Erlangga.
- Sule, E. T. dan Saefullah, K. (2017). *Pengantar Manajemen*. Jakarta: Kencana.
- Supriyadi, Wiyani W., Nugraha, G. I. K. (2017). *Pengaruh Kualitas Produk dan Brand Image terhadap Keputusan Pembelian*. *Jurnal Bisnis dan Manajemen*, 4(1), 74-75
- Syamsuri A. R. (2022). *Penulisan Artikel Ilmiah Kajian Bidang Ilmu Manajemen Sumber Daya Manusia, Pemasaran dan Kewirausahaan*, Edisi 1, Cetakan 1, Medan, Penerbit: Merdeka Kreasi.
- Weenas, J. R. (2013), *Kualitas produk, harga, promosi dan kualitas pelayanan pengaruhnya terhadap keputusan pembelian Spring Bed Comforta*. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*