

Marketing Mix Analysis of Purchasing Decisions Through the Grabfood Application in Bandar Lampung

Jayadi¹, Berlintina Permatasari^{2*}, Ade Candra³

Ekonomi dan Bisnis, Universitas Teknokrat Indonesia

Jayadi123@teknokrat.ac.id¹, berlintina@teknokrat.ac.id^{2*}, Adeandra@teknokrat.ac.id³

Received 28 November 2024 | Revised 29 November 2024 | Accepted 26 December 2024

* Correspondence Writer

Abstract

This research aims to find out how much influence the marketing mix (product, price, place and promotion) has on food purchasing decisions in the Grab Food application. The target population for this research is people who use the Grab Food Application in the city of Bandar Lampung, and the sample took the entire population using a non-probability sampling method. The research results show that the Marketing Mix together has a positive and significant effect on purchasing decisions via the Grabfood application in Bandar Lampung. Based on the table, the coefficient of determination shows an R Square number with a value of 92. This shows that 0.92% of the influence can be explained by the independent variable marketing mix on the dependent variable (purchasing decision), while the remaining 0.8% is explained by other variables that were not tested in this research.

Keyword: Purchasing Decisions; Marketing Mix; Grabfood

INTRODUCTION

The development of technology in the digital era like today is growing faster and faster from day to day, month to month to the next year. Indirectly, the use of this technology has increased sharply. Technology is a means or system yang berfungsi untuk providing comfort and convenience for humans. With the advancement of technology, the internet is accessible to all people in the world which makes it easier to find and find information. The latest report by We Are Social and Hootsuite shows that the number of internet users worldwide has reached 5.16 billion people in January 2023. This number reaches 64.4% of the global population which totals 8.01 billion people. The number of global internet users in January 2023 increased by 1.9% compared to the same period last year (*year-on-year/yoy*), which was still 5.01 billion people in the world.

Based on the We Are Social Report, the number of internet users in Indonesia has reached 212 million in January 2023. This means that around 77% of Indonesia's population has used the internet.



Figure 1. Internet Users in Indonesia

Sumber: We are social

In a country's economy, information technology is felt to have a very important role. With the advancement of information technology, it will also increase the productivity capabilities of the creative industry world, which Figure 1.1 Internet User Data in Indonesia is based on information technology. The increasing number of competitors and the sophistication of technology are accelerating and

triggering business people to innovate and develop strategies to meet the needs of consumers in accordance with consumer expectations. Business people are required to always be aware of the changes that occur in the market and be able to create creative ideas so that the products offered can attract the attention of consumers, so that what consumers want can be fulfilled properly and in accordance with consumer needs. Along with the development of the internet in Indonesia and its rapid penetration, the business world in Indonesia has undergone many changes.

The rapid growth of internet users in Indonesia has triggered the growth of e-business. The development of e-business is slowly changing people's consumption patterns, especially urban people, including the city of Bandar Lampung. For example, in the use of transportation services, they generally prefer online transportation over conventional transportation, this is evidence of the increasing practical transportation patterns among the community. No activity and sector can be separated from information technology or IT (information and technology) (Sutadi H, 2016). One of the companies in the creative industry that is based on information technology is Grab. According to ABI Research September 2019, Grab controls 64% of the market share in Indonesia, compared to Gojek which is only 35.5%. The following is a graph of the increase in the use of the grabfood application in Lampung in the last 5 years:

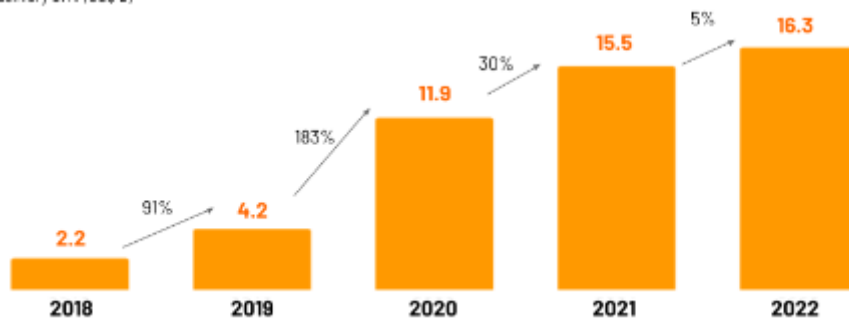


Figure 2. Graph of increasing use of the grabfood app in Lampung
Sumber: Daily Social

Grab is Southeast Asia's largest mobile technology company that connects millions of customers with millions of driver-partners, merchants, and businesses. Starting from transportation services, the company now has other services such as food delivery (GrabFood) and payments that can be accessed through a smartphone application. GrabFood is a food delivery service that can be accessed using the Grab app. This GrabFood is run by drivers who are affiliated with the GrabBike service. The large number of GrabBike drivers makes the GrabFood service even faster. The information provided by GrabFood is also quite complete, starting from the nearest culinary or restaurant, food prices, mileage to attractive promos. That way, food orders and deliveries can be processed quickly

GrabFood services are growing rapidly in the city of Bandar Lampung due to consumer behavior that is starting to change as technology begins to make it easier for consumers to meet their needs. Bandar Lampung City is an area that has great potential for culinary and service businesses because most of the public and private companies and universities are located in Bsndar Lampung City.

The rapid development of food delivery services has resulted in changes in consumer behavior, business people engaged in the same field must be able to implement strategies that can maintain and develop their business because marketing is the spearhead of a company's success in order to survive and compete with other companies. Grab selects and implements various appropriate marketing strategies to keep pace with changes in consumer behavior and to be able to win the competition. Kotler & Keller (2016:27), mentioned that marketing is an organizational function and a series of processes to create, communicate, deliver, and deliver superior customer value. Grab has conducted marketing to provide incentives to consumers to use its services. There are four dimensions of the marketing mix, including *product, place, promotion, and price* (Kotler & Armstrong, 2016:425).

According to the results of previous research conducted by Widi et al. (2019), Grab has conducted marketing to provide stimulus to consumers to use its services. From the marketing mix analyzed, there is a promotion component, where the definition of promotion is various ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold. There are five dimensions that support promotion, and are called promotion mix, including advertising, *sales promotion, direct marketing, personal selling, and public relations*. In line with that, Nicka (2019) said

that there is a Positive and Significant influence between marketing mix variables, namely *Product* (X1), *Price* (X2), *Promotion* (X3), *People* (X5), *Process* (X6) on Food Purchase Decisions in the Grab Food Application.

REVIEW LITERATURE

Definition of Marketing Mix

According to Kotler and Armstrong (2016:75), the marketing mix is a marketing method that companies continue to use to fulfill their mission in the target market. The marketing mix has a design consisting of 4 P's, namely:

1. Product, an item offered by a company to attract the attention of consumers to buy and consume, and can meet consumer needs.
2. Price is the amount of value set by the seller for an item to be purchased and paid by the consumer.
3. Place a location provided by the company to make an item to be sold.
4. Promotion, an activity carried out by the company to inform customers about the products sold.

Elements of the Marketing Mix

Product

According to Kotler (2014:259) a product is everything offered by the seller to be recognized, sought, requested, or used so that consumers meet the needs and wishes of consumers. According to Lupiyoadi (2017:106), it is stated that customers are not actually buying goods or services, but customers buying the benefits and value of the products that the company offers to consumers. According to M. Mursid (2006: 71), products are more dependent on the physical aspects of the consumer such as service issues, user satisfaction, status symbols, artistic aspects, and other psychological issues.

Price

According to Shinta in the journal Pertiwi (2016:181), price is a value expressed in the form of rupiah which is used for exchange or transactions that consumers must pay to receive goods or services. Price is the amount of money that customers have to pay to acquire a product (Kotler and Armstrong, 2016:181). From several opinions put forward by experts, researchers conclude that price is the nominal amount charged by the seller that will be exchanged by consumers for a product for the advantages possessed by the product.

Place

A place is a location that a company does to make products that will be marketed to consumers (Lamb, Hair and McDaniel, 2016:182) According to Swastha (2016:182), a place is where a business or business activity is carried out. However, another opinion expressed by Michael J. Etzel in Danang Sunyoto (2015:172), states that distribution channels that carry out all activities related to the distribution of goods and to be sold to consumers. From the understanding put forward by several experts, researchers conclude that a distribution channel is a group of organizations that work together to sell products or services for use or consumption by consumers.

Promotion

According to Alma (2016:181), promotion is a type of communication that describes products and services sold with the aim of attracting, remembering, and persuading potential consumers. According to Suryadi (2016:181) Promotion is a series of activities to inform, convince people about a product being sold so that consumers buy and consume the product. Meanwhile, according to Indriyo Gitosudarmo in the journal Strategic Management (2016:215), promotion is a business activity that sells products that are sold in an easy way for consumers who are trying to buy and placed in certain situations. Companies that sell products will attract buyers to buy the product. According to Agus Hermawan in the Journal of Marketing Communication (2015:127) states that promotion is a marketing activity that shows the added value of a product within a tenty period and arouses consumer interest. Promotional activities include advertising, face-to-face sales, and placing advertisements. According to

Basu Swasta and Irawan, in the quote Modern Marketing Management, Fourth Edition (2002:76), stated that sales promotions can often unexpectedly arouse consumer interest. Many companies take advantage of the opportunities offered by promotional programs.

Purchase Decision

A consumer's purchase decision is influenced by many factors that distinguish one from another. As stated by Bukhari in Rahayu (2017), a purchase decision is a consumer decision that is influenced by the economy, finance, technology, politics, culture, products, prices, location, promotions, *physical evidence, people* and *processes*, so as to form an attitude to consumers to process all information and draw conclusions in the form of responses that appear what products to buy. According to Kotler and Keller (2016), consumers form a predicate among the chosen brands and may also form an intention to buy the preferred brand. Based on the understanding that has been stated above, it can be concluded that a purchase decision is an action taken by a consumer or buyer after receiving a stimulus, then causing a response to make a purchase action on a product or brand according to the knowledge possessed by the consumer.

Purchase Decision Indicators

In the changes that occur along with the rapid development of technology and fierce trade competition, companies need to take measurements to evaluate each changing situation and the possibilities that will occur from time to time carried out by consumers. According to Rasyid and Indah (2018), the dimensions of consumer decisions in determining the purchase of a product or service are as follows: needs recognition, information search is a stage of the buyer's decision process, purchase decision, post-purchase behavior .

Hypothesis

- H1 : Products have a positive and significant impact on Purchase Decisions Through the Grabfood App in Bandar Lampung
- H2 : Price has a positive and significant effect on Purchase Decisions through the Grabfood App in Bandar Lampung
- H3 : Places have a positive and significant impact on Purchase Decisions Through the Grabfood App in Bandar Lampung
- H4 : Promotions have a positive and significant effect on Purchase Decisions Through the Grabfood App in Bandar Lampung
- H5 : Products, Prices, Venues and Promotions have a positive and significant effect on Purchase Decisions Through the Grabfood App in Bandar Lampung

Framework of Thought

Based on the description above to clarify the variables that affect the purchase decision in this study, the author will propose the following framework of thought:

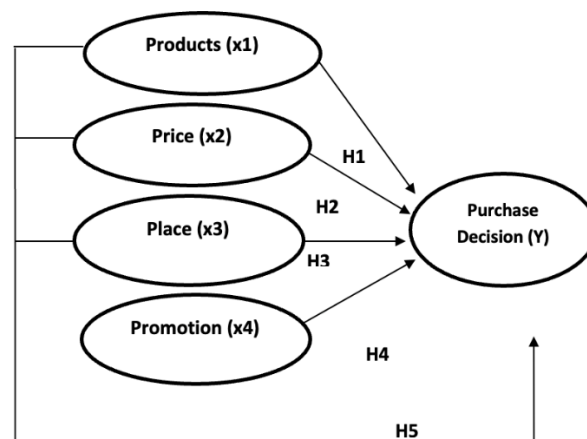


Figure 3. Framework of Thought

METHODS

This study employed a quantitative research approach, grounded in positivism philosophy. This approach involved selecting a representative sample from the population of GrabFood app users in Bandar Lampung. The sample size was determined based on Roscoe's theory, resulting in a sample of 80 respondents. Data was collected using a structured questionnaire, specifically designed to measure the influence of marketing mix variables (product, price, place, and promotion) on purchase decisions.

A questionnaire was utilized as the primary data collection instrument. The questionnaire comprised items measuring the four dimensions of the marketing mix and the dependent variable, purchase decision. The questionnaire underwent rigorous validity and reliability testing to ensure the accuracy and consistency of the collected data.

The collected data was analyzed using multiple linear regression analysis. This statistical technique was employed to examine the influence of the independent variables (product, price, place, and promotion) on the dependent variable (purchase decision). The following statistical tests were conducted: partial test (t-test), simultaneous test (f-test), and coefficient of determination (r^2). The results of these analyses provided insights into the relationships between the marketing mix variables and purchase decisions among GrabFood app users in Bandar Lampung.

RESULTS AND DISCUSSION

Test Instrument Requirements

Validity Test

In this study, a validity test was carried out with the aim of measuring the validity or not of a questionnaire used in a study. A questionnaire is said to be valid if the correlation value for the variable is compared to the table at $n=80$ with the formula $df = n-2$ with the level of significance 0.05, so the table is 0.1852. The results of the validity test can be seen in the table below. The results of the validity test can be seen in the table below:

Table 1. Validity Test Results Table

Variable	Dimension	Item	r calculate	R table	Information
Marketing Mix (X)	Product	X1.1	0,574	0.1852	Valid
		X1.2	0,566	0.1852	Valid
		X1.3	0,542	0.1852	Valid
		X1.4	0,543	0.1852	Valid
		X1.5	0,552	0.1852	Valid
	Price	X2.1	0,786	0.1852	Valid
		X2.2	0,773	0.1852	Valid
		X2.3	0,762	0.1852	Valid
		X2.4	0,716	0.1852	Valid
	Place	X3.1	0,589	0.1852	Valid
		X3.2	0,565	0.1852	Valid
		X3.3	0,544	0.1852	Valid
		X3.4	0,572	0.1852	Valid
		X3.5	0,652	0.1852	Valid
	Promotion	X4.1	0,586	0.1852	Valid
X4.1		0,573	0.1852	Valid	
X4.1		0,764	0.1852	Valid	
X4.1		0,718	0.1852	Valid	
X4.1		0,616	0.1852	Valid	
Purchase decision (Y)	Purchase decision	Y1	0,564	0.1852	Valid
		Y2	0,666	0.1852	Valid
		Y3	0,642	0.1852	Valid
		Y4	0,562	0.1852	Valid
		Y5	0,743	0.1852	Valid

Source : Data processed by Researcher, 2024

Based on the table above, it can be seen that the validity test of the research instrument or questionnaire with each statement is calculated > the table, so that the statements on all variables (X) and variables (Y) are declared valid as a measuring tool.

Reliability Test

The Reliability Test was carried out by comparing the *Cronbach Alpha* score. The *Cronbach Alpha* value of all variables is greater than 0.6 and is declared reliable, so it can be used as a research tool. The following are the results of reliability tests that have been conducted using SPSS software. The results of the test with SPSS, the results are as follows:

Table 2. Reliability Test Results Table

Cronbach's Alpha	Information
0,768	Reliabel

Source : Data processed by Researcher, 2024

From the reliability calculation data above, it can be explained that the *Cronbach Alpha* value on all variables is greater than 0.60, so it is declared *reliable*.

Multiple Linear Regression Analysis

This analysis is used to find out and get an idea of the marketing mix, towards the purchase decision (Y). The model in multiple linear regression to test the hypothesis is as follows:

Table 3. Multiple Regression Analysis Results Table
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.036	.666		4.555	.000
	x1	.072	.039	.084	1.843	.069
	x2	.070	.057	.062	1.220	.226
	x3	.034	.043	.036	.785	.435
	x4	.771	.041	.890	18.659	.000

a. Dependent Variable: y

Source : Data Processed by Researchers, 2024

Based on the table above, a regression equation can be made, namely: **Y= 3,036 + 0,072X1 + 0,070X2 + 0,034X3 + 0,771X4**

1. Constant = 3.036

The constant value of 5.408 shows that if the variable independent variable (marketing mix and purchase decision) is assumed to have a value of zero, then the dependent variable (purchase decision) has increased by 3.036, meaning that the independent variable is very important to improve the purchase decision.

2. b1 = 0.072

The regression coefficient of the marketing mix of the product dimension of 0.072 shows that the variable of the marketing mix of the product dimension has a positive and significant effect which can be interpreted that every increase of 1 unit of the variable of the marketing mix of the product dimension will increase the variable of the purchase decision by 0.072

3. b2 = 0.072

The regression coefficient of the price dimension marketing mix regression coefficient of 0.072 shows that the price dimension marketing mix variable has a positive and significant effect which can be interpreted that every increase of 1 unit of the price dimension marketing mix variable, will increase the purchase decision variable by 0.072.

4. b3 = 0.034

The regression coefficient of the marketing mix in the place dimension of 0.034 shows that the marketing mix variable in the product dimension has a positive and significant effect which can be

interpreted that every increase of 1 unit of the marketing mix variable in the place dimension will increase the purchase decision variable by 0.034.

5. $b_4 = 0.771$

The regression coefficient of the marketing mix of the promotion dimension of 0.771 shows that the variable of the marketing mix of the price dimension has a positive and significant effect which can be interpreted that every increase of 1 unit of the variable of the marketing mix of the promotion dimension, will increase the variable of purchase decision by 0.771.

Hypothesis Testing

Partial Test (t-Test)

The statistical test t shows how far an independent variable individually influences in explaining the dependent variable, namely the purchase decision. The t-test is used to test the partial regression coefficient of the marketing mix variable on the purchase decision with the following hypothesis:

1. Marketing Mix The product dimension has a positive and significant effect on Purchase Decisions Through the Grabfood App in Bandar Lampung
2. The Marketing Mix of the Price dimension has a positive and significant effect on Purchase Decisions Through the Grabfood App in Bandar Lampung
3. The Marketing Mix of the Place dimension has a positive and significant effect on Purchase Decisions Through the Grabfood App in Bandar Lampung
4. Marketing Mix in the Promotion dimension has a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung
5. The Marketing Mix of Product, Price, Venue and Promotion dimensions has a positive and significant effect on Purchase Decisions Through the Grabfood App in Bandar Lampung

The criteria for accepting a hypothesis can be determined from the significance and comparison between the tcount value and the table. When viewed from the value of significance. The hypothesis is accepted if the significance level (sig) is < 0.05 or there is an influence of variable X on Y and the hypothesis is rejected if the significance level (sig) > 0.05 or there is no influence between variable X on Y. When viewed from the comparison of tcount and ttable values, the criteria for decision-making are as follows:

1. If the $t_{count} > t_{table}$, then the hypothesis is accepted or there is an influence of variable X on Y.
2. If the calculation $< t_{table}$, then the hypothesis is rejected or there is no influence of the X variable on Y.

The magnitude of the partial coefficient and the results of statistical tests using SPSS are presented in the form of this table:

Table 4. Partial Test Results (t-Test)
Coefficients

Model	T	Sig.	Keterangan
(Constant)	4.555	.000	Signifikan
x1	1.843	.069	Tidak Signifikan
x2	1.220	.226	Tidak Signifikan
x3	.785	.435	Tidak Signifikan
x4	18.659	.000	Signifikan

Source : Data Processed by Researchers, 2024

Based on the table above, the hypothesis test in this study was carried out at a significance level of 0.05, while the ttable value can be calculated on the *t-test table* with the formula $df = n - k$ or $df = 80 - 4 = 76$, so that the ttable is obtained at 1.66515. To find out the magnitude of the influence of each independent variable partially on the *dependent* variable is as follows

1. H1 : Test the product hypothesis (X_1) against the purchase decision (Y) based on the calculation results obtained from $1,843 > t_{table} 1.66515$ with a significant level of 0.05 which is $0.069 > 0.05$. This means that the Marketing Mix variable of the Product dimension partially does not have a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung
2. H2 : Test the price hypothesis (X_2) against the purchase decision (Y) based on the calculation results obtained from $1,220 > t_{table} 1.66515$ with a significant level of 0.05 which is $0.226 > 0.05$. This means

- that the Marketing Mix variable of the price dimension partially does not have a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung
3. H3 : Test the place hypothesis (X_3) against the purchase decision (Y) based on the calculation results obtained by tally $0.785 > t_{table} 1.66515$ with a significant level of 0.05 which is $0.435 < 0.05$. This means that the Marketing Mix variable of the place dimension partially does not have a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung.
 4. H4 : Test the promotion hypothesis (X_4) against the purchase decision (Y) based on the calculation results obtained from $18,659 > t_{table} 1.66515$ with a significance level of 0.05, which is $0.000 < 0.05$. This means that the Marketing Mix variable in the Promotion dimension partially has a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung
 5. H5 : Test the marketing mix hypothesis (X_4) on the purchase decision (Y) based on the calculation results obtained from the calculation of $4,555 > t_{table} 1.66515$ with a significant level of 0.05 which is $0.000 < 0.05$. This means that the variable

Simultaneous Test (Test F)

The F test is basically carried out to determine the significance of the relationship between all independent variables and bound variables. Whether the independent variables included in the model have a common influence on the bound variables (Sugiyono, 2018). In this study, the hypothesis is tested simultaneously, namely to measure the size of the marketing mix towards the purchase decision. The results of the F test can be seen in the following table:

Table 5. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	521.580	4	130.395	244.677	.000 ^b
	Residual	39.970	75	.533		
	Total	561.550	79			

a. Dependent Variable: y

b. Predictors: (Constant), x4, x1, x3, x2

Based on the table that shows that the F test can be carried out by comparing F_{cal} with the value of F_{table} at a significance level of 0.05. The value of F_{cal} is 244.677 and F_{table} with $df_1=k-1$ ($df_1 = 4-1 = 3$), then the degree of the numerator is 3 and $df_2 = n-k$ ($df_2 = 80-3 = 77$) for the degree of denominator, then F_{table} of 2.723 means $F_{cal} > F_{table}$, which is $244.677 > 2.723$. The significance value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. In the results of the F test, it can be concluded that the third hypothesis (H3) is accepted, namely the Marketing Mix variable together has a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung.

Determination Coefficient Analysis

The determinant coefficient indicates the extent to which an independent variable can explain the dependent variable. The value used is between zero and one. If the value is small, then the ability of this *independent* variable to explain *dependent* variations is very limited. A value close to one means that the *independent* variables provide almost all the information needed to predict the variation of the *dependent* variable (Ghozali, 2018). If the value is low, it means that there are other factors that affect the dependent variable in addition to the variables in this study. The determination coefficient can be seen in the table below:

Table 5. Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 ^a	.929	.925	.730

a. Predictors: (Constant), x4, x1, x3, x2

Source: Data Processed by Researchers, 2024

Based on the determination coefficient table, it shows the *number R Square* with a value of 92. This shows that 0.92% of the influence that can be explained by the independent variable of the marketing mix on the bound variable (Purchase decision), while the remaining 0.8% is explained by other variables that were not tested in this study.



CONCLUSION

Based on the results of the analysis and discussion of data that has been carried out regarding the Marketing Mix Analysis on Purchase Decisions Through the Grabfood Application in Bandar Lampung, it can be concluded that the Marketing Mix together has a positive and significant effect on Purchase Decisions Through the Grabfood Application in Bandar Lampung.

The following are some of the limitations experienced by the researcher and can be considered for further research, namely:

1. The variables studied are still limited to several variables, namely the marketing mix with the 4P dimension and purchase decisions. Suggestions for future studies that want to examine the same problem to include other variables such as brand image, after sales service and quality of service to consumers are in accordance with a small coefficient of determination which shows that there are other variables that affect the purchase decision.
2. This researcher is located in Bandar Lampung, so the results of the research are only at the limits of the location, cannot be applied in other places.
3. This study only took a sample of 80 respondents due to time, energy, and cost limitations so that for future research it can increase the number of respondents so that it can better represent the actual situation.

The implications in this study consist of theoretical and practical implications. Theoretical implications are related to contributions to the development of marketing theories such as price, product quality, brand image and purchase decisions. Meanwhile, the practical implications are related to the contribution of research to marketing strategies in the Grabfood Application in Bandar Lampung.

BIBLIOGRAPHY

1. Agus, Hermawan. 2012. *Marketing Communication*. Jakarta: Erlangga.
2. Al Rasyid, H., & Tri Indah, A. (2018). *The Influence of Product Innovation and Price on Yamaha Motorcycle Purchase Decisions in South Tangerang City*. *Perspective*, 16(1), 39–49. <https://doi.org/2550-1178>.
3. Alma, Buchari. (2016). *Marketing Management and Service Marketing*. Bandung: Alfabeta.
4. Basu Swastha and Irawan. (2002). *Modern Marketing Management*. Yogyakarta : Liberty.
5. Budi Rahayu Tanama. (2017). *Marketing Management*. Denpasar: Faculty. Udayana University.
6. Danang Sunyoto. (2015). *Marketing Strategy*. Yogyakarta : Center for Academic.
7. Dharmmesta, Basu Swastha and Hani Handoko, (2016). *Marketing Management. Consumer Analytics and Behavior*. Yogyakarta: BPFE Yogyakarta.
8. Elliot, Greg., Rundle-Thiele, Sharyn., dan Waller, David. (2016). *Marketing. Second Edition*. Australia: Wiley.
9. Fandy Tjiptono. (2015). *Marketing Strategy*, 4th Edition, Andi Offset, Yogyakarta.
10. Kotler and Keller. (2014). *Marketing Management*. Volume I. 13th Edition. Jakarta: Erlangga.
11. Kotler, Philip and Armstrong, Gary. (2019). *Marketing Principles*. Edition 12 Volume I. Erlangga. Jakarta.
12. Kotler, Philip and Gary Armstrong. (2016). *Marketing Basics*. Volume 1. The 2nd Edition. 9. Jakarta: Erlangga.
13. Lamb, Hair and Mcdaniel. (2012). *Marketing, First Edition*, Jakarta: Salemba Four.
14. Lupiyoadi, R. (2017). *Service Marketing Management (Salemba Em)*.
15. Marina Intan Pertiwi, et al. (2016). *The Influence of Marketing Mix on Purchase Decisions: A Study on Coffee & Baker's King Donuts at MX Mall Malang*, *Journal of Business Administration (JAB)*, Vol. 37, No. 1, Pages 1-8.
16. Mursid, M. (2006). *Marketing Management*. Jakarta: Bumi Aksara.
17. Nicka Aulia Putri. (2020). *Analysis of the Influence of the 7P Marketing Mix (Product, Price, Promotion, Place, People, Process and Physical Evidence) on Purchase Decisions (Case Study on Grab-Food Consumers in South Jakarta)*. Thesis. Faculty of Economics and Social Sciences, Bakrie University, Jakarta.
18. Sugiyono. (2019). *Quantitative and qualitative research methodologies and R&D*. Bandung: ALFABETA.