

# The Effect of Product Quality, Price, Place, Strategy Marketing of Purchase Decisions Cibaduyut Shoes

<sup>1</sup>Lucky Radi Rinadiyana, <sup>2</sup>Sutarman, <sup>3</sup>Diana Triwardani, <sup>4</sup>Tine Badriatin,  
<sup>5</sup>Munawir Muhammad

<sup>1</sup>Siliwangi of University, Indonesia.

<sup>2</sup>College of Management and Computer Science Triguna Utama, Indonesia.

<sup>3</sup>UPN Veterans Jakarta, Indonesia.

<sup>4</sup>Siliwangi of University, Indonesia.

<sup>5</sup>North Maluku of University, Indonesia.

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## Abstract:

Home industry Cibaduyut shoes is one of the shoe manufacturers in the city of Bandung with a place of marketing, national scale. The development of Cibaduyut shoes is very rapid but will face problems in marketing with large-scale competitors, therefore, researchers are trying to examine the development of shoes in the Effect of Product Quality, Price, Place, Marketing Strategy on the decision to purchase Cibaduyut Home Industry Shoes. The purpose of this study is to analyze (a). Product quality has a significant effect on shoes purchasing decisions (b). Price has a significant effect on shoe buying decisions. (c). Place of marketing has a significant influence on the purchase of shoes (d). The marketing strategy also gives a significant effect on shoe purchasing decisions (e). Product quality, price, place and marketing strategy. The method used in this study is quantitative with samples using a purposive census sampling technique. (Erni, & Kurniawan. 2017) The number of samples is 40 respondents. The data source used is primary data. The measurement uses a Likert scale. The stages of the questionnaire data were processed using linear regression analysis. The results showed that four (4) variables influenced the decision to buy shoes (1). Product quality which consists of quality, attributes, durability, reliability (2). Affordable prices that are in accordance with competitiveness, price match with benefits and price match with product quality. (3). Affordable places for access, transportation, adequate parking, conducive environment. (4). Marketing Strategy through advertising, sales marketing, online and personal sales.

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## INTRODUCTION

Cibaduyut home industry is an activity of building a economy, producing product processing into a product that has added value for its use, including building designs carried out by craftsmen as small and medium entrepreneurs. Businesspersons must be able to do something better than their peers and competitors. Able to provide excellent service to customers in the form of quality products, low

prices, on time, with the hope that the company can attract customers. (Lasting Setyo Nugroho. 2015). The success of the Cibaduyut Home industry in attracting many customers. Then it is necessary to formulate aspects of managerial strategies in marketing activities so that they run smoothly and on target. Managerial is a process of managing or managing an activity to achieve certain goals through marketing that can bring results. Marketing

management includes efforts to maintain the continuity of the Cibaduyut Home industry, which deals directly with customers as product users. So marketing as a home industry activity is closely related to the market situation. One form of marketing is to carry out the functions of the company and in accordance with the process of providing information about the products sold, influencing buying decisions as a customer, creating economic value of a product.

Maintaining relationships with customers so that marketing activities can run smoothly and on target. (Apri Budianto. 2015). Management is a process of managing or organizing activities to sell products in this case Cibaduyut shoes through a group of people who can bring results. Marketing management includes efforts to maintain the viability of the company because it deals directly with customers as users of the product. So marketing management as the spearhead of the activities of the company is very closely related to the market situation.

Cibaduyut home industry must be able and mastered the marketing strategy of offering products to customers with quality products and different from other products, important in increasing customer satisfaction with the use of the product. (Abdullah, Thamrin and Francis Tantri. 2016). So customers are willing and willing to be loyal customers for the company. Marketing must keep abreast of the times, in its marketing system so that products can be accepted by customers.

Marketing is not an easy activity for everyone. Need planning in these activities to be in line with expectations. (Kotler, Philip & Gary Armstrong, 2014). The number of competitors in the business world can be used as an obstacle in offering products to customers, if one chooses a strategy and is not carried out according to plan then to get satisfaction from the customer will be very impossible. So that the desire to obtain maximum benefits will be difficult to obtain. The survival of the company will be threatened as a result of choosing the wrong marketing strategy used.

Companies that carry out their activities both companies that are engaged in services and products have the same goal which is to make a profit. (Ali Maulidi. 2016). In addition the company also wants to provide satisfaction with the products it produces, because customer satisfaction is a benchmark of the company's success in producing quality products, and those desired by customers.

Marketing is one of the economics that has developed, and until now marketing has greatly influenced the success of a company to survive in market share. (Kotler, Philip and Gary Armstrong. 2018). Therefore we need a marketing strategy that can give effect to determine the success or failure in marketing their products. If the marketing strategy of the company is able to market its products properly, this will affect the company's goals.

Home Cibaduyut Shoes Industry. (Adi, G.M., 2018). The area that has around 250 kiosks, home industry, as one of the shopping destinations, such as shoes, wallets, bags, all products are known for their quality. The quality of home industrial production is not inferior to shoes made in factories and imported from abroad. This is evident from the large number of foreign tourists visiting and shopping in the Cibaduyut area. Orders from Japan, South Korea, Singapore, and a number of other countries still flow into Cibaduyut shoe craftsmen. The price of the product is relatively cheap, especially if the buyer wants to bid on the product. Almost all traders in Cibaduyut sell their products with a bargaining system. (Amulia Linggawati. 2018). One of the craftsmen can produce 500 pairs in a day with a variety of variants, all production is done by 150 workers. But if you can order a lot, the workforce can be added, if a lot of orders must be added so that the workforce can be done according to the target.

## **METHOD**

Data collection techniques

Data collection samples in the study consisted of the Cibaduyut home industry. The sample includes all Cibaduyut home industry shoes. Employees and staff are respondents of this study.

This survey was managed online in September 2019. (Sugiyono 2017). The link is sent with surveys and letters presented by researchers as well as research objectives. It is guaranteed that all forms of responses will be kept confidential. Sent to respondents in different time periods. All WhatsApp addresses are collected from the Cibaduyut home industry. Forty (40) questionnaires were used to collect responses from respondents. Of the forty (40) survey questionnaires, only three of eight (38) valid responses were returned. In the case of surveys in sufficient respondents, because the analysis was carried out using forty (40) responses to obtain objectives. In addition, based on the rule of thumb forty (40) the level of respondents is suitable for further analysis of outcome data. Furthermore, after data collection, the response bias was checked, and no strong differences were found between the initial response and the subsequent response, so the researcher continued for further analysis.

### 1. Questionnaire Development

Existing questionnaires continue to be developed through previous research and all activities are followed up and adapted. (Sujarweni, V., Wiratna., 2014). Using a Likert Scale and designed through 4 independent variables, moderate variables, mediating variables, and dependent variables are resolved in separate sections, in each part including the research variables of shared variables, but the first part is based on the respondent profile.

## RESULTS AND DISCUSSION

### 1. Profile of Cibaduyut Home Industry

Cibaduyut is one of the famous Cibaduyut shoe home industries in Bandung. which has its own uniqueness that is as a center for the shoe industry that always pays attention to the quality of its production. (Andawari., Anindya, R., and Kamal., 2014). Bandung as the Capital of West Java Province is one of the major cities in Indonesia. Cibaduyut home shoe industry which is the

destination of many tourists, both domestic and foreign. Cibaduyut home industry is able to attract tourists with leather craft shoes that have good quality at an affordable price. This makes the Cibaduyut home shoe industry busy and thriving which has led to the formation of Jalan Cibaduyut as a trading area.

The development of the Cibaduyut leather shoe craft business since 1920. Starting from a number of residents became shoe craftsmen, who already had shoe making skills. Open a small business making shoes. (Ari, J., & Efendi., 2015). The business is slowly and surely involving many people, using the power of family, neighbors and the wider community. The development of Cibaduyut shoe craft business is growing rapidly because it maintains quality, variations in shoe models are so numerous that buyers like them. Now the Cibaduyut shoe business unit is 250 units.

In 1978 the Government began to pay serious attention to the shoe industry becoming the center of Cibaduyut shoes industry. (Aris, J.D., 2017). By conducting studies, training and guidance on Cibaduyut shoe craftsmen. The results and efforts of the Government in building and developing the Center Service Facility (CSF) or better known in the craftsman circles called the Technical Services Unit (UPT). The government provided assistance facilities needed by craftsmen, in 1980. Assistance in the form of buildings, equipment, also held training to maintain and develop Cibaduyut shoe craftsmen.

### 2. Mission and Vision of the Cibaduyut home shoe industry

- a. Mission, establishes the basic foundation of existence as a dream in its business. As a hope for the chain to carry out the objectives in the venture. The mission is:
  - a) Develop business growth to improve the economy of small, medium and large businesses.
  - b) Provide the best service for customer satisfaction. (Bagas, A.P., Siti, Z., 2016)

- b. Vision:
- a) Increase revenue
  - b) Employee welfare. (Bayu, J.R., 2014).
  - c) Developing the Cibaduyut home industry
  - d) Maintaining the continuity of the company through product innovation

### 3. Description of Respondent Volunteers

Respondents are home customers of Cibaduyut shoes industry who live in Cibaduyut City of

Bandung. (Dede Aprisal., 2017). This sample collection uses a non probability method with purposive sampling, which is a sampling procedure that selects samples with certain criteria. The researcher divides the characteristics of respondents as follows

#### 4. Respondents on the basis of Gender

Respondents in this study were 50 respondents. (Abdul. Muhid., 2010). The following data are respondents who have answered questionnaire questions based on gender:

Table 1. Types of Number Respondents

No	Gender	Amount	Percentage(%)
1	Female	40	80
2	Male	10	20
	Total	50	100

Source: Primary data processed, 2019

Based on table 1. it can be seen that female respondents are 40 or 80% and male respondents are 10 or 20%. So it can be concluded that there are more female respondents than male respondents. So it can be seen that the customers of Cibaduyut home industry are more dominated by women. (Danang Sunyoto. 2015). This proves that women who only

need shoe products.

#### 5. Respondents on the basis of age

Respondents based on age can be seen from the results of grouping respondents as follows:

Table 2. Respondents on the basis of age

No	Age (year)	Amount	Percentage
1	< 25	4	8
2	26-30	7	14
3	31-35	12	24
4	36-40	17	34
5	>40	10	20
	Total	50	100

Source: Primary data processed, 2019

Based on table 2. it can be seen that the most respondents by age are 36-40 years with a number of 17 people = 34% while the smallest respondents by age are <25 years with a number of 4 people = 8% and the number of respondents aged 26-30 years with total age of 7 people = 14% and the number of respondents aged 31 -35 years with a total of 12

people = 24% and respondents aged > 40 years amount of 10 or 20% So it can be concluded that home industry customers Cibaduyut shoes dominated by age 36-40 years. (Arifin, J., 2017). The high percentage at the age proves that at that age requires Cibaduyut shoes to meet all needs.

#### 6. Respondents on the basis of work

Respondents from work can be seen from the results of grouping responses from respondents as follows:

Table 3. Respondents on the basis of Employment

No	Profession	Amount	Percentage
1	Civil servants	8	16
2	Housewife	10	20
3	Employee	20	40
4	entrepreneur	12	24
	Total	50	100

Source: Primary data processed, 2019

Based on table 3. it can be seen that of the 50 most respondents on the basis of work are employees with a total of 20 respondents = 40%. Respondents with the work of civil servants were 8 respondents = 16% and self-employed 12 people = 24%, and housewives 10 respondents = 20%. Thus it can be concluded that the majority of Cibaduyut shoes home industry customers are employees.

(Candra, E.R.S., & Ekawati, E., 2015).

#### 7. Respondents on the basis of income

Responden atas dasar Pendapatan dapat dilihat dari hasil pengelompokan responden sebagai berikut :

Table 4. Respondents on the basis of income

No	Income	Amount	Percentage (%)
1	< 500.000	12	24
2	500.000 –1.000.000	20	40
3	1.000.000–	8	16
4	>5.000.000	10	20
	Total	50	100

Source: Primary data processed, 2019

Based on table 4. it is known that of the 50 respondents, the number of respondents whose income level < 500,000 is 12 respondents = 24%, income 500,000-1,000,000 is 20 people = 40%, income 1,000,000-3,000,000 is 8 people = 16% , and income > 5,000,000 as many as 10 people = 20%, it can be concluded that the customer of Cibaduyut home industry is dominated by earning 500,000-1,000,000. The high percentage of income is 500,000-1,000,000, proving that at this level of income the customer is able to fulfill all his needs. (Ghozali, Imam., 2016)

#### 8. Description of Variables

The variables in the description of this study consisted of product quality, price, place and marketing strategy, as independent variables and purchasing decisions in the Cibaduyut home industry as the dependent variable. While the data regarding these variables are obtained through questionnaires, questionnaires that have been distributed to respondents. The questionnaire was distributed to 50 respondents consisting of several statements and measured using a Likert scale. (Sunjoyo, et al., 2013). From the questionnaire that was distributed to respondents consisting of 20 questions and divided into 4 categories, namely:

a. Product Quality Variable Description (X1)

Table 5. Frequency of Product Quality (X1)

Indicator	Answer of Score										Amount	
	5(SS)		4(S)		3(N)		2(TS)		1(STS)			
	F	%	F	%	f	%	F	%	f	%	F	%
X1.1	10	20	25	50	15	30	0	0	0	0	50	100
X1.2	8	16	30	60	12	24	0	0	0	0	50	100
X1.3	10	20	28	56	12	24	0	0	0	0	50	100
X1.4	12	24	22	44	16	32	0	0	0	0	50	100
X1.5	14	28	26	52	10	20	0	0	0	0	50	100

Source: Primary data processed, 2019

Based on table 5. it can be seen that for indicator (X1.1) namely Perceived Quality of 50 respondents there are 10 respondents or 20% of respondents stated strongly agree, 25 respondents or 50% stated agreed, and 15 respondents or 30% stated neutral. (Agung, E.W., and Adji, D., 2012). It is defined that respondents tend to agree or feel satisfied with the Cibaduyut shoes home industry which has good product quality.

Based on the indicator (X1.2), namely Aesthethis Attributes of 50 respondents there are 8 respondents or 16% of respondents stated strongly agree, 30 respondents or 60% stated agreed and 12 respondents or 24% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the variants and designs.

Based on the indicator (X1.3), namely Aesthethis Attributes of 50 respondents there are 10 respondents or 20% expressed strongly agree and 28 respondents or 56% stated agreed, and 12 respondents or 24% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the variants and colors

Based on the indicator (X1.4), that is the Durability of 50 respondents, there are 12 respondents or 24% of respondents strongly agreed, and 22 respondents or 44% stated agreed, and 16 respondents or 32% stated neutral. So from this it is defined that respondents tend to agree or feel satisfied with the durability of Cibaduyut shoes after two years.

Based on the indicator (X1.5) Reliability of 50 respondents there were 14 respondents or 28% of respondents stated strongly agree, and 26 respondents or 52% stated agreed, and 10 respondents or 20% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the quality of Cibaduyut shoes because they are comfortable to wear because they are made of good leather.

b. rice Variable Description (X2)

The results of answers from respondents that researchers obtained as listed in table 6. the frequency as follows: (Duwi, P., 2013).

Table 6. Frequency of Price (X2)

Indicator	Answer of Score										Amount	
	5(SS)		4(S)		3(N)		2(TS)		1(STS)			
	F	%	F	%	F	%	f	%	F	%	F	%
X2.1	15	30	27	54	8	16	0	0	0	0	50	100
X2.2	16	32	24	48	10	20	0	0	0	0	50	100
X2.3	17	34	21	42	12	24	0	0	0	0	50	100
X2.4	18	36	26	52	6	12	0	0	0	0	50	100

X2.5	20	40	23	46	7	14	0	0	0	0	50	100
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Source: Primary data processed, 2019

Based on table 6. It can be defined that the indicator (X2.1) is the price of Cibaduyut shoes offered is affordable by the customers of 50 respondents there are 15 respondents or 30% of respondents stated strongly agree, and then 27 respondents or 54% stated agreed, and 8 respondents or 16% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the price offered by the Cibaduyut home industry.

Based on the indicator (X2.2), namely the price of Cibaduyut home industry shoes able to compete with similar products in other places, of the 50 respondents there are 16 respondents or 32% of respondents stated strongly agree, and then 21 respondents or 42% stated agreed, and 10 respondents or 20% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the price of Cibaduyut shoes.

Based on the indicator (X2.3) namely the price of Cibaduyut shoes offered in accordance with the market price of 50 respondents there are 17 respondents or 34% of respondents stated strongly agree, and then 21 respondents or 42% stated agreed and 12 respondents or 24% stated neutral. So from this it can be concluded that respondents tend to agree or feel satisfied with the price offered Cibaduyut shoes.

Based on the indicator (X2.4) namely that

customers still buy Cibaduyut shoes home industry products even though the price of Cibaduyut shoes has increased from 50 respondents there are 18 respondents or 36% of respondents stated strongly agree, and then 26 respondents or 52% stated agreed and 6 respondents or 12% stated neutral. So from this it can be defined, that respondents tend to be neutral with the increase in Cibaduyut shoes and no significant effect.

Based on the indicator (X2.5) namely that the customer buys Cibaduyut shoes home industry products because the price set is in accordance with the product quality of 50 respondents, there are 20 respondents or 40% of respondents stated strongly agree and then 23 respondents or 46% stated agreed and 7 respondents or 14% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the price and quality of Cibaduyut shoes.

c. Description of Variable Marketing Strategy (X3)

The results of answers from respondents that researchers obtained as listed in the Frequency table as follows: (Singgih., Santoso., 2013).

Table 7. Frequency of Promotion Strategy (X3)

Indicato r	Answer of Score											Jumlah %
	5(SS)		4(S)		3(N)		2(TS)		1(STS)		Jumlah	
	F	%	F	%	f	%	F	%	f	%		
X3.1	14	28	26	52	10	20	0	0	0	0	50	100
X3.2	12	24	32	64	6	12	0	0	0	0	50	100
X3.3	11	22	30	60	9	18	0	0	0	0	50	100
X3.4	15	30	28	56	7	14	0	0	0	0	50	100
X3.5	10	20	30	60	10	20	0	0	0	0	50	100

Source: Primary data processed, 2019

Based on table 4.7 it can be seen that for the indicator (X3.1), namely Customers Get information

about Cibaduyut home industry through the distribution of brochures from 50 respondents there are 14 respondents or 28% of respondents stated

strongly agree, and then 26 respondents or 52% stated agreed and 10 respondents or 20% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the brochure given by the Cibaduyut home industry.

Based on the indicator (X3.2), i.e. Customers get a discounted price when buying a product of Cibaduyut home industry shoes in large quantities from 50 respondents there are 12 respondents or 24% of respondents stated strongly agree, and then 32 respondents or 64% stated agreed and 6 respondents or 12% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the price cuts provided by the Cibaduyut home industry.

Based on the indicator (X3.3), the Cibaduyut home industry shoes do direct marketing to customers so that customers know the product from 50 respondents there are 11 respondents or 22% of respondents stated strongly agree, and then 30 respondents or 60% agreed and 9 respondents or 18% stated neutral .. So from this it can be defined and tend to agree or feel satisfied with the services provided by the Cibaduyut home

industry.

Based on the indicator (X3.4), the Cibaduyut home industry footwear sells directly to customers based on orders from 50 respondents, there are 15 respondents or 30% of respondents strongly agree, and then 30 respondents or 60% agree and 7 respondents or 14% declared neutral. So from this it can be defined that respondents tend to agree or feel satisfied with the sales service Cibaduyut shoes. Based on the indicator (X3.5), that is the Cibaduyut shoes home industry selling directly to customers by retailing out of 50 respondents there are 10 respondents or 20% of respondents strongly agree, and then 30 respondents or 60% agree and 10 respondents or 20% stated neutral .. So from that it is defined that the respondent agrees or is satisfied with the Cibaduyut shoe sales service.

#### d. Description of the Marketing Place Variable

The results of respondents' answers obtained by researchers are as listed in table 8. Frequencies are as follows: (Santoso, Singgih., 2014)

Table 8. Frequency of Marketing Spots (X4)

Indicato r	Answer of Score											
	5(SS)		4(S)		3(N)		2(TS)		1(STS)		Jumlah	
	F	%	F	%	F	%	F	%	f	%		
X4.1	19	38	21	42	10	20	0	0	0	0	50	100
X4.2	13	26	22	44	15	30	0	0	0	0	50	100
X4.3	17	34	28	56	10	20	0	0	0	0	50	100
X4.4	15	30	29	58	6	12	0	0	0	0	50	100
X4.5	11	22	25	50	14	28	0	0	0	0	50	100

Source: Primary data processed, 2019

Based on table 8. it can be seen that for the indicator (X4.1), namely access to the marketing place of Cibaduyut shoes home industry is very easy to reach by customers from 50 respondents there are 19 respondents or 38% of respondents stated strongly agree, and then 21 respondents or 42% agreed, and 10 respondents or 20% stated neutral. So from this it can be defined that the respondent is satisfied with the existence of the Cibaduyut home industry.

Based on indicator (X4.2), there are many transportation facilities available at Cibaduyut home industry. There are of 50 respondents there are 13 respondents or 26% of respondents stated strongly agree, and then 22 respondents or 44% stated agreed and 15 respondents or 30% stated neutral. So from this it can be defined that customers from Cibaduyut shoes home industry easily reach the sales place of Cibaduyut shoes home industry.

Based on the indicator (X4.3), that is the environment, there is a home industry of Cibaduyut shoes, and many food, culinary, by, and accessories sales as souvenirs, out of 50 respondents there are 17 respondents or 34% of respondents stated strongly agree, and then 28 respondents or 56% agreed, and 10 respondents or 20% stated neutral. Therefore it can be defined that the customer agrees with the marketing place of Cibaduyut home industry.

Based on indicator (X4.4), a place for marketing the home industry of Cibaduyut shoes, far from shoes made by the fabric. Of the 50 respondents there were 15 respondents or 30% of respondents stated strongly agree, and then 29 respondents or 58% stated agreed and 6 respondents or 12% stated neutral. So from this it can be defined that customers are satisfied with the place of marketing of the Cibaduyut home industry.

Based on the indicator (X4.5), i.e. the place of production of direct marketing has an impact on purchasing decisions. Of the 50 respondents there were 11 respondents or 22% of respondents stated strongly agree, and then 25 respondents or 50% stated agreed and 14 respondents or 28% stated neutral. Therefore it is defined that the respondents agreed and were satisfied with the Cibaduyut home industry.

e. Purchase Decision Variable Description (Y)

The results of respondents' answers that researchers obtained as listed in table 9. The frequency is as follows: (Siagian, Dergibson., And Sugiarto., 2015)

Table 9. Frequency of Purchasing Decisions (Y)

Indicato	Answer of Score											
	5(SS)		4(S)		3(N)		2(TS)		1(STS)		Jumlah	
	F	%	F	%	F	%	F	%	f	%		%
Y1	14	28	26	52	10	20	0	0	0	0	50	100
Y2	13	26	23	46	14	28	0	0	0	0	50	100
Y3	16	32	21	42	10	20	3	6	0	0	50	100
Y4	16	32	22	44	12	24	0	0	0	0	50	100
Y5	11	22	19	38	20	50	0	0	0	0	50	100

Source: Primary data processed, 2019

Based on table 9. it can be seen that for the indicator (Y.1). Cibadyut shoes home industry customers buy products according to the needs of 50 respondents there are 14 respondents or 28% of respondents stated strongly agree, and then 26 respondents or 52% stated agreed and then 10 respondents or 20% stated neutral. So from this it can be defined that the respondent agrees or feels satisfied with Cibadyut shoes home industry products because it suits the needs of the customer.

Based on the indicator (Y2), customers buy products because they get information from other people from 50 respondents, there are 13 respondents or 26% of respondents stated strongly agree, and then 23 respondents or 46% stated agreed and 14 respondents or 28% stated neutral. So from this it can

be defined that respondents tend to agree or feel satisfied with information provided by others about the home industry Cibadyut shoes.

Based on the indicator (Y3), the customer is satisfied with the product from 50 respondents, there are 16 respondents or 32% of respondents stated strongly agree, and then 21 respondents or 42% stated agreed, and then 10 respondents or 20% stated neutral, and then 3 respondents or 6% said they did not agree. So from this it can be defined that respondents tend to agree or feel satisfied with Cibibut shoes home industry products.

Based on the indicator (Y4), customers do not switch to other products from 50 respondents there are 16 respondents or 32% of respondents stated strongly agree, and then 22 respondents or 44% stated

agreed, and then 12 respondents or 24% stated neutral. So from this it can be defined that respondents tend to agree or feel satisfied with Cibadyut shoes home industry products.

Based on the indicator (Y5), the customer will buy the product again when the inventory in the house has run out of 50 respondents there are 11 respondents or 22% of respondents stated strongly agree, and then 19 respondents or 38% stated agreed and then 20 respondents or 40% stated neutral. So from this it can be defined that the respondent is neutral with Cibabut shoes home industry products and will return to buy more Cibabut shoes home industry products. Effect of Product Quality on Customer Decisions Against Cibaduyut Home Industry

Hypothesis testing shows that there is a positive and significant influence on product quality variables on purchasing decisions Cibaduyut shoes. (Amirullah 2015). The influence shows purchasing decisions Cibaduyut shoes are influenced by product quality. The better the customer's perception of the quality of Cibaduyut shoes, the more customers will decide to buy Cibaduyut shoes. This is evidenced by the results of t-tests that have been conducted in this study, namely the t-test is greater than t-table it shows the quality of the product has a significant positive effect on purchasing decisions Cibaduyut shoes. Cibaduyut home industry shoes are quality products because these products have the ability to meet customer needs. What can be known with several indicators that are superior to Cibaduyut shoes from others, namely: Durability, Cibaduyut shoes can last up to 2 years, satisfying quality Cibaduyut shoes products have high quality quality, many model models, many types of sizes 36 to 36 45, the color is also a lot of choice and does not fade. In its history, digital footprints have never gotten bad records, for example, disposable people have experienced direct damage. This is in accordance with the theory. (Kotler and Armstrong in Iful Anwar 2016). Product quality is an ability that can be assessed from a product in carrying out its functions, which is a combination of durability, reliability, compatibility,

accuracy, then maintenance and other attributes of a product.

Product quality has a positive and significant influence on purchasing decisions. Things like this have been proven by the results of linear analysis which shows that the value of t-count is greater than the t-table. (Gatot, Wijayanto. '2015). Then it can be concluded that the product quality variable has a contribution to the improvement in purchasing decisions of a product..

Based on the foregoing it can be concluded that product quality has a significant influence on purchasing decisions, because the quality of Cibaduyut Shoes products is in accordance with customer needs, so customers will feel satisfied, comfortable and happy to use these products. (Kaharu Debora. 2016). In addition, products that have good quality automatically have a positive and significant effect on purchasing decisions for Cibaduyut shoes. This has been clearly proven that the quality of Cibaduyut Shoes products is recognized by the people who are respondents in this study. In addition, Cibaduyut shoes are able to influence the customer's decision to buy Cibaduyut shoes, even though their competitors produce fabric that has superior quality as well as Cibaduyut shoes.

#### 9. The Effect of Prices on the Decision to Purchase Home Products for Cibaduyut Shoes Industry

The second hypothesis testing continued, the variable of the price effect showed a negative and not significant effect on the price variable on the purchase decision of Cibaduyut shoes. (Malau, Harman., 2017). Such a negative and insignificant influence shows that the higher the price level of Cibaduyut shoes, the lower the decision rate for purchasing Cibaduyut shoes. Each customer has a different perception of the price of products such as Cibaduyut shoes, there are also expensive prices, low prices or ordinary prices, this depends on the background of economic conditions on each customer. It often happens that customers will look for products at more affordable prices, so that he can meet the needs of others.

It can be proven by the results of t-tests

conducted by researchers that show that partial prices do not significantly influence the purchasing decisions of Cibaduyut home industry. This means that  $H_0$  is accepted and  $H_a$ , rejected so that the regression coefficient obtained with a significant level is greater than  $\alpha$  (5%). (Muhamad Luthfi Alauddin. 2017). The beta coefficient value is negative, which means the price does not significantly influence the purchasing decision Cibaduyut shoes.

Based on the results of this study it can be seen that the price does not significantly influence the product purchase decision by the customer. In accordance with the theory mentioned by Taufiq, that the price factor is not always the determining factor. (Fandy Tjiptono. 2015). In the era of marketing full of dynamics to appear differently, non-price factors are often precisely decisive.

Sibility of production in the home industry Cibaduyut shoes apply the law of product demand. That is the customer will make more product purchases if the price level of the product is affordable, and the customer will return to purchase the product when the price rises. If the price goes up with the same amount of income, the customer will still buy but the number of purchases decreases, but if the price is low the customer will buy a large amount of product for inventory. (Khairina AR. 2016). Customers will make considerations to buy products at high prices with the same functions and uses, so that manufacturers always offer products with stable and competitive prices, at a place that has become a marketing place for Cibaduyut shoes. If the price goes up the number of products requested decreases, on the contrary if the price goes down the number of products requested will increase. That the law of demand can be stated if the price goes up then the number of products requested will decrease, conversely if the price goes down the number of products requested will increase.

Product purchases in the market are influenced by considering competitive prices between shoe manufacturers, both local and national brands. (Khatib, Fahed., 2016). Although the results of this study do not have a significant positive and significant

difference in price. Researchers analyze what is associated with the price competition map, which is if a customer decides to buy a product when the price of the product is in line with expectations and is not expensive to buy a product with the expected quality.

This is often experienced by customers, as business people desperately need products in large quantities, customers will certainly look for products at lower prices to get more profits. (Putri, M.P., 2016). This is decomposed from the statements of respondents who gave a positive response to prices where the selling price is not expensive from the ability of customers in accordance with product quality. Then the price has a negative and not significant effect on product purchasing decisions

Price shows no significant effect on customer decisions in making purchases. So the price shows no significant and significant results, it is caused by non-price factors being the main consideration in purchasing products. Non-price factors also have a significant role compared to price factors. Based on the price factor becomes less decisive when the customer is comfortable with the Cibaduyut brand of shoes than other shoes.

#### 10. Effect of Marketing Strategies on Customer Purchasing Decisions on Cibaduyut Home Industry Shoe Products

Hypothesis testing on the third variable has shown a positive and significant effect on the marketing strategy variable on purchasing decisions Cibaduyut shoes. (Rangkuti, F. 2016). This positive and significant influence shows the higher customer perception of marketing conducted by Cibaduyut home industry, the higher the interest of customers to purchase Cibaduyut shoes. The more often marketing strategies carry out marketing activities, the decision to buy Cibaduyut shoes will increase. Prove from the results of the t-test that has been done, it can be seen that the marketing strategy partially has a positive and significant effect on the decision of Cibaduyut shoe buyers. (Ratih Hurriyati. 2015). Then from the results of the calculation of the regression coefficient obtained with the value of  $t\text{-count} > t\text{-table}$  Then  $H_0$  is

rejected and  $H_a$  is accepted, the regression coefficient is obtained by significantly less than  $\alpha$  (5%). The beta coefficient value is positive, which means that the marketing strategy has a positive and significant effect on purchasing decisions Cibaduyut shoes.

From a marketing strategy, quality must be measured in terms of the analysis and buyer's response to the quality of Cibaduyut shoes. This research is very influential, therefore the quality of Cibaduyut Home Industry Shoes products must be in accordance with their use and comfort. In accordance with the theory used in this study, product quality is one of the main means in market positioning. (Rheiza, Fadhilah., Setiawan., 2016). Product quality has a direct impact on performance in production or service, therefore quality is closely related to customers. In the narrow sense that quality can be defined as free from damage. Thus, good product quality is a good marketing strategy, supported by other marketing strategies.

One marketing strategy for Cibaduyut shoes is marketing and sales that communicate Cibaduyut shoe products which are expected to attract the interest of customers to make purchasing decisions. (Solomon., Michael. R., 2015). With the sales marketing strategy, Cibaduyut Home Industry can produce quality products, directing buyers to choose Cibaduyut Home Industry Shoes products than other similar products, changing customer perceptions from the unknown to becoming familiar, so buying then remembering the Cibaduyut Shoe Industry Home Products and make a purchase of the product offered. So marketing is a critical success factor of marketing strategies, conducting marketing communications, providing product variant information, receiving Cibaduyut Home Industry products because of hearing or seeing the superiority of these products, then buying and loyal to Cibaduyut Home Industry Shoe products.

Relationships with customers Home Industry Cibaduyut shoes are very necessary, because it can build customer confidence, marketing can be done with a variety of kindness and convenience to prospective customers, it will indirectly raise the image of the Home Industry Cibaduyut Shoes. (Teddy, C.P., and Lukmanul, H., 2015). This will

attract customers to buy Cibaduyut shoes regularly. Such marketing is very effective and spreads quickly by word of mouth customers, is an advantage for the Cibaduyut Home Shoes Industry. (Schicinski Bruno. 2016). This was recorded from the statements of respondents who gave a positive response to marketing in the form of price discounts, bonuses when making large purchases. The marketing mix includes advertising, personal selling, sales marketing, public relations, word of mouth and direct marketing.

Marketing has a positive and significant effect on buyer decisions. (Sigit Handoko. 2016). This is evidenced by the results of linear analysis which shows that the value of t-count is greater than t-table, it can be concluded that the variable marketing strategy has contributed to the improvement of Cibaduyut shoes buyers' decisions.

#### 11. The Effect of Temapt on Customers Purchasing Decisions on Cibaduyut Shoe Industry Home Products

Hypothesis testing on the fourth variable shows that there is a positive and significant influence on the marketing location variable on purchasing decisions Cibaduyut shoes. (Tjiptono, Fandy. 2015). This positive and significant influence shows that the strategic location owned by Cibaduyut Shoe Industry Home is followed by the increasing interest of customers to purchase Cibaduyut shoes. So the marketing place owned by Cibaduyut Home Industry also provides a purchasing decision. This is evidenced from the results of the t-test that has been done, it can be seen that one of the factors that influence the marketing location is the strategic location that has a positive and significant influence on purchasing decisions Cibaduyut shoes.

Regression coefficient calculation results obtained with the value of  $t\text{-count} > t\text{-table}$  Then  $H_0$  is rejected and  $H_a$  is accepted, the regression coefficient is obtained with a significant level smaller than  $\alpha$  (5%). The beta coefficient value is positive, which means that strategic marketing places have a positive and significant influence on purchasing decisions Cibaduyut shoes. (Tohari, Hamim. 2014). If the

strategic marketing place is a determining factor for the success of marketing strategies related to marketing communications, namely providing information on new and variant products, willing to accept the products offered because of the superiority of the Cibaduyut Home Industry Shoe products, willing to buy and loyal to Cibaduyut shoes.

Effective marketing can spread widely by word of mouth will affect customers to be a benefit for the Cibaduyut Home Industry. This is evident from the statements of respondents who gave a positive response to marketing strategies in the form of price discounts, giving bonuses to purchases in large quantities, and repeatedly. (Warittha Thamthada. 2013). As a marketing mix includes advertising, personal selling, sales marketing, public relations, word of mouth and direct marketing. Strategic marketing place will have a positive and significant influence on purchasing decisions. Evidenced by the results of linear analysis that shows that the calculated t-value is greater than the t-table. Then it can be concluded that the strategic marketing variable has a contribution to the increase in purchasing decisions of Cibaduyut Home Industry. There is a positive and significant influence between strategic marketing venues and customer purchasing decisions. In conclusion, in the fourth hypothesis related variables where strategic marketing has a positive and significant influence on purchasing decisions Cibaduyut shoes.

## 12. Effect of Product Quality, Price, Marketing Strategy, and Place on Customer Purchasing Decisions in Cibaduyut Home Industry

Hypothesis research results, by conducting tests simultaneously or together on three independent variables indicate the existence of a positive and significant effect. However, product quality variables and marketing strategies on purchasing decisions, while the price variable has a negative effect on purchasing decisions. Xu and Chen. 2017 But of the three variables namely product quality, price and marketing strategy, if analyzed simultaneously shows there is an influence on purchasing decisions

Cibaduyut shoes. This is shown from the results of the F-test that has been done that  $H_0$  is rejected and  $H_a$  is accepted. Because the F-count is greater than the F-table.

The theory used in the fourth point states that if the purchase decision is a process of making a decision about the purchase which includes the determination to be purchased or not to make a purchase and the decision obtained from the activities that have been carried out. (Zhaichen Wang, 2013). The first stage of the buying decision process is the introduction of Cibaduyut Home Industry Shoe products. The process of combining the concepts of 3 independent variables: product quality, price, and marketing strategy, customers are able and willing to realize the quality of the Home Industry Cibaduyut Shoes product, which is the desire of the customer to want good product quality, then the manufacturer produces innovative products as a solution to problems and inconveniences. In-depth review of these 3 variables, which occupy the position as independent variables in this study, namely product quality, price, marketing strategy. So the quality of the product is still the main key to a product's stability, in maintaining quality to still be able to enter into the competitive landscape with other similar products.

Based on the results of this study, product quality, price, marketing strategy and place, significantly influence the purchasing decision of Cibaduyut shoes. So that means, that the higher the price value, sales marketing and product quality, will be the main attraction for customers to buy Cibaduyut Shoes. Where the Cibaduyut Home Industry Shoe determines product quality, price, marketing strategies and strategic locations, it is expected that customers will make a decision to purchase Cibaduyut Home Industry Shoe products.

## Conclusions and Implications

### 1. Conclusions

Based on the results of research on the effect of product quality, price, marketing strategy and strategic location on shoe purchasing decisions, it

can be concluded as follows:

- a. The results of the influence of product quality on purchasing decisions indicate product quality has a significant effect on purchasing decisions. The quality of Cibaduyut shoes products is according to the customer's needs, so the customer feels satisfied using the product. Positive influence on customer decisions in product purchases. Then the quality of the product is the main key to product marketing for purchasing decisions Cibaduyut shoes
- b. The results regarding the effect of prices on purchasing decisions indicate that prices have no effect and are not significant on purchasing decisions. caused by non-price factors that are the main consideration in the purchase. Then the price factor does not determine when the buyer is comfortable with the quality of the product. Then the conclusion can be drawn if price is not a factor for making purchasing decisions. Then satisfaction with Cibaduyut shoes on product quality can be the reason for the purchase
- c. The results regarding the effect of marketing strategies on purchasing decisions indicate that marketing strategies significantly influence purchasing decisions. Then the marketing strategy gives effect, but it is still influenced by the quality of production. Because a good marketing strategy, lies in the quality of Cibaduyut footwear products.
- d. The findings regarding the influence of marketing places on purchasing decisions indicate, where marketing has a significant effect on purchasing decisions. So if the market place of influence, but still influenced by the quality of production.
- e. The results of product quality testing, prices, marketing strategies and marketing places have a significant and positive influence on purchasing decisions

Cibaduyut shoes. However, of the 4 variables that provide a significant influence as independent variables of product quality, price, marketing strategy, marketing place. Then the quality of the product is the main key in winning the competition with other similar products

## 2. Implications

Based on the conclusions of the results of this study the implications for the implications are as follows:

- a. Impact for the home industry Cibaduyut shoes for efforts to maintain the quality of its products because it already has loyal customers, must be wise in choosing the raw material of shoes, so as to reduce the selling price of shoe products. The Cibaduyut Shoe Industry Home must also maintain its marketing strategy which is accompanied by giving bonuses to customers which have an impact on increasing sales. Strategic places should be more comfortable to keep loyal customers.
- b. Impacts on Academics, this research if it can be an additional knowledge and knowledge in the economic field related to the marketing of a product. Complete all the deficiencies in writing, studies and theories that support research, so that the impact on further research is deeper so that the results obtained are in accordance with the actual conditions.
- c. Impact for further research, if the results of this study are in line with expectations, can be used as a reference for further research, in terms of product marketing. Researchers can have an impact on future research if they use more variable and varied variables to determine what factors influence customer purchasing decisions.

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