

THE EFFECT OF SALES PROMOTION ON CUSTOMER PURCHASING DECISIONS (STUDY ON AYAM BANG DAVA CUSTOMERS IN BANDUNG RAYA)



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ABSTRACT

There is an abundance of potential in Indonesia's food and beverage economy, but the Covid-19 pandemic conditions have prompted a significant change in consumer behavior, namely from direct purchases to digital purchases. The Cloud Kitchen concept is an option because it focuses on providing online food and beverage delivery services (online food & drink delivery). This is used by Ayam Bang Dava (ABD) to attract consumers and encourage purchases from online consumers who are basically interested in the promotional offers offered. This study aims to determine the effect of sales promotion on the purchasing decisions of Ayam Bang Dava (ABD) customers in Bandung Raya. The research method used is quantitative, verification and uses surveys as a data collection tool. Purposive sampling was a method when selecting the sample to target only Ayam Bang Dava (ABD) customers in Bandung Raya, with a total of 115 respondents. This study analyzes sales promotion variables through sales promotion tools conducted by Ayam Bang Dava (ABD), including bundles/bonus packs, price-offs, and event marketing. Purchasing decision variables are evaluated through aspects of product selection, brand selection, dealer selection, time and amount of purchase, and payment method. This study used simple linear regression analysis, coefficient of determination, and hypothesis testing to determine the existence of an influence. The results showed that the sales promotion carried out by ABD had an effect on the purchasing decisions of ABD customers in Bandung Raya. The value of the coefficient of determination obtained is 31%, which shows that the sales promotion variable can explain the purchase decision variable by 31%, and the remaining 69% is explained by other variables.

Keywords: Purchase Decision; Sales Promotion; Online Food Delivery Service

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INTRODUCTION

The food and beverage industry in Indonesia holds tremendous potential, which can be seen from the large domestic market, abundant agricultural resources as raw materials for the food and beverage industry, changes in consumer consumption patterns shifting towards modern packaged foods, and the emergence of national food and beverage industry players capable of competing globally (IBAI, 2024).

According to data from the Central Statistics Agency (BPS), the Gross Domestic Product (GDP) at constant prices (ADHK) from the food and beverage industry was recorded at IDR 209.51 trillion in the second quarter of 2023. This value increased by 4.62% compared to the same period the previous year, which was IDR 200.30 trillion. The growth of GDP in the food and beverage industry indicates that this sector remains one of the main pillars of Indonesia's economy. Indonesia has significant potential to thrive in the digital ecosystem. In 2019, the percentage of the Indonesian population with active internet access reached 56% of the total population, and 29.8% of Indonesians had utilized the internet for e-commerce (We Are Social and Hootsuite, 2020). The Covid-19 pandemic has also driven significant changes in consumer behavior, shifting from direct purchases to digital purchases.

A Cloud Kitchen is a collective commercial food production facility that facilitates one, two, or dozens of restaurants in providing online food and drink delivery services without offering dine-in facilities. Through the Cloud Kitchen concept, business owners can save on several investments, such as not needing to find a strategic location, avoiding relatively high rental costs, not needing to purchase equipment like tables and chairs, and reducing operational costs compared to opening a conventional restaurant (Wikipedia, 2024). SAGALA – Multi-Brand Virtual Resto is the first multi-brand virtual restaurant in Indonesia (Sagala, n.d.). This restaurant uses the Cloud Kitchen concept, where they use a shared kitchen to cook food from various brands. According to SAGALA's internal document (2023), SAGALA has nine brands: Ayam Bang Dava, Bronson Wings, Nasi Goreng Rihuh Rasa, Gyu-Ban, Kaijoo, Katanya Bento, Sagala Catering, Nasi Sambal Besok Lagi, and Mang Katsu. As of 2023, SAGALA has opened 34 outlets in West Java and Jabodetabek. The Bandung Raya area consists of the core areas, namely Bandung City and Cimahi City, as well as the surrounding areas, namely Bandung Regency, West Bandung Regency, and five districts in Sumedang Regency. Of the 34 SAGALA outlets already established, 20 are located in the Bandung Raya area. Ayam Bang Dava is one of the virtual restaurant brands managed by SAGALA – Multi-Brand Virtual Resto. This restaurant offers a menu of fried chicken with various sambal and topping choices. Ayam Bang Dava uses fresh chicken marinated with a secret spice blend and fried until crispy. Besides fried chicken, Ayam Bang Dava also offers other dishes, such as fried rice, fried noodles, and various snacks.

Table 1
Percentage Contribution of Each Brand to Overall Sales and Customer Count in 2023

| No. | Brand | Total Sales | Total Customer |
|-------|--------------------|-------------|----------------|
| 1. | Ayam Bang Dava | 54.18% | 53,57% |
| 2. | Rest of the Brands | 45.82 | 46,43% |
| TOTAL | | 100% | 100% |

Source: Research Data, 2024

Based on SAGALA's internal report (2023), The Ayam Bang Dava (ABD) brand accounted for the highest contribution to the company's total sales and customer base in

2023, with 54.18% of total sales and 53.57% of total customers, outperforming the other seven brands under SAGALA – Multi-Brand Virtual Resto. This indicates that Ayam Bang Dava (ABD) has an advantage over other brands in terms of popularity, sales, and consumer base. Based on this, it can be concluded that Ayam Bang Dava (ABD) is the flagship brand of SAGALA – Multi-Brand Virtual Resto in terms of total sales and the number of consumers per year based on data.

Sales promotion strategies such as discounts/price cuts, strikethrough prices, product bundling, package pricing, coupons, and others are applied to all brands managed by SAGALA. However, based on data provided on Table 1 in 2023, the Ayam Bang Dava (ABD) brand has had the highest total sales and number of consumers among the nine brands managed. This raises a significant question regarding the impact of sales promotions conducted by SAGALA on the purchases and consumer base of Ayam Bang Dava (ABD). The consumer decision-making process does not end with a purchase but continues until the purchase becomes an experience for the consumer using the product (Niosi, 2021). In general terms, a purchasing decision is "a decision is the selection of an option from two or more alternative choices," which means a decision where an individual chooses one of several available alternatives (Schiffman & Kanuk, 2008). According to Nugroho (2012), a purchase decision is an integration process that combines attitudes and knowledge to evaluate two or more alternative behaviors and choose one of them. A purchase decision is a decision where an individual has chosen one of several available alternatives and the integration process is a combination of attitude and knowledge to evaluate two or more alternative behaviors and choose one of them (Engel et al., 1995).

Sales promotions serve as a means to sell and build a brand while creating a livelier atmosphere. Ayam Bang Dava (ABD) is one of the online food and drink delivery businesses. As an effective strategy to attract consumers and increase sales, sales promotions are undoubtedly one of the most important marketing tools (Zhang et al., 2021). Sales promotion, a vital part of the promotional mix, directly influences consumers by offering added value or incentives to drive immediate sales (Kotler & Armstrong, 2012). According to Kotler and Armstrong (2018), in general, sales promotions should build relationships with customers not only to make short-term sales or as temporary brand switching but also to strengthen product positioning and build long-term relationships with customers. Through sales promotions, a product can be known to consumers and receive satisfactory responses, leading to changes in consumer behavior toward the product at that moment and beyond. This means that purchase decisions can be driven by sales promotions (Shimp & Andrews, 2013).

The researcher wants to determine the extent to which the sales promotion variable influences purchase decisions for the Ayam Bang Dava (ABD) brand within the SAGALA – Multi-Brand Virtual Resto company, as varied sales promotions are frequently used as marketing strategies in various promotional media. Since purchase decisions directly impact business sales and consumer numbers, companies must utilize various strategies, such as sales promotion, to guide consumer choices (Kotler & Keller, 2016). Based on existing phenomena, the researcher is interested in understanding how sales promotions influence purchase decisions in facing competition and gaining a competitive advantage. The researcher is interested in studying and conducting research with the title "The Influence of Sales Promotions on Purchase Decisions (Case Study on Ayam Bang Dava Customers in the Bandung Raya Area)."

LITERATURE REVIEW

Sales Promotion

According to Usman and Arnando (2006), sales promotions offer consumers additional value and incentives, encouraging them to visit stores or make merchandise purchases during a specified period. According to Kotler and Keller (2018), sales promotions are core elements in marketing campaigns, consisting of a collection of incentive tools, mostly short-term, designed to stimulate quicker or larger purchases of particular products or services by consumers or trade.

The objectives of sales promotions are broad, sellers can use them to attract consumers to try new products, entice consumers to switch from competitors' products, or satisfy consumers and increase consumer loyalty. Sales promotions conducted by sellers can be categorized based on the objectives to be achieved (Kotler and Armstrong, 2018). Ayam Bang Dava (ABD) uses bundle/bonus packs, price-offs (discounts), and event marketing as sales promotion tools that will be used as dimensions in this study. The explanation for each dimension is as follows:

- a. Bundle/Bonus Packs: Offering additional products or services as part of a promotional package.
- b. Discount/Price-off Deals: Providing products at a reduced price to stimulate sales.
- c. Event Marketing: Organizing events to promote products and engage with customers.

Purchase Decision

Consumers navigate several stages when purchasing a product, starting with need recognition and progressing through to the purchase and post-purchase phases, during which they carefully consider their decisions (Blackwell et al., 2006). According to Kotler and Armstrong (2018), a purchase decision is the consumer's attitude that forms a preference for brands from a set of choices and also forms an intention to buy the most preferred brand and also consumer purchase decisions are influenced by two factors: the attitudes of others and unforeseen situational factors. The decision-making process for purchasing a product varies depending on the type of purchase decision.

Based on the definitions, it can be concluded that a purchase decision is influenced by several factors that lead consumers to carefully consider everything and ultimately purchase the product they prefer the most. It also means that a purchase decision is a process of determining consumer choices from various available product alternatives, ultimately deciding on the product that best meets their needs.

Kotler and Keller (2016) explain that the consumer's decision to purchase a product involves six dimensions of purchase decisions that can be used as a basis for developing indicators in research:

- a. Product Selection: Choosing the type of product to purchase.
- b. Brand Selection: Deciding on the preferred brand.
- c. Distributor Selection: Choosing where to buy the product.
- d. Timing and Quantity of Purchase: Deciding when and how much to buy.
- e. Payment Method: Choosing how to pay for the purchase.

METHOD

The research design is a characteristic of the object determined by the researcher to be studied and then concluded (Sugiyono, 2019). The objects of this research are the variables of sales promotion and purchasing decision. This research is conducted on Ayam Bang Dava (ABD) outlets spread across Jabodetabek and West Java Province. The

respondents involved in this research are the end consumers of Ayam Bang Dava (ABD) in the Bandung Raya Area who are directly involved in the variables being studied.

This research aims to build a theory that can explain, predict, and control a phenomenon. The approach taken in this research is a quantitative approach using the survey method. According to Sugiyono (2019), the survey method is used to obtain data from a particular place that is natural (not artificial), but the researcher intervenes in data collection, for example by distributing questionnaires, tests, structured interviews, and so on. Common analysis methods used in quantitative research include statistical tests, regression analysis, multivariate analysis, and hypothesis testing. The researcher wants to understand the impact of sales promotions on purchasing decisions. From the perspective of its time frame, this research is categorized as cross-sectional research, meaning it is conducted at a specific point in time and captures only a snapshot of the social phenomenon at that particular time. This research aims to identify and analyze whether sales promotions influence purchase decisions and to understand the factors that can affect these variables.

According to Sugiyono (2019), a population is a generalization area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions from. The population can be defined as a collection of subjects, variables, concepts, or phenomena. The population in this study comprises Ayam Bang Dava (ABD) customers in the Bandung Raya Area who have shopped more than twice and who have experienced sales promotions from Ayam Bang Dava (ABD) in the Bandung Raya Area. The exact number of this population is unknown, making it an infinite population.

Sampling in this research uses non-probability sampling techniques because the number of population members is unknown, with purposive sampling as the technique for determining the sample. Purposive sampling is a technique for determining the sample with certain considerations according to the desired criteria to determine the number of samples to be studied (Sugiyono, 2019). By using purposive sampling, it is expected that the sample criteria obtained truly align with the research to be conducted.

Each indicator studied utilized a Likert scale. Respondents were instructed to respond to each statement by choosing one of five possible answers, and each choice received a score. The scoring system applied in this research is detailed below:

Table 2
Scoring Table

| No. | Statement | Score |
|-----|-------------------|-------|
| 1. | Strongly Agree | 5 |
| 2. | Agree | 4 |
| 3. | Neutral | 3 |
| 4. | Disagree | 2 |
| 5. | Strongly Disagree | 1 |

Source: Research Data, 2024

A sample size of 115 respondents was obtained using the iteration formula proposed by Machin and Champbell (1989) in Sardin (2014). Therefore, the selected sample is determined based on criteria set by the researcher to obtain a representative sample. The criteria for consumers in this research are as follows:

- Customers who purchase products from Ayam Bang Dava (ABD) in the Bandung Raya Area.
- Customers who have shopped more than twice at Ayam Bang Dava (ABD) in the Bandung Raya Area.

- c. Customers who have shopped at Ayam Bang Dava (ABD) and experienced the sales promotion programs offered.

RESULTS AND DISCUSSION

Analysis of the Relationship Between Sales Promotion and Purchasing Decision

For this research, simple linear regression analysis was employed to examine the relationship between sales promotion (independent variable) and purchase decisions (dependent variable). Nevertheless, some prerequisites needed to be fulfilled prior to the analysis. The results of the preliminary tests provided these prerequisites:

Normality Test

The first prerequisite before conducting simple linear regression analysis is the normality test. This test is performed to detect whether the residuals of the data used have a normal distribution or not (Ghozali, 2018). Data with a normal distribution are characterized by a symmetrical bell-shaped curve. The normality test in this study utilized the Kolmogorov-Smirnov Test with the aid of SPSS software. The test results can be seen in Table 3.

Table 3
Normality Test Result

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| Normal Parameters ^{a,b} | N | 115 |
| | Mean | .0000000 |
| | Std. Deviation | 2911.99457124 |
| Most Extreme Differences | Absolute | .056 |
| | Positive | .056 |
| | Negative | -.055 |
| | Test Statistic | .056 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

Source: Data Analyzed, 2024

Based on the results of the Kolmogorov-Smirnov Test in Figure 1 below, the significance value of the research data's residuals (asyp. Sig) was found to be 0.200. The decision-making criterion for the normality test is that if the significance value or p-value is greater than α (0.05), then the data is normally distributed. The test results indicate that the p-value (0.200) > α (0.05). Therefore, it can be concluded that the data residuals are normally distributed and can be used for linear regression analysis.

Linear Regression Analysis

Simple linear regression analysis was used to determine the relationship between the independent variable, sales promotion, and the dependent variable, purchase decisions. The results of the simple linear regression analysis were calculated using SPSS software, with the output attached in Table 4.

Table 4
Linear Regression Analysis Result

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 25.185 | 2.757 | | 9.134 | .000 |
| 1 Sales Promotion | .437 | .112 | .109 | 4.170 | .000 |

a. Dependent Variable: Purchase Decision

Source: Data Analyzed, 2024

Based on Table 3, the constant parameter value and the predictor parameter value were obtained to complete the previously formulated regression model. The resulting linear regression equation (regression model) is as follows:

$$\hat{Y} = 25,185 + 0,437X$$

The simple linear regression equation formulated can be interpreted as follows:

1. The constant value is 25.185, which indicates that if the sales promotion variable is 0 or constant, the purchasing decision value is 25.185.
2. The regression coefficient value for variable X is 0.437 and is positive, indicating a positive (unidirectional) relationship between the sales promotion variable and purchasing decisions. This means that every one-unit increase in the sales promotion variable will increase the purchasing decision variable by 0.437. In other words, based on linear regression analysis calculations, if one wishes to increase purchasing decisions, it can be driven by an increase in sales promotion.

Coefficient of Determination

The coefficient of determination is used to ascertain the extent to which the sales promotion variable can explain the purchasing decision variable (Ghozali, 2018). The calculation of the coefficient of determination was performed using SPSS software, with the results presented in Table 5 as follows:

Table 5
Coefficient of Determination Result

| <i>Model Summary^b</i> | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .419 ^a | .232 | .313 | 2.17436 |

a. Predictors: (Constant), Sales Promotion

b. Dependent Variable: Purchase Decision

Source: Data Analyzed, 2024

Based on Table 5, it can be seen that the Adjusted R Square value is 0.413, or 31% when converted to a percentage. This indicates that the sales promotion variable can explain purchasing decisions by 31%, while the remaining 69% is explained by other

variables not examined in this study. Thus, the calculation results show that the influence of sales promotions on purchasing decisions is 31%.

Pearson Correlation

The correlation coefficient is used to determine the strength of the relationship between the sales promotion variable (X) and the purchase decision variable (Y) (Ghozali, 2018). In this study, Pearson correlation was employed as the measure of correlation. The calculation of the correlation coefficient was performed using SPSS software, with the results presented in Table 6 as follows:

Table 6
Pearson Correlation Result

| <i>Correlations</i> | | | |
|---------------------|---------------------|-----------------|-------------------|
| | | Sales Promotion | Purchase Decision |
| Sales Promotion | Pearson Correlation | 1 | .497 |
| | Sig. (2-tailed) | | .000 |
| | N | 115 | 115 |
| Purchase Decision | Pearson Correlation | .497 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 115 | 115 |

Source: Data Analyzed, 2024

Based on the analysis, it was found that the correlation coefficient between sales promotion and purchasing decisions is 0.497. This indicates a moderate correlation given that the value falls between 0.40 and 0.599. The Sig. (2-tailed) value is $0.000 < 0.05$, which signifies a significant relationship between sales promotion and purchasing decisions. Based on this, it can be stated that there is a moderately strong or moderate significant relationship between sales promotion and purchasing decisions. These findings align with the connecting theory from Sholihat (2018), which states that sales promotion has a positive and significant influence on consumer purchasing decisions.

Research Discussion

Sales promotion with three dimensions has different score results for each dimension. This research was conducted on 115 respondents who are customers of Ayam Bang Dava (ABD) in the Bandung Raya area who have shopped more than twice and experienced the offered sales promotions. Data were collected using a research instrument in the form of a questionnaire to understand and evaluate the sales promotion condition carried out by Ayam Bang Dava (ABD) on purchase decisions through various tests and data analyses conducted using SPSS 25.0 software.

The research results begin with the characteristics of the respondents, aiming to obtain demographic data of customers. It is known that the dominant customers purchasing at Ayam Bang Dava (ABD) are women. In terms of age, the customers of ABD in this study are young people aged 17 – 25 years. This aligns with the theory proposed by Kotler and Armstrong (2016), that Gen Z or young consumers, especially in the 17 – 25 age range, have characteristics and motivations that make them more responsive to sales promotions. The main factors they identify include budget constraints and the desire to

try new experiences. Young people also like practical and informative things delivered with high creativity, especially with supportive visuals.

The research results indicate that the sales promotion variable influences the purchase decision variable of Ayam Bang Dava (ABD) customers. This shows that the sales promotion carried out by Ayam Bang Dava (ABD) through bundle/bonus packs, price-offs (discounts), and event marketing can encourage Ayam Bang Dava (ABD) customers in the Bandung Raya area to make purchases. This result aligns with the research conducted by Azmi & Karsa (2022), which has similar research variables, showing that sales promotion has a positive and significant effect on customer purchase decisions. Consumers exposed to sales promotions are more likely to buy promoted products. The most effective types of sales promotions are price discounts and free offers. The differentiating aspect of this research is the research period, as Utami, et al. (2022) researched online shoppers during the Covid-19 pandemic.

In this research, the sales promotion variable is considered good by respondents, the majority of whom are young people aged 17 – 25 years, indicating that the sales promotion of Ayam Bang Dava (ABD) is positively evaluated from the respondents' perspective. Discounts or price-off deals are the highest-rated dimension in the sales promotion variable. This condition is driven by the immediate reward felt by respondents without needing to think about which bundle/bonus pack is the most beneficial. As a price-sensitive customer group, direct discounts provide a reason to take advantage of the offer and make a purchase immediately. The immediate reward received by consumers through sales promotion creates a sense of urgency to buy the product. Companies or brands with good sales promotion programs will find it easier to create purchasing impulses in consumers compared to those without effective sales promotion programs.

In this research, the purchase decision variable is in the high category, indicating a high tendency among respondents to make purchases. The highest-scoring dimension is brand selection, where respondents can make purchases confidently due to the reputation, brand image, and price offered by Ayam Bang Dava (ABD) being reliable and appropriate. This gives customers enjoyment and satisfaction from their shopping activities. Based on interviews with respondents, the Ayam Bang Dava (ABD) app offers a variety of food choices with visually appealing presentations, often leading respondents to spend more time exploring and choosing the desired food. Respondents sometimes unconsciously buy food they had not previously considered, realizing it only after the purchase. The high score for the brand selection dimension is also supported by field facts, such as the Dipatiukur store having a rating of 4.7 with over 800 reviews praising its delicious taste, over 700 reviews mentioning the appropriate portion size, and over 700 reviews appreciating the good product packaging. This means that respondents buy Ayam Bang Dava (ABD) products because Ayam Bang Dava (ABD) has a good reputation and has gained public trust.

This research result is also in line with the theory presented by Fadilah & Saputra (2021) that customers seek real and useful information to help them make purchase decisions. Information is very useful for the general public because today's customers are smart and aware of their right to decide what information they get and in what format it is delivered, making content targeting very important. The results of this research are consistent with the linking theory of Sholihat (2018), which states that sales promotion has a positive and significant effect on consumer purchase decisions. Based on this research, it can be concluded that customers do not want to regret missing out on the offers provided, so they tend to take advantage of sales promotions when making

purchases. Sales promotion can encourage customers' desire to buy, enhance their excitement for shopping activities, and consequently drive repeat purchases.

CONCLUSION AND SUGGESTION

Based on the results of the research and the descriptive analysis of the impact of sales promotions on purchasing decisions among customers of Ayam Bang Dava (ABD), the following conclusions can be drawn: the sales promotions conducted by Ayam Bang Dava (ABD) are rated as good, as measured through three dimensions: bundle/bonus packs, price-offs (discounts), and event marketing. The dimension that received the highest score is price-off deals, indicating that this sales promotion tool is the most effectively implemented by Ayam Bang Dava (ABD). Ayam Bang Dava (ABD) frequently offers food discounts that are not available from similar brands or main competitors, encouraging customers to make purchases through merchant partner applications such as GoFood, GrabFood, and ShopeeFood.

The consumer purchasing decisions at Ayam Bang Dava (ABD) are rated as high, as measured through five dimensions: product selection, brand selection, distributor selection, purchase timing and quantity, and payment method. The dimension that received the highest score is brand selection, indicating that customers make purchases through merchant partner applications such as GoFood, GrabFood, and ShopeeFood because they trust the brand they have previously bought from. This is because respondents prefer brands that provide them comfort in purchasing and are more likely to choose brands they are already familiar with.

Ayam Bang Dava (ABD) is advised to conduct and publicize event marketing more frequently. Regular promotions about ongoing event marketing can make it easier for customers to be aware of the promotional programs offered by Ayam Bang Dava (ABD). The author suggests increasing efforts to disseminate information about sales promotion programs so that customers can become more aware of these event marketing activities.

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