

The Marketing Mix Effect on Purchase Decisions of Anandia Bakery in Padang City

*Dian Fauzi, Angelia Leovita, Nur Willa Agia
Program Studi Agribisnis Universitas Tamansiswa, Indonesia

Article History:

Submitted: Dec 30, 2025

Approved: Dec 31, 2025

Keywords:

Bakery (UMKM),
Purchasing decisions,
Marketing Mix.

Page:

219-227

***Corresponding Author:**

dhifauzi439.df@gmail.com

ABSTRACT

Rapid changes and growth in the business sector in the era of globalization are marked by increasing competition, including among the 28 small bakery businesses operating in Padang City. Anandia Bakery is one of the oldest MSMEs in the local bakery industry and continues to operate today. This study aims to: (1) describe the business profile of Anandia Bakery; (2) analyze consumer perceptions of purchasing decisions; and (3) examine the influence of the 4P marketing strategy on purchasing decisions. The study employs a quantitative descriptive approach using multiple linear regression analysis. The results show that (1) Anandia Bakery was established in 2006, employs eight workers, and operates four days per week; (2) consumer perceptions of product, price, and distribution are very positive, falling into the “Strongly Agree” category; and (3) product (X1), price (X2), and distribution (X4) have a significant effect on purchasing decisions. In contrast, the promotion variable (X3) has no significant effect, indicating that current promotional efforts are not yet effective in influencing consumer decisions. These findings confirm that product quality, competitive pricing, and ease of distribution are the main factors driving consumer purchasing decisions.

INTRODUCTION

The bread industry is part of the agricultural-based food industry, using wheat flour, eggs, butter, and milk to produce ready-to-eat products with market value. Changing consumption patterns in Indonesia, coupled with shifts in lifestyle (Kitu et al., 2023; Rosita et al., 2020) and increasingly busy work routines, have encouraged people to choose practical and diverse food options. The novelty of this study lies in its comprehensive analysis of the influence of the marketing mix on purchasing decisions within the context of a local bakery, specifically Anandia Bakery in Padang City, by integrating consumer behavior insights in a small-scale food business environment.

Bread marketing in Padang City holds significant potential as consumption continues to increase across various segments, from households and stalls to wholesalers. The distribution network now includes direct sales, modern retail, out-of-town delivery, and online marketing. Currently, there are 28 bread producers in Padang, one of which is Anandia Bakery, established in 2006 and still operating today. Challenges faced include similar products to competitors, short shelf life, unattractive packaging (Ardilla et al., 2023), a suboptimal digital promotion strategy, and pricing that has not yet reached the premium segment (Ahmad, 2023). The production location, which is far from the outlet, also increases operational costs, while limited product appeal in terms of quality, packaging, and innovation also influences purchasing decisions (Mirawati et al., 2021).

Referring to the background description and problem identification, several points emerged regarding the business profile of Anandia Bakery, consumer perceptions related to bread purchasing decisions at Anandia Bakery, and the influence of the 4P marketing mix on purchasing decisions at the Anandia Bakery.



RESEARCH METHODOLOGY

This study was conducted at Anandia Bakery in Padang City. The location was selected purposively. The sample size was determined based on Roscoe's rule of thumb, with a total of 60 respondents. The respondents were selected from five Anandia Bakery outlets in Padang City. Data analysis used the following methods: Quantitative descriptive, which aims to compile a structured description. Analysis techniques data used to describe various aspects related to Anandia Bakery. These aspects include the history of the business's founding, company profile, number of employees, and the bread varieties produced.

Likert scale to see consumer perceptions of purchasing decisions. The Likert scale used has four levels of answers (Wicaksono & Satrio, 2019), as follows (4 = Strongly agree; 3 = Agree; 2 = Less agree; 1 = Disagree). The use of a Likert scale facilitates the assessment of variables by assigning scores to each questionnaire response. Respondents' perceptions were analyzed using mean values based on the formula proposed by Cooper & Emory (1996). These mean values were then grouped to simplify interpretation, with a score range from 1 to 4. The assessment interval was calculated using the formula $(4-1)/4$, resulting in an interval value of 0.75 (Cooper & Emory, 1996).

Multiple Regression Analysis is employed to examine the effect of the marketing mix on sales volume at Anandia Bakery by using: (1) a validity test through Pearson correlation, in which an item is considered valid if the calculated correlation coefficient (r-value) exceeds the critical r-table value at a 5% significance level; and (2) a reliability test using Cronbach's Alpha coefficient, with values greater than 0.60 indicating acceptable reliability. with formula Multiple Regression Analysis (normality test, multicollinearity test, heteroscedasticity test, t-test, F-test, and R^2) (Werang, 2015).

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + b_4.X_4 + e$$

Y	=	Purchasing decisions
a	=	Konstanta
X ₁	=	Prduct
X ₂	=	Price
X ₃	=	Promotion
X ₄	=	Distribution place
e	=	Error Term.

RESULTS AND DISCUSSION

Anandia Bakery Business Profile

Anandia Bakery is a small and medium-sized enterprise focusing on bread and cake products, founded by Mrs. Susanti Anandia in Padang City in 2006 with an initial capital of IDR 150 million. Initially producing sponge cakes and muffins, since 2008 switched to white bread due to simpler raw materials, more efficient production costs, and stable market demand. The price of white bread has increased from IDR 7,500 in 2006 to IDR 10,000 in 2022 due to rising raw material prices, but the business has been able to survive by maintaining product quality.

To strengthen its legality, Anandia Bakery has been applying for a PIRT permit since 2008, guaranteeing product safety and suitability. The business is family-run, with 8 employees, all members of Mrs. Susanti's extended family, with a clear division of tasks, from baking and mixing to shaping and marketing. Despite competition and fluctuating sales, Anandia Bakery continues to innovate in managing costs and maintaining quality.

In mid-2024, Anandia Bakery reduced its production schedule to four days a week in response to declining demand and rising competition. The bakery offers various products, including white bread, chocolate bread, sweet milk bread, and coconut bread, to meet diverse consumer preferences and purchasing power. Rising raw material costs especially flour, eggs, and sugar have become the main challenge, affecting pricing and demand. Despite this, the owner remains committed to sustaining the business through continuous innovation and adaptation to maintain competitiveness in the Padang market.

Consumer Perception Towards Bread Purchasing decisions at Anandia Bakery

To understand the extent to which consumers actively assess and interpret elements including product, price, promotion, and distribution, which ultimately lead them to purchase decisions for bread at Anandia Bakery, this study measures four main variables, namely Product (X1), Price (X2), Promotion (X3), Distribution (X4). The 4P marketing mix is applied at Anandia Bakery because it is the most relevant framework for analyzing marketing strategies in a small-scale bakery business, where product quality, pricing, distribution convenience, and promotional activities directly influence consumers' purchasing decisions. The following table presents a summary of the measurement results along with an interpretation of consumer perception categories.

Based on the results, consumer perceptions of purchasing decisions at Anandia Bakery are very positive. The product variable scored 87.41% (mean = 3.49), indicating strong agreement on product quality, taste, and consistency, in line with Jamlean et al. (2022). The price variable scored 87.16% (mean = 3.48), showing that prices are considered fair and competitive, supporting the findings of Janah (2020). The distribution variable achieved the highest score at 87.81% (mean = 3.51), reflecting easy product accessibility and consistent availability. In contrast, the promotion variable received the lowest score at 74.41% (mean = 2.97), indicating a need for more effective promotional strategies. This is due to Anandia Bakery's reliance on partner stores without direct promotional activities, aligning with Shafa et al. (2024), who emphasize the importance of diverse media and creative messaging in promotion.

Overall, the purchasing decision variable scored 89.16% (mean = 3.56), indicating strong consumer confidence and satisfaction with Anandia Bakery products. This confirms that product quality, pricing, promotion, and distribution significantly influence purchasing decisions. Previous studies support these findings, highlighting the importance of quality, fair pricing, and effective distribution, while noting that less innovative promotions have limited impact. Therefore, improving promotional innovation is essential to strengthen and sustain purchasing decisions at Anandia Bakery supporting the findings of (Saleh et al., 2023; Ardilla et al., 2023; Athalarania & Husnah, 2023).

Table 1. Consumer Perception towards Bread Purchase Decisions at Anandia Bakery

Respondents	Research score	Ideal score	Perception percentage (%)	Average answer	Criteria
Product	1049	1200	87,41	3,49	Strongly agree
Price	1046	1200	87,16	3,48	Strongly agree
Promotion	893	1200	74,41	2,97	Agree
Place/Distribution	843	960	87,81	3,51	Strongly agree
Purchasing decisions	1284	1440	89,16	3,56	Strongly agree

Source: Processed Primary Data, 2025

Analyzing Factors that Influence Consumer Purchasing decisions

Validity Test

The validity test used Pearson correlation analysis, where an item is considered valid if $r_{count} > r_{table}$ at a 5% significance level. With a sample size of 60, the degree of freedom ($df = n-2$) was 58, producing an r_{table} value of 0.2542. The results showed that all items had r_{count} values greater than r_{table} , indicating that all questionnaire statements were valid.

Reliability Test

Reliability was tested using Cronbach's Alpha, with values above 0.60 indicating reliability. The results showed that all variables product, price, promotion, distribution, and purchasing decisions were reliable.

Classical Assumption Test

Normality Test

The results of the One-Sample Kolmogorov-Smirnov test show that the variables Product (X1), Price (X2), Promotion (X3), and Distribution (X4) as well as Purchasing decisions (Y) have a normal distribution. This is because the Asymp. Sig. value is 0.064, which is greater than the significance level of 0.05.

Multicollinearity Test

The findings of the multicollinearity test show that this model does not experience multicollinearity problems, because all VIF scores are below 10 with a tolerance exceeding 0.01, which confirms that each independent variable meets the criteria.

Heteroscedasticity Test

The heteroscedasticity analysis output using the Spearman rho test shows no symptoms of heteroscedasticity. In other words, the independent and dependent factors are not heteroscedasticity correlated, in accordance with the criteria set by Singgih Santoso (2020), where the significance value of alpha (α) > 0.05 .

Multiple Linear Regression Analysis

Table 2, the results of the analysis using SPSS, the multiple linear regression equation.

The multiple linear regression model generated from data processing is as follows:

$$Y = 5.535 + 0.271X_1 + 0.411X_2 - 0.085X_3 + 0.372X_4 + e$$

Constant Value

The constant value in the regression equation of 5.535 indicates the predicted value of the dependent variable (Purchasing Decision) when all independent variables (product, price, promotion, and distribution) are zero. Practically, this constant represents the initial value of the dependent variable before any influence from the independent variables.

a. Product (X1)

The regression coefficient on the product variable (X1) is 0.271, indicating a positive relationship between the product (X1) and purchasing decisions (Y). This means that every one unit increase in variable X1 will increase the value of Y by 0.271, assuming the other variables (X2, X3, and X4) remain constant or unchanged.

b. Price (X2)

The regression coefficient on the price variable (X2) is 0.411, which indicates a positive relationship between price (X2) and purchasing decisions (Y). This means that every one unit increase in variable X2 will cause an increase in the value of Y by 0.411, assuming the other independent variables remain constant or unchanged.

c. Promotion (X3)

The regression coefficient on the promotion variable (X3) is -0.085, indicating a negative relationship between promotion (X3) and purchasing decisions (Y). This means that every one unit increase in variable X3 will cause a decrease in the value of Y by 0.085, assuming the other independent variables remain constant or unchanged.

d. Distribution (X4)

The regression coefficient on the distribution variable (X4) is 0.372, indicating a positive relationship between distribution (X4) and purchasing decisions (Y). Each one-unit increase in the X4 variable will cause an increase in the Y value of 0.372, assuming the other independent variables remain constant or unchanged.

The Influence of Product Variables (X1) on Purchasing Decisions

The results of the hypothesis test analysis at a 5% significance level, the product variable shows a significant effect on purchasing decisions, with $t_{count} > t_{table}$ ($2.129 > 2.004$) and a significance value of $0.038 < 0.05$. This indicates that product quality significantly influences purchasing decisions at Anandia Bakery. Consistent taste and texture, product innovation, and alignment with consumer preferences strengthen consumer trust and interest. Although packaging remains simple, product quality remains the main factor driving positive purchasing decisions and customer loyalty. Previous research by (Puspita et al., 2023) (Tobing et al., 2024), and (Maesyaroh, 2024) found that product quality has a significant positive impact on consumer purchasing decisions. Products with good quality, such as a satisfying appearance and taste, can increase consumer purchase intention.

The Influence of the Price Variable (X2) on Purchasing Decisions

The results of the hypothesis test analysis at a 1% significance level ($\alpha = 0.01$), the price variable shows a significant positive effect on purchasing decisions ($t_{count} = 3.101 > t_{table} = 1.673$; $sig. = 0.003$). This indicates that appropriate pricing increases consumer purchase interest. Although demand theory suggests a negative relationship between price and demand, at Anandia Bakery price is perceived as an indicator of quality and value. Consumers in the Lubuk Minturun and Tabing areas view reasonable and differentiated pricing—based on butter quality as reflecting product value. By applying value-based pricing and maintaining consistent quality, Anandia Bakery strengthens consumer trust and purchase intention. Thus, price functions not only as a cost factor but also as a signal of quality that positively influences purchasing decisions. Previous research conducted by Anindya (2024), Saragih et al. (2024), and Jamlean et al. (2022) consistently demonstrated that price has a positive and significant impact on purchasing choices. These findings reinforce the notion that price is a key factor influencing consumers' purchasing decisions with a high degree of influence.

Table 2. Result Multiple Linear Regression

Model	B	Standard Error	Beta	T	Sig.
(Constant)	5.535	2.713		2.040	0.046
Product (X ₁)	0.271	0.127	0.259	2.129	0.038*
Price (X ₂)	0.411	0.132	0.356	3.101	.003**
Promotion (X ₃)	-0.085	0.073	-0.121	-1.162	0.250
Distribution (X ₄)	0.372	0.148	0.278	2.515	0.015*

**has a significant impact on the level of trust 0,01

*has a significant impact on the level of trust 0,05

Source: processed primary data 2025

The Influence of the Promotion Variable (X3) on Purchasing Decisions

The results of the hypothesis test analysis at a 5% significance level, the promotion variable shows no significant effect on purchasing decisions ($t_{count} = 1.162 < t_{table} = 2.004$; $sig. = 0.250$). This indicates that current promotional efforts do not significantly influence consumer behavior. The lack of social media promotion and reliance on traditional channels, such as partner stores, contribute to this result. Instead, consistent product quality, competitive pricing, strong distribution, and long-established customer trust sustain purchasing decisions. Consequently, the absence of active digital promotion explains why promotion has no significant impact on purchasing decisions.

In the era of rapidly developing digital technology, social media has become the main platform used by consumers. Consumers today use social media to search for information, interact with brands, and make purchasing decisions. Thus, the findings of this study which show that promotions have no significant effect can be explained because the promotional strategies used have not adapted to changes in how consumers behave in the digital era. Research by (Iswanto et al., 2023), (Shafa et al., 2024), and (Saleh et al., 2023) shows that promotions have no significant effect on purchasing decisions because consumers are already satisfied after purchasing more than three times, so they decide to repurchase without paying too much attention to promotions.

The Effect of Distribution Variables (X4) on Purchasing Decisions.

Based on the results of hypothesis testing at the confidence level $\alpha = 0.05$, the distribution variable has a t -count value $> t$ -table $= 2.515 > 2.004$ and a significant value of $0.015 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted, which means that the distribution variable has a significant effect on purchasing decisions. This finding indicates that the way the product is distributed and its availability in the market greatly influences consumer decisions to purchase. Based on conditions in the field, as occurred at Anandia Bakery, Padang City, bread products are produced and distributed to various areas such as Lubuk Minturun and Tabing. The place aspect at Anandia Bakery not only refers to product distribution to consumers but also to the proximity of input markets to the business location. Key raw materials are sourced from local suppliers in Padang City and surrounding areas, which facilitates procurement, reduces distribution costs, and supports the continuity of production and the distribution of bakery products to various market areas.

If a product is easily accessible and available in strategic locations or through efficient channels, consumers are more likely to purchase it. Conversely, difficulty finding or obtaining a product can hinder purchasing decisions, even if the product is of attractive quality or price. The importance of distribution lies in its ability to bridge the gap between producers and consumers, ensuring products reach consumers at the right time and location. Effective distribution channels can increase convenience, reduce search costs for consumers, and ultimately drive purchasing decisions. Several previous studies have also shown that product distribution has a significant impact on purchasing decisions. Research by (Putra, 2021), (Bureni, 2020), and (Kitu et al., 2023) concluded that good distribution management is a key factor in driving consumer purchasing decisions.

F Test (Simultaneous)

In order to understand the impact of independent variables simultaneously on the dependent variable, testing using the F test is used. This F test is based on a comparison between the calculated F value and the F table value, as well as the significance value obtained from the Anova output, as follows (Table 3).

Table 3. F Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	90,870	4	22,718	10,631	.000 ^b
Residual	117,530	55	2,137		
Total	208,400	59			

Source: Processed Primary Data, 2025

Table 4. Results of the Coefficient of Determination (R²) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	0,436	0,395	1,462

Source: Processed Primary Data, 2025

By using the formula $(df) = (n - k) = (60 - 5) = 55$, the F table value is 2.54. Based on the calculation results, the calculated F value of 10.631 is greater than the F table of 2.54, which indicates that the independent variables simultaneously have a significant effect on the dependent variable. This is also supported by a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the variables Product (X1), Price (X2), Promotion (X3), and Distribution (X4) together have a significant effect on Purchasing decisions (Y).

Coefficient of Determination Test

The coefficient of determination (R²) test aims to assess how well a model can explain the dependent variable. The R² value ranges from 0 to 1. The closer it is to 1, the stronger the relationship between the independent and dependent variables in the model. The Adjusted R Square (R²) value obtained was 0.395, meaning that 39.5 percent of the variation in bread purchasing decisions can be explained by four independent variables simultaneously: product, price, promotion, and distribution location. This indicates that there are still more than 60 percent of other factors outside the four variables that influence consumer purchasing decisions. These other factors, such as brand perception, consumer satisfaction, social influence, service quality, and competitive conditions, are not included in the model, resulting in a relatively low R² value. Thus, this regression model has moderate to strong explanatory power. This means that bread purchasing decisions are quite influenced by these marketing mix factors. Thus, the right marketing strategy for these four aspects can increase the likelihood of consumers making a purchase.

CONCLUSION

Anandia Bakery is a micro, small, and medium enterprise that began operating in Padang City in 2006. Initially, the business produced sponge cakes and muffins, but later shifted to producing white bread due to rising raw material prices. With a workforce of eight people, production runs four days a week and produces a variety of bread variants. Since 2008, Anandia Bakery has faced challenges in the form of rising raw material prices, but has been able to maintain its existence through product innovation and consistency in maintaining quality. Based on consumer perception, the product, price, and distribution variables received a rating of "Strongly Agree," indicating that good product quality, competitive prices, and ease of distribution are the main factors influencing consumer purchasing interest. Meanwhile, the promotion variable received a rating of "Agree," indicating that the implemented promotional strategy still has potential for improvement to be more effective in attracting market attention. Multiple linear regression analysis shows that the product (X1), price (X2), and distribution (X4) variables significantly influence purchasing decisions. In contrast, the promotion variable (X3) does not show a significant effect. Furthermore, the research instrument has good reliability, with a Total Construct Reliability (TCR) value above 0.7, indicating that the data obtained is reliable for further analysis. Based on these findings, Anandia Bakery can focus its marketing strategy on improving product quality, setting competitive prices, and optimizing distribution. Furthermore, the development of more innovative and creative promotional methods is needed to effectively increase purchasing interest and consumer loyalty. Anandia Bakery needs to continuously innovate its products and improve production efficiency to address fluctuating raw material prices and strengthen its marketing strategy to expand its market and competitiveness. Maintaining product quality, competitive pricing, and accessible distribution are crucial for customer satisfaction. Promotional strategies must also be enhanced with more varied and creative media to attract and effectively reach potential buyers. Evaluation and development of digital promotions, along with appropriate market

segmentation, are necessary for optimal promotion. Beyond promotions, factors such as brand perception, customer satisfaction, service, and competition are also crucial to Anandia Bakery's success.

REFERENCES

Ardilla, D. A., Utami, I. W., & Diansari, B. N. (2023). Analisis Marketing Mix 4P untuk Meningkatkan Produktivitas Penjualan pada CV. Ganep Tradisi Solo. *Social Science Academic*, 1(2), 337–352. <https://doi.org/10.37680/ssa.v1i2.3584>.

Ahmad, A. (2023). Strategi Pemasaran Umkm Roti Dalam Meningkatkan Volume Penjualan (Studi Kasus Annisa Bakery Lerpak). *Jurnal Pendidikan Ekonomi (JURKAMI)*, 8(2), 477–486. <https://doi.org/10.31932/jpe.v8i2.2676>.

Melati, A., & Adda, H. H. W. (2023). Implementasi Bauran Pemasaran Produk Bakery Pada PT. Bumi Nyiur Swalayan (BNS) Pusat. *Jurnal Manajemen Dan Ekonomi Kreatif*, 1(2), 38–45. <https://doi.org/10.59024/jumek.v1i2.72>.

Cooper, D. R., & Emory, C. W. (1996). *Business Research Methods*. Richard D. Irwin, Inc.

Dewi, S., Rahmah, E. B., Listyowati, D., & Napitupulu, B. E. (2022). Strategi Pemasaran Dalam Mempertahankan Kelangsungan Umkm Roti Kukus Anggun Pada Masa Pandemi Covid-19 Tahun 2021. *Jurnal Ekonomi, Manajemen dan Akuntansi (JEKMA)*, 1(1). 1–11.

Iswanto, J., Fitrotus, D., Diyah, S., & Tohawi, A. (2023). Strategi Pemasaran yang Efektif: Meningkatkan Omzet Penjualan Roti dalam Tinjauan Hukum Ekonomi Islam di Mawaddah Bakery Bandar Lor Kediri. *Journal on Education*, 05(04), 17807–17813.

Jamlean, S., Saleky, S. R. J., & Pattipeilohy, V. R. (2022). Pengaruh Lokasi Usaha Terhadap Minat Pembelian Konsumen. *Jurnal Administrasi Terapan*, 1(1), 151–156.

Kitu, N. T. T., Isaskar, R., & Dewi, H. E. (2023). Bauran Pemasaran 4P terhadap Loyalitas Pelanggan pada Home Industry Dailee Express (DE) melalui Kepuasan Pelanggan Marketing Mix (4P) on Customer Loyalty in Dailee Express Home Industry through Customer Satisfaction. *Jurnal Dinamika Sosial Ekonomi*, 24(1), 84–97.

Maesyaroh, S. (2024). Analisis Strategi Bauran Pemasaran Dalam Meningkatkan Volume Penjualan (Studi Kasus Pada Pabrik Roti Sri Rejeki, Baleendah Kab. Bandung). *Prosiding FRIMA (Festival Riset Ilmiah Manajemen dan Akuntansi)*, 7(1). 1145–1153.

Mirawati, Warmeri, & Okianna. (2021). Analisis Strategi Bauran Pemasaran 7P Pada Toko Roti Gembul di Pontianak. *Jurnal Pendidikan dan Pembelajaran*, 10(9). 1–8.

Padang City UMKM Cooperatives Office. (2024). *Data UMKM di Sumatera Barat tahun 2025*. Dinas Koperasi dan UMKM.

Anindya, V. (2024). Strategi Pemasaran Usaha Bakery Nisa Yumyum di Kabupaten Bantul. *Skripsi*. Sekolah Tinggi Ilmu Ekonomi (Pariwisata Api), Yogyakarta.

Puspita, K. E., & Setyowati, (2023). Marketing Mix of Miana Ornamental Plants at Caping Merapi Sleman. *Journal of Cooperative, Small and Medium Enterprise Development*, 2(2). 33–45.

Rosita, R. D., Budiarto, & Kismantoroadji, T. (2020). The Analysis of the Effect of Marketing Mix (7ps) on Purchase Decision of Kopi Luwak Mataram. *Jurnal Dinamika Sosial Ekonomi*, 21(1), 15–25.

Saleh, E. R., Rengkung, L. R., & Rori, Y. P. I. (2023). Analisis Bauran Pemasaran Terhadap Tingkat Penjualan Roti UD Nabila Bakery Di Desa Kalasey Kecamatan Mandolang. *Agri-Sosioekonomi*, 19(3), 1625–1630. <https://doi.org/10.35791/agrsossek.v19i3.51482>.

Saragih, S. V., Restuhadi, F., & Yusri, J. (2024). Analisis Harapan dan Kinerja Bauran Pemasaran terhadap Kepuasan Konsumen pada Toko Viera Oleh-Oleh di Kota Pekanbaru. *Indonesian Journal of Agricultural Economics*, 15(1), 23. <https://doi.org/10.31258/ijae.15.1.23-34>.

Risnanti, A. S. Q., & Nugraha, H. (2024). Analisis Strategi Marketing Mix Dalam Meningkatkan Penjualan pada Roti Mamee Bakery and Patisserie Kabupaten Bandung Barat. *Innovative: Journal Of Social Science Research*, 4(4). 14506–14517.

Santoso, S. (2020). *Panduan Lengkap SPSS 26*. Elex Media Komputindo.

Tobing, I. M., Pangemanan, P. A., & Lolowang, T. F. (2024). Bauran Pemasaran pada Usaha Cake Dan Bakery “Hari-Hari” di Kota Manado. *Agri-Sosioekonomi*, 20(1), 113–122.

Werang, B. R. (2015). *Pendekatan Kuantitatif Dalam Penelitian sosial (2nd ed.)*. Graha Ilmu.

Wicaksono, I. S. & Satrio, B. (2019). Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Pada Toko Kue Purimas 3 Surabaya. *Jurnal Ilmu dan Riset Manajemen*, 8(5), 1-18.