

### **Influence Of Product Quality, Promotion and Product Variations On Kanzler Product Purchase Decisions** *(The Influence Of Product Quality, Promotion And Product Variation On Kanzler Product Purchasing Decisions)*

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#### **Abstract**

This research was conducted with the aim of finding out the influence of product quality, promotion and product variety on purchasing decisions for PT Macroprima Pangutama (Cimory Group) Kanzler products, a study at UIN Maulana Malik Ibrahim Malang, using primary data with a proportional sampling method, thus containing 119 respondents. This research uses SPSS version 25. The research uses multiple linear regression analysis techniques. The results of the research show that there is a simultaneous influence on the variables Product Quality, Promotion and Product Variety which influence purchasing decisions.

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## **INTRODUCTION**

Nowadays, competition by competitors is increasingly rapid, this phenomenon is also felt by companies operating in the Food & Beverage sector. Because there are many competitors who are competing to get more profits and maintain their existence. Considering that quite a few companies operating in the food sector continuously

innovate and maintain the quality of their products so that they are not left behind by the times and are always remembered in the minds of customers.

Such as marketing activities carried out by PT Macroprima Pangutama (Cimory Group). The company which claims to produce processed food using meat and milk from livestock, namely cows, has appeared under the brand "Kanzler" with various types of food such as nuggets, sausages and meatballs which can be processed and enjoyed directly without needing to be cooked.

Reported in a compass.id article, Kanzler managed to rank 3rd in Performance *Top Five Frozen Food Brands* in the period 1 to 15 September 2022 in the market place with a total of 1214 sellers selling products with a percentage value of 7.60%. From this achievement, Kanzler still maintains its existence to this day.

Then, products under the Kanzler brand appeared with food products *high quality*. Information from [compas.co.id](https://www.compas.co.id) Kanzler claims that its product is called "SULTAN" food. With this title Kanzler can lead the opinion of potential buyers that Kanzler puts quality into its products. This is proven by the composition clearly stated on the packaging and not using raw materials that could be detrimental to customers, one of which is excessive use of MSG in the product.

Based on this information, Kanzler has no doubt about the quality of its products. According to a theory from Grutmen (2005), product quality is *symbol* important in customer perception and customer decision to buy. Basically, customers will always support products that implement quality in their products. Apart from that, Dita (2010) stated that product quality needs to be paid attention to because it really has an influence on customers' decisions to buy. So it would be better if the company developed quality in its products.

Kanzler's efforts to increase sales are shown in activities to carry out promotions on the [Halokagroup.com](https://www.halokagroup.com) web information on video reels which inform the sales promotion strategies used by Kanzler, various kinds of promotions carried out by Kanzler for example: endorsements with public figures, banners, discounts and many more Kanzler's efforts in pursuing his promotion.

Regarding this matter, it can be assumed that promotions are very much included in sales activities. In line with the opinion of Kotler & Keller (2008:346)



promotion is communication Which can used as tool For convey information, persuading and targeting the market regarding the products produced by the company. Similar to the opinion of Hair, Lamb & Mc Daniel (2001) Promotion is an activity to seduce and remind buyers of a product to potential consumers. Based on the opinions of experts, a conclusion was made that promotional activities are very necessary for companies to instill memories in consumers about the products they produce.

Apart from the efforts made by Kanzler, it is not only implemented through the quality of its products and promotions, but Kanzler also carries out improvements in the products it produces. Information from an infobrand.id article where initially Kanzler was created to only sell sausage type products, but over time, Kanzler created 2 products, namely meatballs and nuggets. Apart from that, Kanzler innovates its products by creating various flavors, prices and shapes in its products.

The product variation aspect is in line with the explanation by Kotler (2012: 72) that product variation is a form of special unit in a brand which is differentiated based on price, shape, size and taste. Then the opinion of Buchari (2007: 139) is that product variations are a form of product development created by companies in order to produce products with various choices. It can be concluded that if a company makes efforts to develop products by creating variations in its products, it can attract customer interest and minimize boredom and provide customers with many alternative choices for making purchasing decisions.

Furthermore, from the purchasing decision aspect of Kanzler products, where the customer's decision to buy a product is the final action in choosing to buy or not. Adapting to Assauri's (2013) statement, a purchasing decision is a condition in the form of a group or individual's attitude to decide to use or purchase a product in the form of goods or services and then be sure that they can fulfill their wants and needs and accept the risks. Similarly, according to Hidayati's (2018) opinion, a decision is the process of a customer understanding a problem by finding out information and directions regarding the brand with all considerations and alternatives and then making a decision to buy. Following on from the previous opinion, it is known that a consumer's purchasing decision means that the consumer has solved the problem and knows everything he will receive after purchasing a product.



Before determining the respondents, the researchers conducted a pre-survey, with the result that Kanzler products had reached the minds of the majority of young people. One of them is a student who is studying in University Islam Country Maulana Malik Ibrahim Poor Which the majority are young people, where young people are people who understand and follow all technological developments.

So this research links student knowledge of Product Quality, Promotion and Product Variety to students who have consumed Kanzler products. Through phenomena Which has researcher explain then researcher want to know the reasons for making purchasing decisions on Kanzler products through a questionnaire distributed at Maulana State Islamic University Malik Ibrahim Poor.

### RESEARCH METHODS

By using approach quantitative, examining three independent variables or independent variable namely Product Quality (X1), Promotion (X2) and Variations Product (X3) against one variable bound or dependent, namely Decision Purchases (Y). by using a purposive sampling technique on all active students who are currently undergoing undergraduate education at the University State Islam Maulana Malik Ibrahim Malang with the amount taken as much as 119 respondents who consume more Kanzler PT Macroprima Pangutama (Cimory Group) products of two times in period of one last month in May 2023. Primary data was obtained from the results of distributing questionnaires. With the help of SPSS version 25 to process the data, the results obtained exceeded the value in the validity test exceeding the  $R_{table}$  value of 0.1801 and the reliability test exceeded the Cronbach alpha value  $> 0.06$ .

### RESULTS AND DISCUSSION

The results of this research have measured quality Products, Promotions and Variations Products against Buying decision Kanzler products among UIN Maulana Malik Ibrahim Malang students amounted to 36.1% of respondents with type sex men



and female respondents amounted to 63.9%, so the respondents were dominated by female students. To find out in detail, it is explained as follows:

### Validity test

The Rtable value obtained is 0.1801. item is said valid if Count more big from Table

**Table 1**

**Results Validity test**

| X1    |        | X2    |        | X3    |        | Y     |        |
|-------|--------|-------|--------|-------|--------|-------|--------|
| Items | Rcount | Items | Rcount | Items | Rcount | Items | Rcount |
| X1.1  | 0.400  | X2.1  | 0.376  | X3.1  | 0.522  | Y1.1  | 0.548  |
| X1.2  | 0.424  | X2.2  | 0.442  | X3.2  | 0.582  | Y1.2  | 0.544  |
| X1.3  | 0.578  | X2.3  | 0.546  | X3.3  | 0.598  | Y1.3  | 0.582  |
| X1.4  | 0.613  | X2.4  | 0.578  | X3.4  | 0.515  | Y1.4  | 0.472  |
| X1.5  | 0.647  | X2.5  | 0.642  | X3.5  | 0.751  | Y1.5  | 0.645  |
| X1.6  | 0.617  | X2.6  | 0.623  | X3.6  | 0.621  | Y1.6  | 0.471  |
| X1.7  | 0.691  | X2.7  | 0.711  | X3.7  | 0.544  | Y1.7  | 0.678  |
| X1.8  | 0.545  | X2.8  | 0.640  | X3.8  | 0.565  | Y1.8  | 0.505  |
| X1.9  | 0.687  | X2.9  | 0.689  | X3.9  | 0.557  | Y1.9  | 0.615  |
| X1.10 | 0.595  | X2.10 | 0.454  | X3.10 | 0.598  | Y1.10 | 0.499  |
| X1.11 | 0.607  | X2.11 | 0.604  | X1.11 | 0.621  | Y1.11 | 0.614  |
| X1.12 | 0.555  | X2.12 | 0.596  | X3.12 | 0.281  | Y1.12 | 0.722  |
|       |        | X2.13 | 0.632  |       |        | Y1.13 | 0.680  |
|       |        | X2.14 | 0.441  |       |        |       |        |
|       |        | X2.15 | 0.565  |       |        |       |        |

Source: Primary data processed, 2023

Test Validity needs to be used to know item effectiveness questions posted on questionnaire. Based on this table, it is stated that the value in Rcount > Rtable then a total of 52 question items were stated valid.

### Test Reliability

In the reliability test, data is said to be reliable if the value exceeds Cronbach alpha > 0.06. The reliability test is used as a tool to measure consistency in statement items, so the researcher presents the table 2 as following:

**Table 2**

**Results Test Reliability**

| Variable          | Cronbach Alpha |
|-------------------|----------------|
| Product quality   | 0.880          |
| Promotion         | 0.891          |
| Variation Product | 0.856          |
| Decision Purchase | 0.890          |

Source: processed primary data (2023)

It can be seen that the Cronbach alpha value for the 4 variables has exceeded > 0.06, so it can be decided that the 17 indicators derived from the 4 variables covering 52 question items are declared reliable.

**Test Normality**

Test normality one of the techniques in testing assumptions classic to ensure that the data is normally distributed. On this research uses Komogorov test Smirnoff for know data has been distributed with normal. So the researcher presents table 4.3 as follows:

**Table 4.3**

**Test Normality with One Samples Kolmogorov Smirnoff**

|                                 |                | Residual Unstandardizer |
|---------------------------------|----------------|-------------------------|
| <b>N</b>                        |                | 199                     |
| <b>Normal Parametersa,b</b>     | Mean           | .000000                 |
|                                 | Std. Deviation | 4.24513760              |
| <b>Most Extreme Differences</b> | Absolute       | .068                    |
|                                 | Positive       | -.051                   |
|                                 | Negative       | -.068                   |
| <b>Statistical Tests</b>        |                | .068                    |
| <b>Asymp.Sig. (2-Tailed)</b>    |                | 200c,d                  |

Source: Primary data, processed 2023

The results of the analysis show that with the normality test using Kolmogorov

Smirnov, a significant number of 0.200 is obtained, so the significance value has met the requirements, namely  $> 0.05$ . stated that the data has been distributed normally

### Test Multicollinearity

The Milticollinearity test is used to find out and test whether there is a model regression forms a high and perfect correlation on the independent variables. To find out, it can be seen that if the VIF value is less than 10, the data in the study is free from multicollinearity. So the researcher presents table 4 to find out the test results multicollinearity as following:

**Table 4**  
**Results Test Multicollinearity**

VIF Test2

| Model              | Coefficientsa           |       |
|--------------------|-------------------------|-------|
|                    | Collinearity Statistics |       |
|                    | Tolerance               | VIF   |
| Product quality    | ,332                    | 3,009 |
| Promotion          | ,413                    | 2,421 |
| Product Variations | ,356                    | 2,810 |

**a. Dependent Variable: Purchase Decision**

Data source Primary processed, 2023

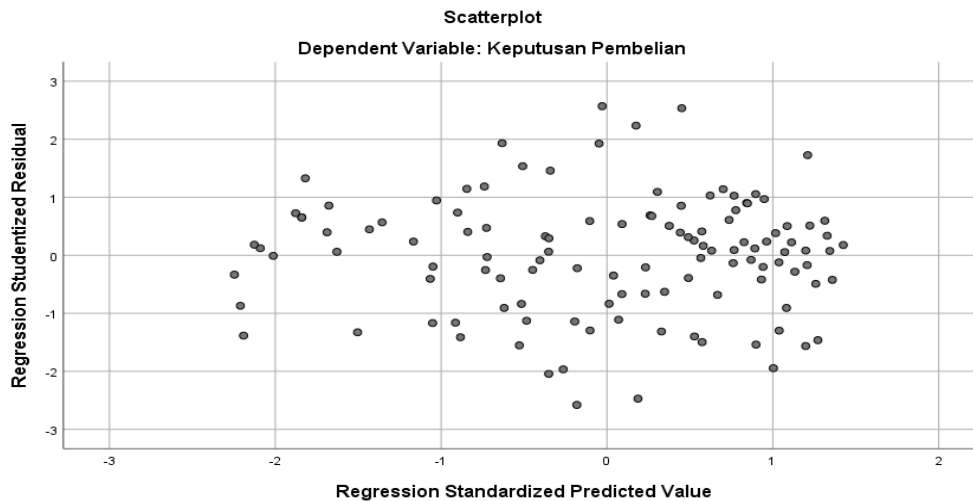
From The table shows that the multicollinearity test uses the VIF test and obtains a value for each independent variable  $< 10$ , meaning that no problems were found in the multicollinearity test.

### Heteroscedacity Test

Test assumption classic Which final on study This is test This heterojunction test is a tool to determine the correlation between the 3 independent variables. Researchers chose to analyze the SRESID and ZPRED scatter plot graphic images. Served on picture 1 as follows:

**Figure 1**

### Scatter Plot Heteroscedacity Test



Source: processed primary data, 2023

Figure 1 shows that the plot points are not far apart or squeezed together and are spread evenly, meaning they are deep study this is data which is obtained avoided heteroscedacity.

### Linear Regression Test

Function of the regression test linear to illustrate influence on variables free to dependent variable well partial or simultaneous. Proven in table 5 as following:

**Table 5**  
**Test Regression Linear**  
**Coefficientsa**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients |  | t      | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--|--------|------|
|       |                    | B                           | Std. Error | Beta                      |  |        |      |
| 1     | (Constant)         | -4,734                      | 3,084      |                           |  | -1,535 | .127 |
|       | Product quality    | ,355                        | .102       | ,290                      |  | 3,468  | ,001 |
|       | Promotion          | ,457                        | .073       | ,466                      |  | 6,224  | ,000 |
|       | Product Variations | ,212                        | 0.94       | ,182                      |  | 2,251  | .026 |

a. Dependent Variable: Purchase Decision

Source: primary data processed, 2023

Based on Table 5 shows the results of the third linear regression test variable, namely quality products, promotions and product variations on purchasing decisions obtain



value:

1. The constant number produces a value of -4.734, only the purchasing decision variable produces a value of -4.734.
2. Influence of quality variables product against purchase decision obtains mark coefficient in regression of 0.355 with the number t is equal to 3.468 and a significant figure of 0.001. It means there is positive effect And significant on quality variables product against buying decision.
3. Influence promotion against decision purchasing obtained a regression coefficient of 0.457 and a t number of 6.224 and a significant value of 0.000. So there is positive effect And significant promotional variables to the decision purchase.
4. Influence on product variation variables against buying decision shows the regression coefficient number with a value of 0.212 with a t value of 2.251 and value significance 0.026. The meaning is there influence positive ones significant on variable variation product to decision purchase.

### Simultaneous Test

The F or simultaneous test shows whether there is an influence or not between independent variable on variables dependently with simultaneous. So the researcher shows the results of the simultaneous test on 6 as following:

**Table 6**  
**Results Test Simultaneous**

| ANOVA |            |                |     |             |          |       |
|-------|------------|----------------|-----|-------------|----------|-------|
| Model |            | Sum of Squares | df  | Mean Square | f        | Sig.  |
| 1     | Regression | 5853.819       | 3   | 1951.273    | 1065.524 | ,000b |
|       | Residual   | 2126,501       | 115 | 18,491      |          |       |
|       | Total      | 7980.319       | 118 |             |          |       |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Variety, Promotion, Product Quality

Source: processed primary data, 2023

Simultaneously, Fcount was obtained with a value of 115.912 and a significant value of 0.000 and Ftable was obtained on the 3rd degree of freedom row and obtained

an alpha value of 5% (2.683). It was concluded that the Fcount value was greater than Ftable (115.912>2.683) and the sig 0.000 < 0.05 then stated that there was an influence simultaneously between decision variables purchases, promotions and product variations against decision purchase.

### Test Partial

For find out if there is or not influence between independent variable against dependent variable in a way Partial. Proven in table 7 as follows:

**Table 7**  
**Results Test Partial**

| Model |                    | t      | Sig. |
|-------|--------------------|--------|------|
| 1     | (Constant)         | -1,535 | .127 |
|       | Product quality    | 3,468  | ,001 |
|       | Promotion          | 6,224  | ,000 |
|       | Product Variations | 2,251  | .026 |

Source: processed primary data, 2023

- T test on variables product quality on decision variables purchases get a Tcount value of 3.468 and a sig value of 0.001. Then compared with the Ttable number at table degree 115 with an alpha of 5%, it gets 1.981. It is known that  $3.468 > 1.981$  means that there is a partial influence of product quality on purchasing decisions.
- Test T on the promotion variable on decision variables the purchase obtained a Tcount number of 6.224 and a sig value of 0.000 then obtained a Ttable value of degree 115 and an alpha of 5% of 1.981. So the result is  $6,224 > 1.981$  and the sig value is  $0.000 < 0.05$ . It can be concluded that there is a significant influence on promotional variables on individual or partial purchasing decisions.
- Partial test on product variation variables to variable Purchasing decisions produce a Tcount value of 2.251, a sig value of 0.026 and a Ttable value derived from a degree of 115 and an alpha of 5% of 1.981. The results show that  $2.251 > 1.981$  and sig  $0.026 < 0.05$ , so it is stated that partially there is a significant influence between product variation variables on purchasing decisions.

### Coefficient of Determination

The results of data processing are through a coefficient of determination test, with the aim of explaining the ability of the independent variables to predict dependent variable. If coefficient value increasingly determined big then the greater it is also ability in variables independent in explain the dependent variable. So from that it is proven through the table 8 following:

**Table 8**  
**Results Test Coefficient Determination**

Model Summary

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | .856a | .734     | .727              | 4,300                      |

a. Predictors: (Constans), Product Quality, Promotion, Product Variety

Source: Primary data processed, 2023

The results show that an R Square value of 0.734 is obtained, meaning that the influence of the variable is large buying decision explained by variables product quality, promotion and variations product with a figure of 73.4% then the rest is explained by other factors

### Discussion of Research Results

#### a. Influence Quality Products, Promotions and Product Variations on Decisions Purchase

Through results analysis that has been carried out by researchers after carrying out and following the requirements of 17 indicators from 3 independent variable and 1 dependent variable which is resolved into 52 question items. Through the F test, the value is obtained  $sig\ 0.000 < 0.05$  and expressed as follows together or simultaneously have an influence between product quality, promotion and product variety significant to decision purchase.

Just like the research results of Surya Bintatri, et al (2022) and Suri, Nanang and Rizqi (2023) analyzed and concluded that Quality Products, Promotions together have influence on purchasing decisions. This means that if the company offers quality products, increases promotions and creates product variations, it will have a very satisfying impact and will certainly attract consumers to always make purchases. Apart



from that, a decision can be taken that Kanzler PT Macroprima (Pangutama Cimory Group) fulfills student wishes, so that student customers Islamic University Maulana Malik Ibrahim's country Malang decided to buy based on product quality, promotion and product variety.

### **b. Influence Product quality Against the Decision Purchase**

On results variable analysis product quality to the decision Individual purchases obtained a Tcount value of 3.468 > Ttable 1.981 which stated that the influence of product quality on purchasing decisions was significant. So it can be concluded that Kanzler products have succeeded in maintaining and improving the quality of their products from a student perspective Islamic University Country Maulana Malik Ibrahim Poor.

Basically at University Maulana's Islamic State Malik Ibrahim In Malang, the majority of students are Muslim. Islam teaches its followers to avoid consuming products that contain raw materials that are prohibited by Islam, in Surah Al-Baqarah verse 173 explains:

۱۷۳ *God willing* فَمَنْ اضْطُرَّ غَيْرَ رَجِيمٍ *God bless you* نَزِيرٍ وَمَا أَهْلَ بِهِ لغيرِ اللَّهِ ۗ فَمَنْ اضْطُرَّ غَيْرَ رَجِيمٍ

Ministry of Religion 2019 translation

*173. Indeed, He has only forbidden you carrion, blood, pork, and (the meat of) animals slaughtered by (mentioning the name of) other than Allah. However, whoever is forced (to eat) it, not because he wants it and not (also) beyond the limit, then there is no sin for him. Indeed, Allah is Forgiving, Most Merciful.*

It can be understood that from this surah Allah strictly forbids his people from consuming and mixing haram raw materials, but we can observe that PT Macroprima Pangutama (Cimory Group) Kanzler products have get a certificate Halal from the Assembly Cleric Indonesia, which is the halal logo become an important element of information on a product and lead to customer opinion that there is no need to doubt the product's quality elements.

### **c. Influence Promotion Against Decisions Purchase**

Is known results in intermediate analysis promotion to decision purchase indicate in a way Partial obtain markTcount 6,224 > Ttable 1,981 can stated that there is an influence between promotion on decision purchase. Then assumed that's



it product Kanzler PT Macroprime Commander in Chief (Cimory Group) in its promotional efforts has reached the minds of students UIN Maulana Malik Ibrahim Malang is one of the factors for students to purchase Kanzler products.

In this promotion, the same as the results researched by Dwi Septi Haryani (2019) shows significant results on the influence promotion to the decision purchase.

#### **d. The Influence of Product Variations on Purchasing Decisions**

By individual variations product has influence on decisions purchase p this is evidenced at sig number  $0.026 < 0.05$  of the results comparative analysis number the significance that product variations have a significant influence on decision purchase.

Equivalent to the statement from Indrasari (2019:31) product variation is a company's effort to develop a product sake create choice. Basically, customers will be attracted to a brand if there are many variations product. In this way, Kanzler's efforts to implement variations in its brand have also reached the hearts of students who buy Kanzler PT products Macroprime Commander in Chief (Cimory Group).

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusion**

Based on the results of the analysis in the research, the researchers presented the following conclusions:

1. Through the T Test it is known that Product Quality which consists of 4 indicators has significant influence to the decision purchase Kanzler PT products Macroprime Chief Commander (Cimory Group) at UIN Maulanan Malik Ibrahim Malang with a score comparison of  $3,468 > 1,981$ .
2. Variables Promotion which includes 5 indicators, in the T Test has a significant influence on decisions product purchase Kanzler PT Macroprima Pangutama (Cimory Group) at UIN Maulana Malik Ibrahim Poor proven by the value of Tcount  $6.224 > Ttable 1.981$ .
3. Then the T test showed significance in the product variation variable consisting of 4 indicators showing results of  $2.251 > 1.981$ , so the conclusion was drawn that product variation had a significant influence on purchasing

decisions for Kanzler PT products Macroprime Commander in Chief (Cimory Group) at UIN Maulana Malik Ibrahim Poor.

4. Simultaneously the Quality variable Product, Promotions and Variations Product to Decision Purchasing Kanzler Products PT Macroprime Chief Commander (Cimory Group) at UIN Maulana Malik Ibrahim Malang has influence to decision purchases are proven between comparisons of Fcount and Ftable.  $115,912 > 2,683$ .

### Suggestion

Following that suggestion can be delivered by researchers, as following:

1. It is hoped that PT Macroprima Pangutama (Cimory Group) as a manufacturer that creates Kanzler products will continue to maintain, develop and innovate its products including product quality, expanding its promotional network and innovating the variety of its products.
2. Expected, to future researchers in order to add variables which is rare used by research other. Then look for research locations and samples with larger numbers. Because basically every difference in technique, method and type of research has its own value.

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