



Product Quality, Price Discounts, and Sales Promotion on Purchase Decisions for Clay Roof Tiles

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Abstract

Purpose: This study examines the partial and simultaneous effects of product quality, price discounts, and sales promotions on the purchase decisions for Genteng Mantili clay roof tiles.

Research Methodology: A quantitative survey design was used. Data were collected from 60 consumers using random sampling based on Slovin's formula from an estimated population of 150. A structured Likert-scale questionnaire (1–5) was administered and analyzed using multiple linear regression, preceded by normality and linearity assumption diagnostics using IBM SPSS Statistics version 25.

Results: The results show that leadership style significantly affects employee performance. Work environment and work discipline also significantly affect leadership style. In addition, leadership style mediates the effects of work environment and work discipline on employee performance.

Conclusions: Product quality, price discounts, and sales promotion are powerful and complementary determinants of purchase decisions in the rural clay tile market. These findings offer actionable strategic guidance for small-scale building material producers seeking to sustain their competitive advantage through integrated marketing mix management.

Limitations: This study is limited to a single clay roof tile enterprise in Central Lampung and only examines product quality, price discounts, and sales promotion as predictors of purchase decisions.

Contributions: This study contributes to marketing literature by providing empirical evidence from the rural Indonesian building materials sector and highlighting the integrated role of product quality, price discounts, and sales promotion in influencing purchase decisions among clay roof tile consumers.

Keywords: *Building Materials, Clay Roof Tile, Purchase Decision, Price Discount, Product Quality*

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1. Introduction

The Indonesian building materials sector occupies a strategically important position in the national economy, serving as both an upstream supplier to the construction industry and a direct employer of millions of workers in small-scale, artisanal, and cottage manufacturing enterprises in Indonesia. As Indonesia's residential construction activity has intensified, driven by population growth, urbanization, government housing programs such as Program Sejuta Rumah, and rising household incomes across Lampung and other provincial regions, the demand for building components, including roofing systems, has grown substantially ([Badan Pusat Statistik Indonesia, 2023](#); [Kementerian Pekerjaan Umum dan](#)

[Perumahan Rakyat, 2022](#)). Within the roofing category, clay tiles (*genteng tanah liat*) represent a traditional, regionally significant product that continues to command substantial market preference in rural and peri-urban areas of Lampung Province, where the combination of affordable pricing, thermal insulation properties, and cultural familiarity sustains demand despite competition from concrete tiles, ceramic tiles, and corrugated metal and fiber cement alternatives.

The Kalirejo District in Central Lampung Regency has historically been a significant clay tile production cluster, with multiple small enterprises producing tiles using locally sourced raw materials and traditional kiln-firing techniques. These enterprises—including *Genteng Mantili*—occupy a distinctive market position as local producers whose products offer cost and delivery advantages over imported or mass-produced alternatives but simultaneously face competitive pressure from better-capitalized manufacturers and consumer preferences that are gradually shifting toward alternative roofing materials. In this context, marketing mix decisions, specifically regarding product quality, pricing strategies, and promotional activities, are critical determinants of enterprise survival and market share retention.

Genteng Mantili's sales revenue data for the 2022–2024 period reveal a pattern of stagnation and partial decline that motivates the present inquiry. The total annual revenue was IDR 49,520,000 in 2022, rose to IDR 50,770,000 in 2023, and then declined to IDR 49,700,000 in 2024—a net decrease of IDR 1,070,000 year-over-year. Monthly data for 2024 show particularly pronounced declines in March (IDR 3,500,000), July (IDR 3,120,000), and December (IDR 3,000,000) relative to the corresponding 2023 figures, whereas months such as May, August, September, and November recorded relative improvements. This heterogeneous pattern suggests that revenue decline is not attributable to a single systematic cause but rather to the interaction of product quality variability, pricing strategy effectiveness, and promotional reach—the three marketing mix variables examined in this study.

Consumer complaints documented at *Genteng Mantili* include concerns about product durability (tiles cracking or breaking prematurely), color inconsistency across production batches, and insufficient weather resistance under extreme rainfall and heat. These quality perceptions, if widespread among consumers and potential buyers in the Kalirejo market, would directly suppress purchase decisions by undermining confidence in value for money. Quality inconsistency in artisanal clay tile production is a recognized challenge arising from variability in raw material clay composition, temperature control limitations in traditional kilns, and the labor-intensive nature of tile forming, which introduces human variation across batches ([Fuadi & Sanjaya, 2022](#); [Nasikah et al., 2023](#)).

Price discounts—offered periodically during construction seasons, slow-demand periods, or for bulk purchases—are a widely used short-term marketing tool for small building material producers. While discounts can stimulate immediate purchase actions by reducing the price barrier and creating urgency, their long-term effectiveness in building sustainable consumer relationships remains debatable. [Dirgantaran \(Dirgantaran, 2021\)](#) cautions that excessive reliance on discounts may erode product quality perceptions and create price-dependency patterns that reduce profitability once discount periods end. Nevertheless, in rural construction material markets, where buyers are highly price-sensitive and cash-flow constrained, strategically timed discounts may represent one of the most accessible and effective demand stimulation tools available to small enterprises.

Sales promotion, which encompasses incentives such as free samples, bundled offers, loyalty programs, and gift-with-purchase arrangements, provides an additional purchase decision lever that complements product quality and price strategies. In the Kalirejo clay tile market, promotional activities have historically been limited in scope and innovation, primarily relying on word-of-mouth and local dealer relationships rather than on structured promotional campaigns. Expanding and formalizing sales promotion efforts represents a potentially high-return investment for *Genteng Mantili*, given that the construction materials purchasing decision is typically deliberative rather than impulsive, allowing promotional

information sufficient time to influence the decision process before a purchase commitment.

Against this empirical background, this study addresses the following research questions: (RQ1) Does product quality significantly affect the purchase decisions for Genteng Mantili clay tiles? (RQ2) Do price discounts significantly affect the purchase decisions? (RQ3) Does sales promotion significantly affect purchase decisions? (RQ4) Do product quality, price discounts, and sales promotions jointly and significantly predict purchase decisions? This study contributes empirically by providing quantitative evidence from an under-researched rural building materials SME context in Indonesia, theoretically by integrating product quality, pricing, and promotion variables within the consumer purchase decision framework for traditional craft-based commodity products, and practically by generating actionable marketing mix recommendations for Genteng Mantili and comparable small clay tile enterprises.

2. Literature Review

2.1 Consumer Purchase Decision Theory

Consumer purchase decisions are defined as the process by which consumers evaluate alternatives and select a product, brand, or course of action to fulfill a need or want (Kotler & Armstrong, 2018). The classical consumer decision-making model (Engel et al., 1995) delineates five sequential stages: need recognition (awareness of an unmet need), information search (gathering product information from internal and external sources), alternative evaluation (comparing competing options against decision criteria), purchase decision (committing to a specific choice), and post-purchase behavior (evaluating the consumption experience and forming repurchase intentions) (Desjardins et al., 2023). In the building materials category, the purchase decision process is typically extended and deliberative: consumers invest significant time in information search and alternative evaluation because purchase amounts are large, product durability directly affects long-term residential comfort, and switching costs (replacing tiles after installation) are high (Akbar & Rezeki, 2022).

For clay roof tiles, the specific decision criteria most salient to consumers include product durability, dimensional consistency, aesthetic finish, load-bearing capacity, weather resistance, price competitiveness, and supplier reliability (Christianingrum, 2023). These criteria reflect both functional performance requirements—the tile must protect the building from weather penetration for multiple decades—and economic considerations, as construction material budgets are typically constrained, and price-quality trade-offs are carefully evaluated (Hendriawan & Ramadhan, 2025). Kotler and Keller (2016) established that purchase decisions in building material markets are predominantly rational and deliberative, governed by performance expectations and value-for-money assessments rather than impulsive or emotionally driven choices.

The marketing mix framework (Kotler & Armstrong, 2018) positions product quality, price, and promotion as three of the four primary controllable variables through which enterprises influence consumers' purchase decisions. In the context of SME building materials, promotion (encompassing both discounts and sales promotion activities) substitutes for the fourth P (place/distribution) as a key strategic lever, given that rural building materials enterprises typically operate from fixed production sites and rely on local distribution networks rather than broad geographic distribution (Sukmawan, 2024).

2.2 Product Quality and Purchase Decisions in Building Materials

Product quality is defined as the totality of the features and characteristics of a product that affect its ability to satisfy stated or implied consumer needs (Kotler & Keller, 2016). In the context of building materials, Garvin (1984) multidimensional quality taxonomy is particularly relevant: performance (functional effectiveness in weather protection), conformance (adherence to dimensional and strength specifications), durability (resistance to cracking, fading, and structural degradation over time), and

reliability (consistency of quality across production batches) are the dimensions most directly relevant to clay tile purchase evaluation (Arliandhini & Resawati, 2023).

The product quality-purchase decision relationship has been empirically validated across multiple Indonesian SME and retail contexts. Fuadi and Sanjaya (2022) found significant positive quality effects on purchase decisions for Honda Beat motorcycles at an authorized dealership in Central Lampung, with quality ranking alongside price as the two most influential predictors of purchase decisions. Fuadi et al. (2022) confirmed comparable results for Indihome telecommunications services in Metro City, where product quality—operationalized as service reliability and network performance—was found to significantly predict customer purchase decisions. Hidayah and Yulianto (2022) documented positive quality-purchase decision relationships in a Surabaya apparel retail context, noting that the effect of quality was partially mediated by price perceptions.

In the clay tile context, product quality variability represents a distinctive challenge because artisanal firing processes inherently introduce batch-to-batch variations in tile density, color homogeneity, and dimensional consistency. Research on rural Indonesian craft manufacturing (Nasikah et al., 2023) has shown that quality consistency—the degree to which products reliably meet specifications across batches—is often a stronger determinant of purchase decisions than the average quality level: consumers who have experienced quality inconsistency in prior purchases are significantly less likely to reorder, regardless of a producer’s average quality reputation. This finding underscores the importance of quality management systems that minimize intra- and inter-batch variations as a precondition for sustained purchase decision favorability (Sutisna et al., 2023).

The quality-purchase decision mechanism operates via multiple pathways. Cognitively, high product quality reduces consumer uncertainty about long-term value delivery, enabling a more confident purchase commitment. Affectively, positive quality perceptions generate trust and reduce the perceived risk of a purchase decision, which will have long-term consequences for residential comfort and structural integrity. Behaviorally, quality satisfaction from prior purchases creates a repeat purchase propensity through habit formation and loyalty (Kotler & Keller, 2016; Saputra, 2020).

H_1 : Product quality has a significant positive effect on the purchase decisions for Genteng Mantili clay roof tiles.

2.3 Price Discounts and Purchase Decisions

A price discount is defined as a reduction in the standard price of a product or service offered to consumers for a limited time or under specified purchase conditions, typically designed to stimulate purchase behavior, clear inventory, or reward loyalty (Kotler & Armstrong, 2018; Novianti et al., 2025). In the consumer behavior literature, price discounts are recognized as one of the most powerful short-term demand stimulants because they reduce the financial barrier to purchase and create time-pressure urgency that can convert latent purchase intention into immediate purchase actions (Ahyani & Solihin, 2025; Grewal et al., 2019; Monroe, 2003).

Price discounts influence purchase decisions via multiple behavioral mechanisms. First, discounts create a 'price savings' perception that activates loss aversion: consumers who perceive they will 'lose' the discount opportunity if they delay their purchase are more motivated to commit to a purchase decision immediately (Kahneman & Tversky, 1979; Thaler, 1985). Second, discounts improve the value ratio perceived by consumers—the comparison of the price paid against the quality received—making purchase decisions easier to justify rationally (Mirah & Martini, 2025; Monroe, 2003). Third, for bulk purchases, which are common in construction material procurement, where entire roof tile quantities are purchased in a single transaction, volume discounts create substantial savings that directly reduce the total project cost, generating strong incentive effects (Indrajaya et al., 2023; Ramdan et al., 2025).

Empirical evidence from the Indonesian retail and manufacturing contexts supports positive discount-purchase decision relationships. [Anjarini et al. \(2021\)](#) found that price discounts significantly and positively influenced purchase decisions for honey products at an MSME enterprise, with consumers reporting that discounts increased perceived value and accelerated the timeline of their purchase commitment. [Desma and Erveni \(2020\)](#) documented significant in-store discount effects on impulse-buying behavior at a Medan retail store, though with the caveat that discount effects were most pronounced for consumers with moderate rather than high baseline purchase intention, suggesting that discounts may be most effective as a 'tipping point' mechanism for undecided buyers rather than as a primary motivator for initially uninterested consumers. [Dirgantaran \(2021\)](#) and [Nayma et al. \(2023\)](#) provided nuanced findings, showing that while discounts significantly increased immediate purchase probability, they did not sustain long-term purchase loyalty—highlighting the importance of complementing discount strategies with quality and promotion investments.

In the Kalirejo clay tile market, price discounts are particularly relevant during two cyclical contexts: the construction season (typically March–June, when weather conditions enable roofing work), when demand is high and buyers make competitive price comparisons, and the off-season (particularly December–January), when demand softens and producers use discounts to sustain cash flow. Understanding which discount modalities—volume, seasonal, or loyalty discounts—generate the strongest purchase decision effects is strategically important for optimizing discount deployment without compromising long-term price integrity.

H_2 : Price discounts have a significant positive effect on purchase decisions for Genteng Mantili clay roof tiles.

2.4 Sales Promotion and Purchase Decisions

Sales promotions encompass a diverse array of incentive tools designed to stimulate short-term purchase acceleration or increase product purchase quantities ([Kotler & Armstrong, 2018](#)). [Belch and Belch \(2021\)](#) classify sales promotion instruments into consumer promotions (directed at end buyers: coupons, samples, rebates, contests, loyalty programs, and premium gifts) and trade promotions (directed at channel intermediaries: dealer allowances, cooperative advertising support, and display incentives). For small building material producers targeting both direct consumers and construction contractor intermediaries, both consumer and trade promotion instruments are relevant.

Sales promotions influence purchase decisions through several psychologically distinct mechanisms. Promotional incentives, such as gift-with-purchase arrangements or bundled product packages, create the perception of additional value, making the overall purchase more attractive relative to non-promoted alternatives ([Grewal et al., 2019](#)). Promotional scarcity—time-limited offers or limited-availability deals—activates reactance motivation, increasing purchase urgency among consumers who fear losing promotional benefits ([Brehm, 1966](#); [Sari & Dewi, 2023](#)). Promotional communication—the act of distributing promotional information through leaflets, local media, or dealer networks—increases product salience and purchase consideration among consumers who may not have previously evaluated the product, thereby effectively expanding the consideration set ([Widyastuti, 2023](#)).

Empirical evidence from the Indonesian SME context supports positive sales promotion and purchase decision relationships ([Roy, 2023](#)). [Sari and Dewi \(2023\)](#) documented significant promotion effects on purchase decisions for clothing at a Metro City retail store, with promotional information accessibility being the strongest promotion indicator. [Puri and Ratnasari \(2023\)](#) and [Uddin \(2020\)](#) confirmed comparable results at a second Metro City clothing retailer, noting that the combination of promotional communication and discount pricing generated stronger purchase decision effects than either instrument independently. [Febriyanti et al. \(2023\)](#) documented the positive effects of digital marketing promotion on sales volume for a Jombang clay tile producer, providing sector-specific evidence that promotional

communication investments generate measurable returns in building material product markets, a finding directly applicable to the Genteng Mantili context.

For Genteng Mantili, the current scope of sales promotion is primarily limited to informal dealer relationships and occasional word-of-mouth promotion among satisfied customers. The absence of structured promotional programs—such as dealer loyalty incentives, contractor referral rewards, or seasonal promotional packages—represents a significant missed opportunity in a market where comparable enterprises in other Indonesian regions have successfully employed these instruments to sustain demand during slow periods and accelerate purchase decisions among undecided buyers.

H_3 : Sales promotion has a significant positive effect on purchase decisions for Genteng Mantili clay roof tiles.

2.5 Simultaneous Marketing Mix Effects on Purchase Decisions

The simultaneous effects of product quality, price, and promotion on purchase decisions reflect the integrated nature of consumer evaluation processes. Kotler and Armstrong (Kotler & Armstrong, 2018) established that consumers do not evaluate marketing mix elements independently but form holistic product assessments that integrate quality, value, and promotional signals into a unified purchase propensity judgment. Fuadi et al. (2022) demonstrated the simultaneous positive effects of product quality, service quality, price perception, and promotion on purchase decisions for a telecommunications product, with the joint model explaining 74.6% of the purchase decision variance, establishing a theoretical baseline for integrated marketing mix effect magnitudes in Indonesian consumer product contexts (Maheswara et al., 2023; Purnamasari & Riyadi, 2023).

Nasikah et al. (2023) extended marketing mix analysis to Indonesian MSME, finding that simultaneous product, price, distribution, and promotion effects collectively and significantly predicted consumer purchasing behavior, with marketing mix synergy generating purchase decision effects substantially larger than any single variable's contribution. Dwi and Pardi (2022) specifically examined the simultaneous effects of product quality, price, and promotion on purchase decisions for fashion products, confirming a significant joint effect (F-test significance < 0.05) with quality emerging as the foundational variable and price and promotion serving as amplifying instruments.

In the clay tile context, the simultaneous marketing mix effect is theoretically grounded in the multi-attribute attitude model (Fishbein & Ajzen, 1975): consumers form purchase attitudes by weighting multiple product attributes—quality, value, and promotional benefits—based on their relative importance. The purchase decision is then driven by the attitude that results from this weighted combination, meaning that weaknesses in any single dimension can be compensated by strengths in others, and that all three variables must be managed consistently to maximize purchase decision favorability across the diverse consumer segments served by Genteng Mantili.

H_4 : Product quality, price discounts, and sales promotion jointly and significantly predict the purchase decisions for Genteng Mantili clay roof tiles.

2.6 Conceptual Framework

The conceptual framework of this study posits that purchase decisions (Y) for Genteng Mantili clay roof tiles are a function of product quality (X_1), price discounts (X_2), and sales promotion (X_3), both independently and in combination. Product quality shapes purchase decisions through quality-driven consumer confidence and risk reduction mechanisms, with durability and consistency being the most salient dimensions for building material consumers. Price discounts influence purchase decisions through value perception enhancement and purchase timing acceleration mechanisms, particularly under the budgetary constraints characteristic of rural residential construction. Sales promotions affect

purchase decisions through information accessibility, purchase urgency creation, and channel relationship strengthening mechanisms. Collectively, these three variables constitute the core controllable marketing mix instruments through which Genteng Mantili can influence consumer purchase decisions, grounded in the consumer decision-making model (Kotler & Armstrong, 2018), multi-attribute attitude theory (Fishbein & Ajzen, 1975), and the marketing mix framework (McCarthy, 1964).

3. Methodology

3.1 Research Design and Setting

This study employs a quantitative survey research design to examine the relationships between product quality, price discounts, sales promotion, and purchase decisions. The quantitative approach is grounded in positivist epistemology: the relationships among marketing mix variables and purchase decisions are treated as objective, measurable phenomena amenable to deductive hypothesis testing using inferential statistical methods (Creswell & Creswell, 2018; Sugiyono, 2016). The survey design enabled systematic data collection from a representative consumer sample using a standardized measurement instrument, supporting comparative analysis and statistical generalization within the study's defined population.

The study was conducted at Genteng Mantili, a clay roof tile producer located in Kalirejo District, Central Lampung Regency, Lampung Province, Indonesia. This research site was selected because (1) the enterprise presents a documented marketing performance challenge—declining 2024 revenues—for which empirical marketing mix analysis is operationally urgent; (2) its consumer base is sufficiently large (estimated 150 active consumers) to support a meaningful sample under Slovin's formula; and (3) the Kalirejo clay tile production cluster represents an understudied building materials context whose marketing dynamics have received limited empirical attention in the Indonesian management literature.

3.2 Population and Sampling

The target population comprised all consumers who purchased Genteng Mantili clay roof tiles, either directly at the production site, through authorized agents, or via online channels, with an estimated total of 150 active consumers. The sample size was determined using Slovin's formula at a 10% precision level:

$$n = \frac{N}{1 + N \cdot e^2} = \frac{150}{1 + 150 \times 0.10^2} = \frac{150}{2.5} = 60 \text{ respondents}$$

The resulting sample of 60 respondents was selected using simple random sampling—each consumer in the population had an equal probability of selection, without stratification—consistent with the study's objective of representing the total active consumer population rather than specific consumer sub-segments (Sugiyono, 2017). All 60 respondents completed the questionnaire during the data collection period, yielding a 100% response rate.

3.3 Measurement Instruments and Operationalization

Primary data were collected using a structured Likert-scale questionnaire (1 = Strongly Disagree; 5 = Strongly Agree). Table 1 presents the construct's operationalization.

Table 1. Variable Operationalization

Variable	Construct Definition	Indicators	Source
Product Quality (X ₁)	Degree to which clay tiles fulfill consumer functional needs and quality expectations	Durability (resistance to cracking and breakage); Dimensional conformance (size and thickness consistency); Aesthetic quality (color uniformity, surface finish); Weather resistance (waterproofing, heat resistance); Reliability (consistency across batches)	Garvin (1984); Kotler and Keller (2016); Fuadi and Sanjaya (2022)
Price Discounts (X ₂)	Reduction in standard tile price offered to stimulate purchase action	Volume discount availability; Seasonal discount periods; Discount magnitude perception; Price savings value assessment; Discount communication clarity	Monroe (2003); Kotler and Armstrong (2018); Anjarini et al. (2021)
Sales Promotion (X ₃)	Short-term incentive tools designed to encourage purchase of Genteng Mantili tiles	Promotional offer awareness; Gift/bonus incentive attractiveness; Bundled package value; Dealer loyalty program appeal; Promotional communication reach	Belch and Belch (2021); Kotler and Armstrong (2018); Sari and Dewi (2023)
Purchase Decision (Y)	Consumer's commitment to purchasing Genteng Mantili tiles over competing alternatives	Need recognition (awareness of roofing need); Information search (seeking product information); Alternative evaluation (comparing competitors); Purchase commitment (choosing Genteng Mantili); Repurchase intention (post-purchase satisfaction)	Kotler and Armstrong (2018); Kotler and Keller (2016)

Source: Authors' compilation

Content validity was established through an expert review by two marketing academics at Universitas Muhammadiyah Metro prior to instrument deployment. Construct validity was confirmed using Pearson's product-moment correlation, with all items satisfying the $r > 0.30$ threshold. Reliability was assessed using Cronbach's alpha coefficient: product quality ($\alpha = 0.841$), price discounts ($\alpha = 0.818$), sales promotion ($\alpha = 0.826$), and purchase decisions ($\alpha = 0.853$), all exceeding the 0.60 minimum threshold (Ghozali, 2018).

3.4 Data Analysis Procedure

The analysis proceeded in two sequential stages. In the first stage, classical assumption diagnostics were conducted.

(1) Normality: One-sample Kolmogorov-Smirnov tests were applied to the raw data distributions for each variable. Asymp. Sig. (2-tailed) > 0.05 confirms normally distributed data, satisfying the regression inference assumptions.

(2) Linearity: ANOVA-based Deviation from Linearity tests assessed whether each predictor-outcome relationship exhibited an appropriate linear functional form. Non-significant Deviation from Linearity statistics ($p > 0.05$; F -observed $< F$ -critical) confirm linearity.

In the second stage, multiple linear regression analysis was performed.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

where Y is the purchase decision, X_1 is product quality, X_2 is price discount, X_3 is sales promotion, α is the intercept, β_1 , β_2 , and β_3 are partial regression coefficients, and ε is the error term. Partial t -tests (significance threshold: $\alpha = 0.05$) were used to test H_1 , H_2 , and H_3 . The F -test was used to assess H_4 . The coefficient of determination (R^2) quantifies the explanatory power. All analyses were performed using IBM SPSS Statistics 25 (Ghozali, 2018).

4. Results and Discussion

4.1 Results

4.1.1 Sales Revenue Context and Research Motivation

Table 2. Monthly Sales Revenue — Genteng Mantili Kalirejo (2022–2024)

Month	2022 (IDR)	2023 (IDR)	2024 (IDR)
January	3,100,000	4,250,000	4,100,000
February	4,200,000	4,000,000	4,320,000
March	4,400,000	4,120,000	3,500,000
April	3,800,000	3,500,000	3,560,000
May	4,000,000	3,900,000	4,600,000
June	5,100,000	4,600,000	5,000,000
July	4,100,000	5,500,000	3,120,000
August	3,120,000	3,200,000	4,700,000
September	3,200,000	3,100,000	4,500,000
October	4,500,000	5,400,000	4,200,000
November	5,500,000	6,100,000	5,100,000
December	4,500,000	3,100,000	3,000,000
TOTAL	49,520,000	50,770,000	49,700,000

Source: Genteng Mantili Sales Records (2022–2024)

Table 2 presents Genteng Mantili’s monthly sales revenue for 2022–2024, providing an empirical context that motivates this investigation. The data reveal that total revenues rose from IDR 49,520,000 in 2022 to IDR 50,770,000 in 2023, an increase of 2.5%, before declining to IDR 49,700,000 in 2024, a decrease of 2.1%. While the absolute revenue fluctuation is modest, the directional reversal in 2024—particularly the sharp declines in March (IDR 3,500,000, down from IDR 4,120,000 in 2023), July (IDR 3,120,000, down from IDR 5,500,000), and December (IDR 3,000,000, down from IDR 3,100,000)—signals a structural vulnerability in Genteng Mantili’s market position that warrants a systematic marketing mix analysis.

4.1.2 Descriptive Statistics

Table 3. Descriptive Statistics of Research Variables (n = 60)

Variable	Mean	Std. Dev.	Min	Max
Product Quality (X_1)	76.52	8.031	54	95
Price Discounts (X_2)	77.45	7.775	56	95
Sales Promotion (X_3)	79.65	7.467	59	95
Purchase Decision (Y)	78.90	7.604	57	95

Note: $n = 60$. Scores represent summed Likert item totals
Source: Primary data

Based on Table 3, sales promotion recorded the highest mean score (79.65), followed by price discount (77.45) and product quality (76.52). This descriptive pattern suggests that consumers are most positively disposed toward the promotional dimension of Genteng Mantili's marketing mix, with quality receiving the most restrained evaluation, consistent with consumer complaints about durability and batch consistency documented in the enterprise's operational records.

4.2 Classical Assumption Test Results

Table 4. Normality Test Results (Kolmogorov-Smirnov)

Variable	KS Statistic	Asymp. Sig.	Rule	Conclusion
Product Quality (X_1)	0.058	0.200	$p > 0.05$	Normal ✓
Price Discounts (X_2)	0.084	0.200	$p > 0.05$	Normal ✓
Sales Promotion (X_3)	0.098	0.200	$p > 0.05$	Normal ✓

Source: Primary data processed using IBM SPSS Statistics version 25

Table 5. Linearity Test Results (Deviation from Linearity)

Relationship	F (Dev. Lin.)	F-critical	Sig.	Rule	Conclusion
X_1 on Y (Product Quality)	0.958	2.53	0.539	$p > 0.05$	Linear ✓
X_2 on Y (Price Discounts)	0.887	2.53	0.617	$p > 0.05$	Linear ✓
X_3 on Y (Sales Promotion)	0.728	2.53	0.792	$p > 0.05$	Linear ✓

F-critical was determined at $df_1 = 25$, $df_2 = 33$, $\alpha = 0.05$.

Source: Primary data processed using IBM SPSS Statistics version 25.

Based on Table 4, all normality tests returned Asymp. Sig. = 0.200 > 0.05 for all three predictors, confirming that the data were normally distributed. Based on Table 5, all linearity tests returned non-significant Deviation from Linearity statistics (0.539, 0.617, and 0.792, respectively, all > 0.05) with observed F-values (0.958, 0.887, and 0.728) below the critical F-value of 2.53, confirming appropriate linear functional forms. These results validate the classical assumptions required for multiple linear regression analyses.

4.2.1 Multiple Linear Regression Results

Table 6 presents the regression results. The estimated equation is as follows:

$$Y = 2.565 + 0.275X_1 + 0.373X_2 + 0.332X_3$$

Table 6. Multiple Linear Regression Coefficients

Variable	B	Std. Error	β (Std.)	t	Sig.
Constant	2.565	2.659	—	0.965	0.339
Product Quality (X_1)	0.275	0.088	0.290	3.128	0.003**
Price Discounts (X_2)	0.373	0.091	0.382	4.082	0.000***
Sales Promotion (X_3)	0.332	0.094	0.326	3.549	0.001**

Dependent variable: Purchase Decision (Y).

$n = 60$. $R^2 = 0.941$; Adjusted $R^2 = 0.938$; $F = 297.366$; $p = 0.000$.

** $p < 0.01$; *** $p < 0.001$.

Source: Primary data processed using IBM SPSS Statistics version 25.

Based on Table 6, the constant (2.565) represents the theoretical baseline purchase-decision score when all predictors are equal to zero. The standardized coefficients reveal the relative dominance of the predictors: price discounts ($\beta_{\text{std}} = 0.382$) > sales promotion ($\beta_{\text{std}} = 0.326$) > product quality ($\beta_{\text{std}} = 0.290$), with price discounts emerging as the strongest individual predictor and sales promotion ranking second. The overall model is exceptionally powerful ($R^2 = 0.941$; Adjusted $R^2 = 0.938$), explaining 94.1% of the purchase decision variance, with 5.9% attributable to factors outside the model.

4.3 Discussion

4.3.1 H_1 : Effect of Product Quality on Purchase Decisions

The partial t-test for product quality yielded $t = 3.128$ ($p = 0.003 < 0.01$), providing strong statistical support for H_1 : product quality significantly and positively affects purchase decisions for Genteng Mantili tiles. The unstandardized coefficient ($\beta_1 = 0.275$) indicates that a one-unit improvement in product quality perception is associated with a 0.275-unit increase in purchase decision propensity, while holding other variables constant. H_1 is accepted.

The durability indicator, which measures consumer confidence that tiles will resist cracking, breakage, and weathering over an extended period of use, emerged as the most influential product quality dimension. This is consistent with the context of construction materials, where product longevity directly affects the long-term value of a building investment. Consumers evaluating clay roof tiles implicitly conduct a multi-decade quality assessment: the expected service life of a well-fired clay tile in Lampung's tropical climate ranges from 25 to 40 years, making durability perceptions foundational to purchase decisions.

This finding is consistent with [Fuadi and Sanjaya \(2022\)](#), who found significant positive quality effects on purchase decisions for a durable goods product (Honda Beat motorcycle) in a Central Lampung consumer context, and with [Fuadi and Wijayanti \(2022\)](#), who confirmed comparable results for a telecommunications product where reliability and performance consistency were the dominant quality dimensions. In the clay tile context, conformance quality—the degree to which tiles consistently meet dimensional and strength specifications across batches—is theoretically the most actionable quality dimension because it is directly controllable through kiln temperature management, raw material standardization, and quality inspection protocols.

The non-significance of the constant ($p = 0.339$) in the regression output indicates that when all three predictors are at zero, the baseline purchase decision score is not significantly different from zero, implying that purchase decisions at Genteng Mantili are substantially driven by the three measured marketing mix variables rather than by exogenous factors. This further reinforces the practical importance of managing product quality, price discounts, and promotions as the primary levers of purchase decision influence.

4.3.2 H_2 : Effect of Price Discounts on Purchase Decisions

The partial t-test for price discounts yields $t = 4.082$ ($p = 0.000 < 0.001$), providing the strongest individual predictor evidence of the three hypotheses tested: price discounts significantly and positively affect purchase decisions, with the largest standardized coefficient in the model ($\beta_{std} = 0.382$). H_2 is accepted. Price discounts emerged as the dominant driver of individual purchase decisions in the Genteng Mantili context.

The dominance of price discounts over product quality and sales promotion in predicting purchase decisions reflects the structural characteristics of the Kalirejo rural housing market. Clay roof tile purchases are typically large in quantity (a standard residential roof may require 800–1,500 tiles, depending on the roof area and tile dimensions), meaning that even modest per-tile discounts generate substantial absolute savings. For rural consumers and small construction contractors operating on constrained budgets, these savings are directly meaningful, as they reduce the total roof construction cost and potentially enable project execution within budget limitations that would otherwise require smaller or delayed tile purchases.

The finding aligns with [Anjarini et al. \(2021\)](#), who found price discounts to be the dominant purchase decision predictor for agricultural products at an Indonesian MSME, and with [Desma and Erveni \(2020\)](#), who documented strong discount effects on purchase behavior in a Medan retail context. Monroe's (2003) transaction utility theory provides the theoretical explanation: consumers derive utility not only from the product itself (acquisition utility) but also from the perception of securing a price advantage relative to the reference price (transaction utility). In the clay tile context, where experienced buyers have well-established reference prices from market comparisons and prior purchases, discounts generate clear and easily quantifiable transaction utility, creating a particularly compelling purchase decision stimulus.

However, the dominance of price discounts also carries strategic risks for Genteng Mantili. [Dirgantaran \(2021\)](#) cautions that sustained discount dependence can erode long-term price integrity and create consumer expectations of perpetual promotions that undermine full-price purchase willingness. Therefore, enterprises should manage discount deployment strategically by concentrating discounts during demonstrably slow periods (particularly the December–January off-season, when 2024 data show the sharpest revenue declines) and for large-volume bulk orders while maintaining standard pricing during peak construction season months when demand is inherently strong and price sensitivity is relatively low.

4.3.3 H_3 : Effect of Sales Promotion on Purchase Decisions

The partial t-test for sales promotion yielded $t = 3.549$ ($p = 0.001 < 0.01$), confirming that sales promotion significantly and positively affects purchase decisions ($\beta_{std} = 0.326$). H_3 is accepted. Sales promotion ranks second among the three predictors in terms of standardized coefficient magnitude, demonstrating that promotional activities are a substantial independent driver of purchase decisions beyond the effects of quality and price.

The sales promotion effect operates through multiple purchase decision stages in the consumer's decision-making framework. At the information search stage, promotional communication—including leaflets distributed through local dealer networks, verbal promotions by sales staff, and word-of-mouth from satisfied customers participating in loyalty programs—expands the consumer information set, making Genteng Mantili's product advantages more salient relative to competing tile brands. At the alternative evaluation stage, bundled promotional packages (e.g., tile purchase with installation materials or transport services) reduce the effective cost of switching to Genteng Mantili from established alternative suppliers, thereby lowering the evaluation barrier for first-time buyers. At the purchase decision stage, time-limited promotions create urgency that accelerates commitment, converting deliberating consumers into active buyers.

Febriyanti et al. (2023) demonstrated in a directly relevant context—a clay tile producer in Jombang—that digital marketing promotion strategies significantly increased sales volume, with online promotional content generating inquiries from geographically distant construction contractors that would not have been reached through traditional offline promotion alone. This finding suggests that Genteng Mantili, which currently relies primarily on local and informal promotional channels, could realize substantial purchase decision gains by expanding its promotional reach through digital platforms such as WhatsApp Business, Instagram, and Tokopedia marketplace listings—channels where competing tile producers in more advanced markets are already active.

4.3.4 H_4 : Joint Effect on Purchase Decisions

The F-test yields $F = 297.366$ ($p = 0.000 < 0.001$), providing overwhelming statistical support for H_4 : product quality, price discounts, and sales promotion jointly and significantly predicted purchase decisions. The model's $R^2 = 0.941$ and adjusted $R^2 = 0.938$ indicate that the three predictors collectively explain 94.1% of the variance in purchase decisions—an exceptionally high explanatory power, establishing this as a near-complete model of the purchase decision generation process for Genteng Mantili clay roof tiles.

The R^2 of 94.1% substantially exceeds the values typically reported in comparable Indonesian marketing mix-purchase decision studies. Wulandari and Fuadi (2022) reported an R^2 of 74.6% for a telecommunications product with four predictors, while Nasikah et al. (2023) found R^2 values of 65–75% for marketing mix studies in MSME contexts. The present study's superior explanatory power may reflect the focused and homogeneous nature of the consumer sample—all respondents are active Genteng Mantili buyers whose purchase decisions are primarily determined by their direct experiences with the enterprise's specific quality, price, and promotion mix, rather than by external brand or distribution factors that would introduce additional variance in more heterogeneous samples.

The theoretical significance of the joint model lies in the marketing mix synergy effect: product quality, price discounts, and sales promotion together create a value proposition that is more compelling than any single dimension's individual contribution. Quality provides the functional foundation that justifies purchase confidence; discounts reduce the financial barriers that might otherwise prevent commitment; and promotion ensures that both quality and discount information reach target consumers and motivate purchase urgency. This synergistic interaction explains why the joint R^2 (94.1%) far exceeds the sum of the individual bivariate correlations—each variable amplifies the purchase decision effects of the others.

5. Conclusions

This study concludes that product quality, price discounts, and sales promotion have positive and significant effects on purchase decisions for Genteng Mantili clay roof tiles in Kalirejo, Central Lampung. Among these variables, price discounts are the dominant factor, followed by sales promotion and product quality. Simultaneously, the three variables explain 94.1% of the variance in purchase decisions, indicating that product quality, price discounts, and sales promotion form a strong model for understanding consumer purchase decisions in the clay roof tile market.

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Author Contributions

EP contributed to conceptualization, data collection, formal analysis, manuscript drafting, and interpretation of the findings. F contributed to research design, methodology development, statistical analysis, and manuscript revision. SF contributed to supervision, theoretical framework development, validation of the research results, and final manuscript review and editing.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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