

The Effect of Cultural Factors, Price, and Promotion on Purchasing Decisions

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Article Info	Abstract
<i>Keywords:</i> ○ Cultural factors ○ Price ○ Promotion ○ Purchasing decisions	Purpose - This research aims to examine the influence of cultural factors, price, and promotion on purchasing decisions and how the three interact with each other to influence consumer behavior. Design/methodology/approach - This research uses a quantitative approach to examine the effect of cultural factors, price, and promotion on purchasing decisions. A total of 80 questionnaires, containing 76 statements, were distributed via social media in east Nusa Tenggara. PLS-SEM Version 3.0 was used to analyze the relationship between variables and their direct and indirect effect on purchasing decisions. Findings - Research limitations/implications - that findings show that culture significantly influences purchasing decisions, price has a positive but insignificant impact on purchasing decisions, and promotion significantly influences purchasing decisions. Each questionnaire included 76 statements for respondents. Research limitations/implications- This study highlights experience and attitude as key variables in purchasing decisions offering new insight, but the findings are limited to consumer behavior and product marketing, requiring further research.
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INTRODUCTION

Culture holds significant importance in east Nusa Tenggara Province. A case can be observed in Tinabani village, where violations of established customs can lead to severe consequences, including the imposition of customary sanctions. These may involve the sacrificial offering of pigs, the number of which is typically determined by traditional leaders. This practice aims to uphold the preservation of cultural values (Panggo, 2024). Cultural values and social harmony are legacies passed down from ancestors, and the enforcement of

these customs encompasses not only material obligations but also profound spiritual and social dimensions. In this context, the rise in purchasing decisions, particularly concerning the acquisition of pigs in Nusa Tenggara Timur, indicates a robust demand for these animals to fulfill traditional requirements. This trend consequently influences local economic dynamics and the social practices within the community. This is in line with research conducted by (Hindratno et al., 2021) which states that cultural factors have a positive influence on increasing purchasing decisions. According to (Pratiwi & Mandala, 2015) cultural factors are the most basic determinant of a person's desires and behavior. This includes the values, beliefs, and norms individuals hold in society. Culture shapes consumer preferences and behavior, including the values held and social norms.

Price is critical in purchasing decisions, particularly in east Nusa Tenggara. The increase in the cost of rice, which reached IDR 17,000 per kilogram, hurts children's nutrition because families prioritize rice over other foods, thereby increasing the risk of malnutrition and stunting (Arif, 2024). This shift in consumption patterns highlights how financial constraints force families to buy rice despite the high cost. This shows that price does not influence. According to (Viesti, 2017) the price has no effect due to the existence of other more dominant variables, such as product quality and location. Consumers tend to ignore price when they are satisfied with the quality and experience offered by the product. Price serves as a quality indicator for consumers. In a global context, the price can be adjusted to the purchasing power of the local community to attract consumers.

In Kupang Regency, located in east Nusa Tenggara, 40 notable tourist destinations remain relatively unknown to many travelers. This situation is largely attributed to insufficient promotional efforts and inadequate road access infrastructure, which hinder the region's ability to attract 40 notable tourist destinations both domestic and international visitors. To enhance tourism potential, it is essential to implement more robust promotional strategies that encourage the purchase of tour packages (Jahang, 2019). This is in line with (Lukito & Fahmi, 2020) research which shows that effective promotions can increase purchasing decisions. Promotions carried out by companies can increase consumer interest and desire to buy products. When consumers feel affected by promotions, they tend to make faster purchasing decisions. Through promotion, companies can communicate the value and benefits of products, helping consumers understand the reason for buying (Faisal & Sari, 2020).

This research is expected to enrich the consumer behavior literature by integrating cultural factors, price, and promotion. It will provide practical benefits for non-Muslim communities in East Nusa Tenggara by improving purchasing decisions and providing insight to regulators to formulate more effective policies (Faisal et al., 2023).

Research related to cultural factors, price, and promotion in purchasing decisions is very important for people in East Nusa Tenggara, especially in the Ende District because an understanding of these three factors allows businesses to develop marketing strategies that match local values and preferences, to increase sales and contribute to economic growth and welfare of local communities.

LITERATUR REVIEW

Cultural Value Theory

The theory states that cultural values influence consumer thought patterns and behavior, including when making purchasing decisions. Cultural values include aspects such as norms, beliefs, and traditions that exist in a group or society. Which ultimately shapes consumer preferences and behavior.

Theory of Demand and Supply for Price

This theory is the basic of price formation in the basic of price formation in a free market. The price of a good or service is determined by the balance between the quantity demanded (demand) and the quantity available (supply). If demand is higher than supply, prices tend to rise. Conversely, if supply is higher than demand, prices tend to fall.

Hierarchy Theory of Effects for Promotion

Is a model in marketing and advertising that describes the stages a consumer goes through before making purchase decisions. It outlines the sequential steps that a consumer typically follows, starting from awareness to the final action (like purchasing a product or service). The model helps marketers understand how to structure their communication and promotional strategies effectively.

Maslow's Theory of Needs (Hierarchy of Needs) for Purchasing Decisions

This theory, proposed by Abraham Maslow, states that purchasing decisions are influenced by a hierarchy of basic human needs, starting from physiological needs (such as food and shelter) to self-actualization needs. Consumers will buy products that satisfy their needs at a particular level within this hierarchy. The theory suggests that lower-level needs are met, such as safety, social connection, esteem, and ultimately self-actualization.

Cultural Factors

According to (Siregar, 2023) culture is the overall pattern of human behavior. The products produced are thought patterns, speech patterns, action patterns, and artifacts. This can be realized depending on a person's ability to learn and convey knowledge to the next generation through various tools, language, and reasoning patterns. Cultural Network Theory highlights how information, norms, and cultural values are distributed and exchanged in a social network, thereby influencing individual behavior. Cultural factors are fundamental elements that shape and influence a society's way of life. These include cultural values, social norms, beliefs, and behavior patterns that collectively define a community's identity and interactions.

Price

(Santi & Zahara, 2024) Price is the amount that must be paid for a product or service, and also the amount of value that consumers exchange or the value they have for using the product and service. According to PricingHub price is the amount of money required to purchase a good or service, but it also serves as an indicator of value for both consumers and producers. This perspective underscores that price reflects not only monetary value but also the perceived quality and desirability of products. Price theory explains how the price of a good or service is determined through the interaction between demand and supply. In a competitive market, the price is formed when the quantity of goods is supplied, which is called the equilibrium price. Price represents the monetary value assigned by the provider, reflecting an assessment of the disparity in the goods or services being exchanged.

Promotion

(Wahyudi et al., 2024) Promotion is a way for companies to communicate with their target market to increase consumer awareness, interest, and desire for their products. AIDA theory (attention, interest, desire, action): This theory explains the process that consumers go through when exposed to promotions. First, promotions attract attention, then arouse interest, generate desire, and finally encourage purchasing action. Promotion encompasses a series of strategic activities within the field of marketing, designed to introduce, inform, and persuade consumers regarding the benefits of purchasing existing products or services.

Purchasing decisions

(Samsiyah et al., 2023) Purchasing decisions represent the evaluation stage of the decision-making process, where buyers choose among several preferred brands and establish their intent to buy. Maslow's Needs Theory: decisions are influenced by purchases which include hierarchical needs, from physiological needs to self-actualization. Consumers buy products to meet specific needs according to the priority level of their needs. Ag decision is a process that involves various stages and factors in deciding to buy an available product or service.

Hypotheses development

In the context of culture, a strong understanding of culture plays an important role in people's decision-making in East Nusa Tenggara. (Soleh, 2020) Culture is the result of behavior that is carried out continuously and eventually becomes a habit adopted by a community group. (I Wayan & I Wayan, 2015) Cultural factors have the broadest influence on consumer desires and behavior. Culture is the most fundamental cause of a person's theory of desires and behavior. Based on the description above, here are some speculations that have been put forward:

H₁: Cultural Factors positively influence purchasing decisions

Culture is the most basic cause of a person's behavior; a person's behavior is learned and grows in society as a person learns the basic values of perception, desires, and behavior from the family and important institutions in other societies. Based on research by (Hindratno et al., 2021) states that cultural factors have a positive influence on purchasing decisions at UMKM in Kahayan Market, Palangara. According to (Ismunandar & Lestari, 2019) cultural

factors have a positive influence on purchasing decisions in Makassar City. Based on research (Kambali & Syarifah, 2020) price has a significant positive effect on purchasing decisions at Billionaire Store Bandung. According to (Nurliyanti et al., 2022) price has a positive effect on purchasing decisions in Marketing Management. Based on previous research above, cultural factors have a positive influence on decisions. The higher the level of understanding of cultural factors, the higher the level of purchasing decisions.

H₂: Price positively influences purchasing decisions

Price plays a crucial role in shaping purchasing decisions, as evidenced by various studies. Research conducted by (Kambali & Syarifah, 2020) indicates that price has a significant positive impact on purchasing decisions at Billionaire Store Bandung. Similarly, (Nurliyanti et al., 2022) found that price positively influences purchasing decisions within the context of marketing management, (Haque, 2020) also concluded that price has a positive and significant effect on purchasing decisions at MS Glow Beauty.

H₃: Promotion positively influences purchasing decisions

Promotion serves as a fundamental strategy within product marketing planning, and promotions must be genuinely appealing. Research conducted by (Lukito & Fahmi, 2020) indicates that promotion has a positive and significant impact on consumer decision-making in Tanjung Morawa. Similarly, findings from (Permatasari & Maryana, 2021) reveal that promotions positively influence purchasing decisions in Bandar Lampung. Additionally, (Prasetyo & Hidayat, 2019) confirms that promotions are beneficial for purchasing decisions. The compilation of these studies, including insights from (Sukmawati & Ekasasi, 2020), collectively supports the notion that promotions are advantageous in driving purchasing decisions. The previous research above shows that promotions have a positive effect on purchasing decisions. Based on previous research, price does not affect purchasing decisions. These findings suggest a complex relationship between price and purchasing decisions, highlighting the need for further analysis in specific contexts. The higher the level of promotion, the higher the level of people's purchasing decisions.

RESEARCH METHOD

This research uses quantitative methods with one implementation (cross-section) with data analysis hypothesis testing and non-probability sampling design; sample selection is based on subjective consideration, convenience, and certain criteria determined by the researcher by selecting appropriate respondents, and bias from irrelevant respondents can be minimized. This research method is efficient in terms of time and cost and is relevant for a certain population, namely the people of East Nusa Tenggara, especially in the Ende District. The analysis uses Partial Least Squares (PLS) because it is capable of processing data with small samples, is flexible for abnormal data, and supports complex models with latent variables and indicators simultaneously. This approach allows analysis of the relationship of variables, such as cultural factors, price, and promotion to targeted purchasing decisions and is ideal

for exploratory research. This helps reduce analysis bias that may techniques, such as covariance-based SEM, which in addition to requiring a large measurement sample, is also sensitive to model specification errors, causing estimation results to be highly biased and invalid.

Table 1 Research Object

Type	Variable	Dimensions	Source
Independent Variables	Cultural factors	1. Culture 2. Subculture 3. Social Class	(Ramdan et al., 2023)
	Price	1. Price Affordability 2. Price competitiveness 3. Price suitability with product quality 4. Price suitability with benefits	(Sahrnun et al., 2021) (Wicaksono et al., 2023) (Aditya & Yasa, 2024) (Sudaryanto et al., 2023)
	Promotions	1. Advertising 2. Sales promotion 3. Direct marketing 4. Personal selling 5. Public relations and publicity	(Arman, 2022)
Dependent Variables	Purchasing Decisions	1. Product choice 2. Brand choice 3. Channel of purchase 4. Timing of purchase 5. Quantity of purchase	(Harinie et al., 2023) (Harinie et al., 2023)

The data analysis method used in this study was the Partial Square (PLS) methodology. PLS is a structural equation modeling (SEM) solution method that is better suited for this study than other SEM approaches. With the following equation, there is one test model which is a new test:

$$KP = \beta_1 CF + \beta_2 PRC + \beta_3 PRM + \varepsilon$$

RESULT

Respondent Demographics

The researchers selected 76 respondents from East Nusa Tenggara, specifically from Ende District, who come from non-Muslim religions spread throughout East Nusa Tenggara. The researchers also selected 76 respondents from the community of East Nusa Tenggara, specifically from Ende District, as the sample for this study. Among them were 30 male and

46 female respondents, with the majority aged between 25 and 30. Of these respondents, 31 had graduated from higher education institutions, 42 were high school graduates, 2 had completed junior high school, and 1 had finished elementary school. Additionally, the researchers chose four family names for this study; 27 respondents were from the Repi family, 23 from the Mbonggi family, 6 from the Jobhi family, 1 from the Soa family, and 19 others came from outside these four families. I chose East Nusa Tenggara specifically in the District because the people there are familiar with the decision to purchase a pig, as it is an obligation that needs to be done during traditional events.

Normality Testing, Convergent Validity and Reliability Testing

The fundamental assumption of multivariate analysis is normality. The data are considered normal if the skewness value is in the range of ± 1.96 at a significance of 0.05 (Hair et al., 2010). The data is deemed normal since, according to the table, the normality test indicates that each variable's skewness value is less than 1.96. In the meantime, the data processing findings demonstrated that all indicators and dimensions created latent variables, with loading factors > 0.7 and AVE > 0.5 meeting convergence validity (Hair et al., 2010). Additionally, the reliability test revealed that each variable had Cronbach's alpha and composite reliability values greater than 0.7, indicating the dependability of the data. The assessment of the measurement model (outer model) verifies that all dimensions and indicators originate from latent variables.

The Hypothesis Test

The research uses hypothesis testing to determine the influence of the independent variables, cultural factors, price, and promotion on the dependent variable, purchasing decisions. The type of investigation used in this research is a correlational study which finds important variables related to the problem or identifies important factors related to the problem. Correlational studies are always carried out in unplanned situations.

Table 2 T-test result (individual)

$$KP = \beta_1 FB + \beta_2 PRC + \beta_3 PRM + 3$$

Variable	Prediction	Model without novelty	
		Original Sample (O)	P-Values
CF-> PD	+	0.513	0.000
PRC-> PD	-	0.202	0.016
PR-> PD	+	0.246	0.015
R-square		0.817	
Adjusted R-squared		0.810	

Significance Level *0.05

Source: SmartPLS Data Processing Result

Caption: CF = Cultural Factors; PRC = Price; PRM = Promotion; PD = Purchasing Decision

Explanatory

R-squared (R^2) is the proportion of variance in the dependent variable explained by the independent variables, ranging from 0 to 1. Adjusted R-squared adjusts R^2 for the number of predictors, preventing artificial inflation when more variables are added, and providing a more accurate measure of model fit. The R-square value of the result of this study is 0.817% in this study, indicating that 81.07% of the variation in purchasing decisions can be explained by cultural factors, price, and promotion. Meanwhile, the Adjusted R-Square of 0.810 shows that after considering the number of variables used 81% of the variation in purchasing decisions can be explained by the model.

DISCUSSIONS

Cultural factors have a positive effect on purchasing decisions.

(Hindratno et al., 2021), (Ismunandar & Lestari, 2019), (Muhammad, 2019), (Sudaryanto et al., 2021). The results of this study support other studies. They show that cultural factors have a positive effect on purchasing decisions. This shows that cultural factors have an important role in purchasing decisions. The higher the understanding of cultural factors in a society, the higher the level of purchasing decisions in that society. Cultural value theory, this theory states that cultural values influence thought patterns. And consumer behavior, including when making purchasing decisions. These cultural values include aspects such as social norms, beliefs, and traditions that exist in a group or society, which ultimately shape consumer preferences and behavior. It can also be said that people in East Nusa Tenggara have a good understanding of traditional or cultural factors, so they can improve purchasing decisions. According to (Panggo, 2024) in the culture or tradition in the Ende District, actions that violate customs must be replaced with several pigs depending on what norms are violated. This is done as a form of atonement. There is a customary, or cultural rule in the District, namely that you are not allowed to talk to traditional figures during traditional events. If someone violates this rule, they will be subject to several sanctions, including sacrificing themselves. In exchange for elf sacrifice, a person must sacrifice several pigs according to the request of traditional leaders, who will then be sacrificed during the traditional event. According to (Rodliyah, 2019) consumer decisions to buy pork in East Nusa Tenggara are strongly influenced by the culture and customs rooted in society. Owning a pig or serving pork at certain events can also improve one's social status in the community. Pigs are often used as wedding favors to show the wealth and economic capabilities of the family. This culture or tradition directly requires someone to buy pork, which is an inseparable part of restoring and fulfilling customary and cultural obligations in that society. And this has an impact on increasing people's purchasing decisions.

Price does not influence purchasing decisions.

(Melpiana & Sudarajat, 2022) Based on research, price has a significant effect on purchasing decisions but is not in the same direction as the hypothesis, which means it does not support the theory and is rejected. This shows that high prices do not influence the decline in purchasing decisions, especially among people in East Nusa Tenggara. Price does not become an influence for people to make purchasing decisions; it is based on cultural

factors that are strongly upheld so that even though the price is high, people still want to make a purchase. According to (Bur et al., 2024) pigs have an important position in various activities in East Nusa Tenggara, such as weddings, death, and religious celebrations. This shows that even though the price of pigs is high, people still buy and keep them, to fulfill these needs. The price of a good or service is determined by the balance between the quantity (demand) and the quantity available (offer). Demand and supply theory, this theory is the basis of price formation in the free market. If demand is higher than supply, prices tend to rise. Conversely, if supply is higher than demand, prices tend to fall.

Promotion has a positive effect on purchasing decisions.

(Fernando & Simbolon, 2022), (Permatasari & Maryana, 2021), (Prasetiyo & Hidayat, 2019), (Lukito & Fahmi, 2020), (Herawati & Muslikah, 2020). The results of this study support other studies. The results show that promotion has a positive effect on purchasing decisions. The hierarchy of effects theory states that promotions influence consumers through sequential stages; awareness, interest, consideration, desire, and action, which ultimately drive purchases. Research shows that the higher the level of promotion carried out, the higher a person's decision to buy a product or service will be. Promotion is part of the marketing mix, which pays attention to effective techniques in encouraging the level of sales of products and services so that they are better known to the wider community (Wijayanto, 2012). The effectiveness of promotional strategies can increase people's buying interest in East Nusa Tenggara. This shows that promotion has a positive on purchasing decisions.

CONCLUSIONS

(1)The quality of purchasing decisions is positively enhanced by cultural factors, which means consumers are more likely to make good decisions when products or marketing messages match their cultural values and norms (2) The quality of purchasing decisions is not enhanced by price, which suggests that consumers prioritize other factors such as quality or cultural relevance over price (3) The quality of purchasing decisions is positively enhanced by promotion, which suggests that the right promotion strategy can encourage consumers to buy, especially if the promotion is tailored to local cultural values. Therefore, it is necessary to adapt marketing strategies to the local culture, utilizing relevant promotions and not only focusing on price.

Theoretical Implications

The objective of this research is to contribute to the existing academic literature and to aid in the development of a more comprehensive theoretical model for understanding the identified issue. This study can serve as a valuable reference for examining cultural factors variable reference for examining cultural factors variables, with prices as the independent variable, promotion also as an independent variable, and purchasing decisions as the dependent variable, specifically concerning the population of East Nusa Tenggara, especially in the Ende District.

Managerial Implication

This research produces findings that are useful for the people of East Nusa Tenggara,

especially in the Ende District, to provide an understanding of culture in purchasing decisions, ensure that the price offered by the seller is by the quality of the pig obtained, and provide discount for large in purchases or special during traditional days, and promotion carried out by sellers must be effective must be able to respect cultural values to attract buyers to make purchases, to create a satisfying and sustainable shopping experience for customers. Therefore, managers and business people need to design strategies that pay attention to local cultural elements, set prices that are fair and appropriate to product quality, and run relevant promotions to increase customer satisfaction and build long-term relationships with consumers.

Policy Implications

The result of this research can help local governments to understand local culture, namely respecting existing traditions and culture, especially in the people of East Nusa Tenggara. The government can also carry out various initiatives, such as supporting traditional events, cultural festivals, or activities that highlight products. Local products that have cultural value include pork products in the traditions of East Nusa Tenggara. This cultural preservation is important to maintain the identity and cultural heritage of the local community. This can also create support for pig farmers and improve purchasing decisions for pork products. The government also needs to provide education and outreach programs that explain the importance of the quality of pork products, as well as how to care for them properly. These products will help farmers understand how to maintain the quality of pork so that it meets consumer expectations. Apart from that, the government can also establish and develop regulations that support the marketing of pork in a way that is sensitive to cultural diversity. The government can set a minimum price for pork sold in the market. This policy aims to protect consumers from prices that are too high. Traditional leaders also play an important role in maintaining and preserving local values. Traditional leaders are expected to be bridges between government policies, local cultural practices, and customary norms and find solutions that can balance cultural needs with applicable regulations.

Limitation

The limitation of this research is that all research variables, namely cultural factors, price, and promotion, are dependent variables that are measured using a questionnaire, so the data obtained is the respondent's perception. Respondents were obtained via WhatsApp, so the questionnaire obtained was not guided by its filling. Therefore, there is the possibility of respondent subjectivity regarding the questions asked and also an obstacle in waiting for confirmation from the respondent. Another obstacle is the relatively small sample size, which can limit the ability to generalize research results to a larger population. And the geographical location of several areas in the district where it is difficult for all people to access communications tools because the internet network is difficult.

Suggestion

For future research, it is necessary to carry out further research because there is still limited research that integrates an understanding of cultural factors in purchasing decisions so that research not only enriches academic literature but also provides a basis for developing a better understanding regarding a person's purchasing decisions. Apart from that, you can

use different and more focused research objects, and use more varied respondent criteria. Future researchers are also advised to explore other variables that influence purchasing decisions, such as income or consumer confidence. Additionally, the use of larger and more diverse samples may increase the validity of the results. Longitudinal designs are also recommended to observe changes in consumer behavior over time.

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