



THE INFLUENCE OF PRICE AND INCOME OF MUSLIM CONSUMERS ON PURCHASING DECISIONS OF BERKAH BARUS SYRUP PRODUCTS FROM AN ISLAMIC ECONOMIC PERSPECTIVE

Satria lam Syafii Simamora¹, Imsar², Budi Dharma³

^{1,2,3}Universitas Islam Negeri Sumatera Utara, Indonesia

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ABSTRACT

This study aims to analyze the influence of price and income of Muslim consumers on purchasing decisions for Berkah Barus Syrup products from an Islamic economic perspective. The study used a quantitative approach with an associative design. Data were collected through a Likert scale questionnaire (1–5) distributed to 80 Muslim consumer respondents in Barus District, Central Tapanuli Regency, who were selected using a random sampling technique. Data analysis was performed using multiple linear regression using SPSS version 29, supported by validity and reliability tests, and classical assumption tests. The results showed that price had a positive and significant effect on purchasing decisions, as did consumer income, which had a positive and significant partial effect. Simultaneously, price and income were proven to have a significant effect on purchasing decisions for Berkah Barus Syrup products. These findings indicate that price suitability with Muslim consumers' income levels is an important factor in forming purchasing decisions. This study provides an empirical contribution to the development of Muslim consumer behavior studies by integrating the concept of purchasing decisions with Islamic economic principles, particularly in the context of price fairness and consumer welfare. The practical implications of this study can serve as a reference for business actors in formulating pricing strategies that are in accordance with sharia values and consumers' economic conditions.

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Corresponding Author:

Satria lam Syafii Simamora
Universitas Islam Negeri Sumatera Utara, Indonesia
Email: satria200165@gmail.com

1. INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, accounting for 86.7% of the total population (CNBC Indonesia Research, 2021). This demographic makes economic activities, particularly consumption and trade, inextricably linked to Islamic economic values and principles. In this context, Muslim consumer behavior is influenced not only by rational considerations such as price and income, but also by the values of justice, blessings, and welfare, which serve as the foundation for economic decision-making (Rahim, 2020). Therefore, studying purchasing decisions from an Islamic economic perspective is relevant and important, particularly for locally consumed products that are deeply rooted in society.

Purchasing decisions are a crucial stage in consumer behavior, reflecting an individual's evaluation of various alternatives before making a purchase (Kotler & Keller, 2009). In marketing theory, price and consumer income are viewed as two key variables that significantly influence purchasing decisions. Price serves as a signal of a product's value and quality, while income determines a consumer's purchasing power (Kotler & Armstrong, 2014). Several previous studies have shown that price and income significantly influence purchasing decisions for various types of products, both basic necessities and other consumer goods (Sari & Prihartono, 2021; Situmorang, 2018).

However, most previous research still places price and income analysis within a conventional economic framework, focusing primarily on market efficiency and individual utility. Studies that explicitly integrate Islamic economic perspectives—particularly the principle of fair pricing (*adl*), the prohibition of exploitation, and an orientation toward the *maqāṣid al-sharī'ah*—are still relatively limited, particularly in the context of local products based on regional wisdom. In fact, in Islamic economics, consumption activities are viewed as part of worship and a manifestation of piety, so purchasing decisions are not solely driven by material satisfaction but also by moral and spiritual values (Imzar & Harahap, 2023).

The empirical context of this research focuses on Barus District, Central Tapanuli Regency, North Sumatra Province. According to data from the Central Statistics Agency (BPS) released through Katadata's Databoks, the average monthly income of residents of Central Tapanuli Regency in 2024 was recorded at IDR 3,044,435, a figure relatively lower than that of large urban areas such as DKI Jakarta (Databoks Katadata, 2024). This condition makes residents of Barus District tend to be more sensitive to price changes when making purchasing decisions. This sensitivity becomes even more interesting to study when linked to local products such as Barus Blessing Syrup, which has been a part of community consumption for decades.

Berkah Barus Syrup is a local beverage product produced since 1984 and remains a leading regional product. Sales data for the past five years shows fluctuations but tends to be stable, with peak sales in 2021 of 965 dozen. This fact indicates the product's strong appeal among Muslim consumers, despite price dynamics and limited income. However, there has been no empirical study specifically analyzing how price and income influence Muslim consumers' purchasing decisions for this product, using an Islamic economic approach as the primary analytical framework. The following is a list of Berkah Barus syrup sales in Central Tapanuli Regency over the past five years.

Table 1.1 Berkah Barus Syrup Sales Results

No	Years	Total Sales
1	2019	740 dozen
2	2020	870 dozen
3	2021	965 dozen
4	2022	728 dozen
5	2023	919 dozen

Source: Primary data processed 2023

Based on the above description, there is a clear research gap between the high relevance of Islamic economics in the consumption behavior of Muslim communities and the limited empirical research that integrates price, income, and purchasing decisions from a sharia perspective on local products. Therefore, this study aims to analyze the influence of price and income of Muslim consumers on purchasing decisions for Berkah Barus Syrup products from an Islamic economic perspective. This research is expected to provide theoretical contributions to the development of Muslim consumer behavior studies as well as practical implications for business actors in formulating fair, sustainable, and sharia-compliant pricing strategies.

2. RESEARCH METHOD

This research was conducted among Muslim consumers in Central Tapanuli Regency, specifically in Barus District. This research used a quantitative method with an associative approach. The analysis tool used SPSS 29 software. The population of this study was all Muslim consumers in Central Tapanuli Regency, specifically in Barus District. Because the population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a minimum sample size of 80 respondents. The criteria for this study population were consumers in Central Tapanuli Regency, specifically in Barus District, who had purchased Berkah Barus Syrup at least once in 2023. Sampling in this study used random sampling.

This study used primary data sources and data collection techniques using questionnaires distributed through Google Forms (G-Form). The data measurement technique used a Likert scale of 1-5. The research instrument tests consisted of validity and reliability tests. The classical assumption tests included

normality tests, multicollinearity tests, and heteroscedasticity tests. The data analysis technique used was multiple linear regression analysis, with the coefficient of determination (R²). The hypothesis test of this research consists of the t test and the f test.

3. RESULTS AND ANALYSIS

Validity Test

The validity test in this study used the Pearson Product Moment test with SPSS 29. The results of the validity test can be seen in Table 4.1 below:

Table 4.1 Validity Test Results

Variable	Item	r Count	r Table	Keterangan
Price (X1)	X1.1	0,85	0,220	Valid
	X1.2	0,79	0,220	Valid
	X1.3	0,80	0,220	Valid
	X1.4	0,85	0,220	Valid
	X1.5	0,84	0,220	Valid
Revenue (X2)	X2.1	0,84	0,220	Valid
	X2.2	0,83	0,220	Valid
	X2.3	0,84	0,220	Valid
	X2.4	0,86	0,220	Valid
	X2.5	0,87	0,220	Valid
Purchase Decision (Y)	Y.1	0,82	0,220	Valid
	Y.2	0,83	0,220	Valid
	Y.3	0,80	0,220	Valid
	Y.4	0,78	0,220	Valid

Source: SPSS data processing 29, 2024

Based on Table 4.1 above, it is known that the calculated r value for each variable—Price (X1), Income (X2), and Purchase Decision (Y)—is greater than the table r (0.220), thus concluding that the variables used in this study are valid.

Reliability Test

According to (Imam Ghozali, 2002), an instrument has a high level of reliability if the coefficient value obtained is >0.60. Reliability testing in this study used the Cronbach's Alpha method with SPSS 29. The results of the reliability test in this study can be seen in Table 4.2 below:

Table 4.2 Reliability Test Results

Research Variables	Alpha	Keterangan
Price (X1)	0,885	Reliabel
Revenue (X2)	0,900	Reliabel
Purchase Decision (Y)	0,829	Reliabel

Source: SPSS data processing 29, 2024

Based on the reliability test results in Table 4.2, it can be concluded that the Cronbach's Alpha values for all items in the Price (X1), Income (X2), and Purchase Decision (Y) variables are greater than the significance value (0.60), thus concluding that the variables used in this study are reliable.

Classical Assumption Test

The classical assumption test in this study consists of a normality test, a multicollinearity test, and a heteroscedasticity test. The following are the classical assumption tests used in this study:

Normality Test

According to Hartono (2008), skewness and kurtosis can be used to determine the level of data normality by calculating the skewness and kurtosis ratios. The normality test in this study used the Skewness & Kurtosis statistical test, which was conducted by observing the Skewness & Kurtosis Ratio value between

-1.96 and +1.96 to determine whether the data were normal. The results of the normality test can be seen in Table 4.3 below:

Table 4.3: Normality Test Results

Number of Respondents	<i>Rasio Skewness</i>	<i>Rasio Kurtosis</i>	Keterangan
80	-0.08856	1.308411	Normal

Source: SPSS data processing 29, 2024

Based on Table 4.3, the Skewness and Kurtosis Ratio values range from -1.96 to +1.96, thus concluding that the data used in this study are normally distributed.

Multicollinearity Test

According to Santoso (2019: 195), the multicollinearity test is used to determine whether a correlation exists between independent variables in the regression model. If a correlation exists, it is considered a multicollinearity problem.

To detect the presence or absence of multicollinearity in this study, the tolerance and variance inflation factor values can be assessed. A VIF value <10 indicates no multicollinearity; a VIF value >10 indicates the presence of multicollinearity in the data. The results of the multicollinearity test are shown in Table 4.4 below:

Table 4.4 Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Information
Price (X1)	0.508	1.967	No multicollinearity occurs
Revenue (X2)	0.508	1.967	No multicollinearity occurs

The table above shows that the independent variables price (X1) and income (X2) do not exhibit multicollinearity because the Tolerance value is above 0.10 and the Variance Inflation Factor (VIF) is below 10.

Heteroscedasticity Test

According to Sugiyono and Susanto (2015:346), the heteroscedasticity test is used to test whether there is inequality in the variance of residuals from one observation to another in a regression model. This study uses the Park test to test for the presence or absence of heteroscedasticity. A good regression model is one that exhibits homoscedasticity, or does not exhibit heteroscedasticity. The results of the Park test in this study can be seen in Table 4.5 below:

Table 4.5: Park Heteroscedasticity Test Results

Independent Variable	Nilai <i>Sig.</i>	Information
Price (X1)	0,672	No heteroscedasticity occurs
Revenue (X2)	0,356	No heteroscedasticity occurs

Source: SPSS 29 data processing, 2024

Based on the results of the heteroscedasticity test in Table 4.5 above, the significance value of the Price (X1) variable is 0.672 and Income (X2) is 0.356, both of which are greater than the sig value of 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the independent variables in this study.

Coefficient of Determination (R²) Test

The coefficient of determination (R²) aims to determine and measure how well the independent variables can explain the variation in the dependent variable. The results of the coefficient of determination test are shown in Table 4.7 below:

Table 4.7 Results of the Coefficient of Determination (R²) Test

R	<i>R Square</i>	<i>Adjusted R Square</i>
0,791	0,625	0,616

Source: SPSS 29 data processing, 2024

Based on Table 4.7, the R-square calculation is 0.625. This indicates that 62.5% of the dependent variable, namely purchasing decisions, is influenced by the independent variables, namely price and income. Meanwhile, 37.5% of the dependent variable is influenced by other variables not examined in this study.

Hypothesis Testing

The hypothesis testing in this study consists of a t-test (partial) and an f-test (simultaneous). The results of the t-test (partial) and f-test (simultaneous) are shown in Tables 4.8 and 4.9 below:

Table 4.8: t-Test Results (Partial)

Variabel Bebas	t Hitung	t Tabel	Sig	Keterangan
<i>Harga</i>	2,309	1,991	0,024	Signifikan
<i>Pendapatan</i>	6,296	1,991	0,001	Signifikan

Based on the partial t-test results in Table 4.8 above, it can be concluded that:

- The Influence of Price on Purchasing Decisions. Based on the t-test hypothesis testing results, it can be seen that Price has a calculated t-value of 1309 with a significance value of 0.024. These results indicate that the calculated t-value is greater than the t-table value and the sig value is <0.05. Therefore, it can be concluded that H1 is accepted, namely that price has a significant influence on purchasing decisions.
- The Influence of Income on Purchasing Decisions. Based on the t-test hypothesis testing results, it can be seen that Income has a calculated t-value of 6.296 with a significance value of 0.001. These results indicate that the calculated t-value is greater than the t-table value and the sig value is <0.05. Therefore, it can be concluded that H2 is accepted, namely that Income has a significant influence on purchasing decisions.

Table 4.9 Results of the f-Test (Simultaneous)

Independent Variable	f Count	f Table	Sig	Keterangan
<i>Price and Income</i>	64,628	3,11	0,001	Significant Significant

Source: SPSS 29 data processing, 2024

Based on Table 4.9, the results of the simultaneous F-test hypothesis test, the calculated F-value is 64.628 and the sig. value is 0.001. Therefore, it can be concluded that price and income have a significant and simultaneous influence on purchasing decisions.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of the independent variables, namely Price (X1) and Income (X2), on the dependent variable, Purchase Decision (Y). The multiple linear regression analysis in this study used SPSS 29. The results of the multiple linear regression are shown in Table 4.6 below:

Table 4.6 Results of Multiple Linear Regression Analysis

Variabel Bebas	Koefisien Regresi	Standar error	t Hitung	Sig
Konstanta	5,939	1,104	5.379	0,001
<i>Harga (X1)</i>	0,149	0,065	2.309	0,024
<i>Pendapatan (X2)</i>	0,395	0,63	6.296	0,001

Source: SPSS 29 data processing, 2024

Based on the analysis results in Table 4.6 above, the linear regression equation is as follows:

$$Y = 5,939 + 0,149 X1 + 0,395 X2 + e$$

The regression equation above considers the partial relationship between the independent and dependent variables. From this equation, we can conclude that:

- The constant value in the multiple linear regression is 5.939, which means that if the price (X1) and income (X2) variables are 0, then the purchasing decision for Berkah Barus Syrup in Barus District will remain constant.
- The coefficient value for the price variable (X1) is 0.149, which means that if the price of syrup increases by 1%, syrup purchases will increase by 14.9%. This value has a positive effect on purchasing decisions. Therefore, if the price offered is better, it will increase consumer purchasing decisions.
- The coefficient value for the income variable (X2) is 0.395, which means that if the income level of Muslim consumers increases by 1%, syrup purchases will increase by 39.5%. This value

indicates that income has a positive effect on purchasing decisions. Therefore, if consumer income increases, it will have a positive effect on purchasing decisions for Berkah Barus Syrup.

Discussion

The Influence of Price on Purchasing Decisions

The results of the (partial) t-test on the price variable indicate that the first hypothesis of the study is accepted, meaning that price has a significant influence on purchasing decisions. In marketing strategy, it is important for companies to understand how price can influence purchasing decisions and adjust their pricing strategies according to their market segmentation and business objectives. According to Kotler and Armstrong (2012:345), price can be narrowly defined as the amount of money charged for a product or service. Or, more broadly, price can be defined as the sum of the values consumers exchange for the benefits of owning and using a product or service, enabling the company to earn a reasonable profit by being paid for the customer value it creates. Furthermore, pricing in Islamic economics is expected to create a just and sustainable economic environment. The pricing mechanism in Islam aligns with Maqasid al-Shari'ah, namely realizing the public interest and preventing harm among humans. However, in certain situations, under the pretext of Maqasid al-Shari'ah, pricing becomes a necessity, arguing for upholding the public interest by combating market distortions (combating mafsadah or harm occurring in the field). The results of this study indicate that Berkah Barus syrup must be able to set the best price in accordance with Islamic law. This influences Muslim consumers in making purchasing decisions, thereby increasing product sales.

The Influence of Income on Purchasing Decisions

Based on the results of the (partial) t-test in this study, income is a very important variable in the Berkah Barus Syrup product. This is because consumer income plays a strong role in the minds and thoughts of Muslim consumers when making purchases, which in turn influences their purchasing decisions. Muslim consumer income is the primary reference point for companies when deciding to purchase syrup. This is crucial for companies to implement profitable strategies, focusing on the increasing income of Muslim consumers. Therefore, the higher and more appropriate consumer income is for Berkah Barus Syrup, the greater the consumer's purchasing decision. This can serve as a strong foundation for Berkah Barus Syrup to influence the purchasing decisions of Muslim consumers in Central Tapanuli Regency, particularly in Barus District. In Islamic economics, consumer satisfaction depends on the religious values they apply to their daily activities, which are reflected in their spending. Well-practiced religious teachings prevent consumers from israf (extravagance), as israf is wasteful behavior consciously carried out solely to satisfy desires.

Income and earnings obtained through lawful means will be used to meet individual and family needs in a lawful manner, directly benefiting the market, from producers to traders. Every dollar spent by consumers becomes revenue for entrepreneurs, as a form of exchange between goods and money. Consumers gain satisfaction from the goods they purchase, and entrepreneurs profit from the goods they sell. Consumers need goods to survive, directly requiring producers and traders. Entrepreneurs, on the other hand, need consumers to continue production and support themselves and their families through the profits from their sales. Often, consumers can act as producers, and producers can act as consumers. This is why Muslim consumer income has a very positive impact on the blessing of barus syrup.

The Influence of Price and Income of Muslim Consumers on Purchasing Decisions of Berkah Barus Syrup

Based on the results of the f-test (simultaneous) in this study, the independent variables, price and income, simultaneously or jointly, significantly influence the dependent variable, purchasing decisions. Therefore, the hypothesis in this study is accepted. Purchasing decisions significantly influence company sales because higher consumer purchasing decisions lead to greater company profits.

Based on the above results, it can be concluded that purchasing decisions for Berkah Barus syrup can be achieved and enhanced by matching price, quality, and income to Muslim consumers' purchasing decisions in accordance with Islamic law. This is what drives consumers to make purchasing decisions for Berkah Barus syrup.

4. CONCLUSION

This study shows that price and income of Muslim consumers play a significant role in influencing purchasing decisions for Berkah Barus Syrup in Barus District, Central Tapanuli Regency. Partially, price has a positive effect on purchasing decisions, indicating that the appropriateness of price to product value and quality is an important consideration for Muslim consumers. Similarly, consumer income has a positive and significant effect on purchasing decisions, reflecting that consumer purchasing power determines the intensity and sustainability of product purchases. Simultaneously, these two variables collectively strengthen consumer purchasing decisions for Berkah Barus Syrup.

Theoretically, this study's findings reinforce the understanding that Muslim consumer consumption behavior cannot be explained solely through conventional economic approaches but is also relevant for analysis within an Islamic economic framework. Purchasing decisions in this context are not solely driven by utility and price considerations, but also by principles of justice, balance, and welfare, which align with Sharia values. Thus, this study provides an empirical contribution to enriching the study of Muslim consumer behavior, particularly regarding local consumer products.

Practically, the results of this study provide implications for business actors, particularly local product producers, to pay greater attention to fair pricing strategies that are proportionate to consumers' income levels. Pricing aligned with the community's economic capabilities and Sharia values is believed to increase trust, loyalty, and sustainable product consumption. Furthermore, understanding the economic conditions of Muslim consumers can provide a basis for formulating more inclusive marketing strategies oriented toward the common good.

However, this study has limitations, including the limited scope of the study to one sub-district and the use of independent variables that are limited to price and income. Other factors such as product quality, perceived halal value, brand loyalty, and religious preferences have not been analyzed in depth. Therefore, future research is recommended to expand the scope, add other relevant variables, and combine quantitative and qualitative approaches to gain a more comprehensive understanding of Muslim consumer behavior.

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