

THE EFFECTS OF PRODUCT QUALITY, PRICE, PROMOTION, AND BRAND IMAGE ON CONSUMER PURCHASE DECISIONS PT SANBE FARMA PHARMACEUTICAL PRODUCTS

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KEYWORDS

Product Quality,
Price, Promotion,
Brand Image,
Purchase
Decisions.

ABSTRACT

This study examines the impact of product quality, price, promotion, and brand image on consumer purchase decisions for PT Sanbe Farma products. Operating in Indonesia's growing pharmaceutical industry, PT Sanbe Farma benefits from rising health awareness and government healthcare initiatives. Using a quantitative approach, data was gathered from surveys to analyze the influence of these factors on consumer behavior. The results show that product quality, pricing, promotion, and brand image all have a significant positive impact on purchase decisions, with brand image being the most influential. This emphasizes the importance of trust and reputation in fostering loyalty. These findings offer strategic insights for PT Sanbe Farma to enhance its marketing efforts, optimize its promotional strategies, and adjust pricing to meet consumer needs. The study contributes to understanding consumer behavior in the pharmaceutical industry and provides recommendations for improving marketing effectiveness.

I. BACKGROUND

The pharmaceutical industry plays a key role in maintaining public health by providing vital medicines and healthcare solutions. In Indonesia, the sector has experienced remarkable growth, fueled by heightened health awareness and government initiatives aimed at improving healthcare accessibility. According to the IQVIA report (2023), the pharmaceutical market in Indonesia is projected to reach IDR 130 trillion in 2023, reflecting an 8% increase from the previous year. This growth has been supported by the National Health Insurance (JKN) program and a growing middle class prioritizing healthcare spending. PT Sanbe Farma, established in 1974, is one of Indonesia's foremost pharmaceutical companies, recognized for its commitment to producing high-quality products. The company offers a wide range of products, including over-the-counter medicines, prescription drugs, and specialized formulations. Its ongoing investment in research and development has allowed PT Sanbe Farma to remain competitive, continually innovating while adhering to both domestic and international regulatory standards. Despite its market leadership, PT Sanbe Farma faces challenges in understanding the shifting preferences of consumers. Factors such as product

quality, price, promotion, and brand image play a critical role in influencing purchasing decisions. While previous research has explored these variables individually, few studies have examined their combined impact in the pharmaceutical industry. This study aims to fill that gap by analyzing how these factors interact to influence consumer purchasing decisions for PT Sanbe Farma products, providing insights that can guide the company in optimizing its marketing strategies and strengthening its competitive edge.

II. LITERATURE REVIEW

1. Product Quality

A product is anything offered to the market to satisfy consumer needs and desires, including goods, services, or ideas (Kotler & Keller, 2016). In the pharmaceutical industry, product quality is critical as it directly impacts consumer health. Key dimensions of product quality include reliability, safety, and effectiveness, all of which are supported by adherence to international standards like Good Manufacturing Practices (GMP). For PT Sanbe Farma, product quality serves as a key competitive advantage, demonstrated by the company's focus on producing safe, effective, and consumer-oriented products. Empirical evidence suggests that high product quality positively influences consumer trust and purchasing decisions (Ayuningtyas, 2015). Based on these theories and findings, it is hypothesized that:

H1: PT Sanbe Farma product quality has a positive effect on purchasing decisions.

2. Price

Price refers to the monetary value consumers pay to acquire a product or service. Kotler and Armstrong (2014) emphasize that price is a critical element in the marketing mix, directly influencing consumer purchasing behavior. In the pharmaceutical industry, pricing reflects not only production costs but also the perceived value of the product by consumers. Factors such as research and development expenses, government regulations, and consumer purchasing power heavily influence pricing strategies. In Indonesia, pharmaceutical pricing is particularly sensitive, with government initiatives like the Maximum Retail Price (HET) regulation aimed at ensuring affordable access to essential medicines. Research by Laila and Sudarwanto (2018) highlights that price is a significant factor affecting purchasing decisions, especially for essential products such as medicines. This aligns with Tjiptono (2015), who suggests that companies must find a balance between competitive pricing and perceived value. For PT Sanbe Farma, strategic pricing is crucial to meeting consumer expectations and remaining competitive in the market. Hence, we propose the hypothesis:

H2: The price of PT Sanbe Farma products has a positive effect on purchasing decisions.

3. Promotion

Promotion involves efforts to inform and persuade potential customers about a product or service. Buchari (2013) argues that effective promotion can significantly influence consumer attitudes, desires, and behaviors, ultimately driving purchasing decisions. Various promotional techniques, such as advertising, discounts, and special offers, aim to engage consumers and enhance product visibility. Effective promotions that resonate with consumer interests are more likely to drive purchasing decisions, while poorly executed promotions fail to attract attention. Empirical evidence by Ayuningtyas (2015) indicates that promotions, particularly those executed across multiple platforms like social media and traditional advertising, play a crucial

role in influencing consumer behavior. Based on these insights, the following hypothesis is proposed:

H3: Promotion of PT Sanbe Farma products has a positive effect on purchasing decisions.

4. Brand Image

Brand image refers to the associations and perceptions that consumers form about a brand, which includes elements such as trust, reputation, and emotional connection. Indrawati (2015) states that a strong brand image enhances consumer preference and loyalty, thus positively influencing purchasing decisions. In the pharmaceutical industry, brand image plays an essential role due to the emphasis on trust and reliability. A brand with a positive reputation signals quality and safety, making it more likely to be chosen by consumers. Empirical studies show that a strong brand image increases consumer confidence and willingness to purchase (Sulistiana & Lutfie, 2018). Considering these findings, we hypothesize that:

H4: PT Sanbe Farma's brand image has a positive effect on purchasing decisions.

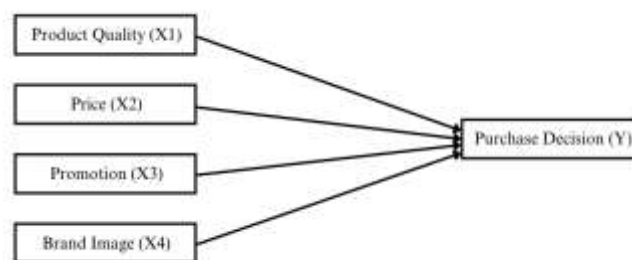


Figure 1 : Research Model
(Source: Modification of Laila Eky Jumrotul's Research (2018))

III. RESEARCH METHODOLOGY

The research methodology outlines the design of the study, the scope and objects of the research, the materials and tools used, data collection techniques, operational definitions of the research variables, and the techniques for data analysis. The methodology is designed to provide a systematic framework to analyze the impact of product quality, price, promotion, and brand image on consumer purchasing decisions for PT Sanbe Farma products.

3.1 Research Design, Population, and Sample

This research employs a descriptive quantitative design aimed at analyzing consumer perceptions and behaviors regarding PT Sanbe Farma products. The study includes consumers who have purchased PT Sanbe Farma products, either from pharmacies, e-commerce platforms, or other health stores. The population for this research consists of 135 individuals. Given the manageable size of the population, a census method was used, meaning all individuals in the population were included as respondents. This approach ensures a comprehensive, representative dataset, minimizing sampling bias.

The purposive sampling technique was employed to select respondents. Purposive sampling is a non-probability method where participants are chosen based on specific criteria, which include:

- Respondents who have purchased PT Sanbe Farma products at least twice.
- Respondents who are familiar with PT Sanbe Farma and its product offerings.
- Respondents who are willing to participate in the study and complete the survey.

3.2 Measurement Scale

The study utilizes a five-point Likert scale to assess respondents' attitudes and opinions regarding various factors, such as product quality, price, promotion, and brand image, in relation to their purchasing decisions. The scale is designed as follows:

Table 1 : Likert Scale Instrument
(Source: Processed Data by the Author (2024-2025))

STATEMENT	SCORE
Strongly Agree (SS)	5
Agree (S)	4
Simply Agree (CS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

This scale is used to measure the variables of interest in this study, including product quality, price, promotion, brand image, and consumer purchase decisions.

3.3 Data Collection Techniques

The study employs three main data collection techniques, as described by Sugiyono (2020) in Amalia (2020), which are crucial for gathering both primary and secondary data:

1. **Questionnaire:** The primary data collection method involves distributing a structured questionnaire to respondents who have purchased PT Sanbe Farma products. The questionnaire is designed to capture primary data regarding consumer perceptions, experiences, and preferences, making it a reliable method for gathering information from a diverse group of participants.
2. **Observation:** Structured observations are made to gain insights into consumer behavior and interaction with PT Sanbe Farma products. While not the main method, observational data will help supplement the findings from the survey and provide a deeper understanding of consumer behaviors in real-life contexts.
3. **Literature Study:** This technique involves reviewing relevant books, academic journals, previous research, and other authoritative sources to build a strong theoretical framework. This will guide the study's exploration of key concepts such as product quality, price, promotion, brand image, and consumer purchase decisions.

3.4 Operational Definitions of Research Variables

Each variable in this study is defined operationally to ensure accurate measurement:

- **Product Quality:** The degree to which PT Sanbe Farma products meet consumer expectations in terms of safety, effectiveness, and overall satisfaction.
- **Price:** The perceived value of PT Sanbe Farma products based on their pricing, including consumer willingness to pay for them relative to the product's benefits.
- **Promotion:** The strategies used by PT Sanbe Farma to communicate with consumers, including advertising, discounts, and special offers, aimed at influencing purchasing behavior.
- **Brand Image:** The overall perception and reputation of PT Sanbe Farma in the market, which influences consumer trust and loyalty.
- **Purchase Decision:** The final decision made by the consumer to purchase a product, influenced by product quality, price, promotion, and brand image.

3.5 Data Analysis Techniques

The collected data will be analyzed using descriptive statistics and inferential statistics. Descriptive statistics will summarize the demographic data and the characteristics of the respondents. Inferential statistics, specifically multiple regression analysis, will be used to test the hypotheses and determine the relationship between the independent variables (product quality, price, promotion, brand image) and the dependent variable (purchase decision). This analysis will help identify the most influential factors driving consumer purchasing decisions.

IV. RESULTS AND DISCUSSION

This study uses primary data to examine the impact of product quality, price, promotion, and brand image on consumer purchasing decisions for PT Sanbe Farma products. Data was collected through a questionnaire distribution. The respondent characteristics, including gender, age, last education, monthly income, and experience with PT Sanbe Farma products, are crucial in understanding the background of the respondents. These characteristics are essential as primary data, offering valuable insights into the factors that influence consumer decisions in this study.

4.1 Respondent Characteristics

To better understand the demographics and behaviors that influence consumer purchasing decisions, the study analyzed several respondent characteristics: gender, age, last education, and monthly income. These variables play a significant role in exploring how factors like product quality, price, promotion, and brand image impact consumer choices.

Characteristics Based on Gender

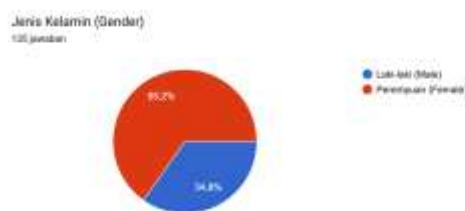


Figure 2 : Characteristics Based on Gender
(Source: Processed Data by the Author (2024-2025))

Figure 2 illustrates the percentage distribution of respondents based on gender. Of the total 135 respondents, 65.2% are female and 34.8% are male. This gender composition provides an insight into the dominant consumer group for PT Sanbe Farma products. The gender-based differences may offer a deeper understanding of gender-specific purchasing patterns.

Characteristics Based on Age

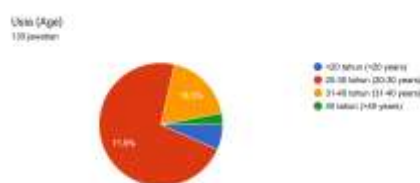


Figure 3 : Characteristics Based on Age
(Source: Processed Data by the Author (2024-2025))

Figure 3 shows that the majority of respondents (71.9%) are between the ages of 20-30 years. This age group represents the most active consumer segment for PT Sanbe Farma products, likely due to their higher frequency of healthcare needs. A smaller proportion of respondents fall into the 31-40 age range (18.5%) or below 20 years (6.7%).

Characteristics Based on Last Education

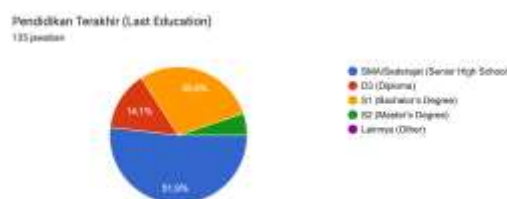


Figure 4 : Characteristics Based on Last Education
(Source: Processed Data by the Author (2024-2025))

Figure 4 shows the educational background of the respondents. Most respondents are high school graduates (51.9%), followed by those with a Bachelor's Degree (28.9%). A smaller percentage have a Diploma (14.1%), with a few respondents holding Master's degrees (5.2%) or other qualifications. This diversity in education levels helps understand the varying educational backgrounds that influence pharmaceutical purchasing decisions.

Characteristics Based on Monthly Income



Figure 5 : Characteristics Based on Monthly Income
(Source: Processed Data by the Author (2024-2025))

Figure 5 indicates that 31.1% of respondents earn less than IDR 3,000,000 per month, while 34.1% have an income between IDR 5,000,000 - IDR 10,000,000. These income groups suggest that PT Sanbe Farma's products appeal across a wide range of income brackets, which may influence purchasing decisions, particularly regarding product affordability and quality.

Experience Using PT Sanbe Farma Products

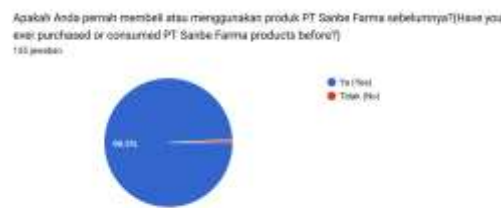


Figure 6 : Experience Using PT Sanbe Farma Products
(Source: Processed Data by the Author (2024-2025))

Figure 6 shows that 99.3% of respondents have previously purchased or used PT Sanbe Farma products, indicating a high level of brand familiarity and consumer loyalty.

4.2 Overview of Respondents' Feedback

The analysis of respondents' feedback reveals a positive perception of PT Sanbe Farma's products across all variables examined. Table 4.1 presents the percentage scores for product quality, price, promotion, brand image, and purchase decisions, all of which were categorized as "Excellent." The findings indicate that PT Sanbe Farma is performing well in meeting consumer expectations, with the highest score being attributed to brand image at 86.06%.

Table 2 : Recapitulation of Respondents' Feedback on Variables
(Source: Processed Data by the Author (2024-2025))

No	Variable	Percentage score	category
x1	Product Quality	83.62%	Excellent
x2	Price	84,52%	Excellent
x3	Promotion	83,925	Excellent

x4	Brand Image	86,06%	Excellent
Y	Purchase Decision	85,98%	Excellent

The total percentage score for all variables combined is 84.6%, categorized as "Excellent." These results suggest that PT Sanbe Farma is effectively addressing consumer expectations and fostering positive attitudes towards their products.

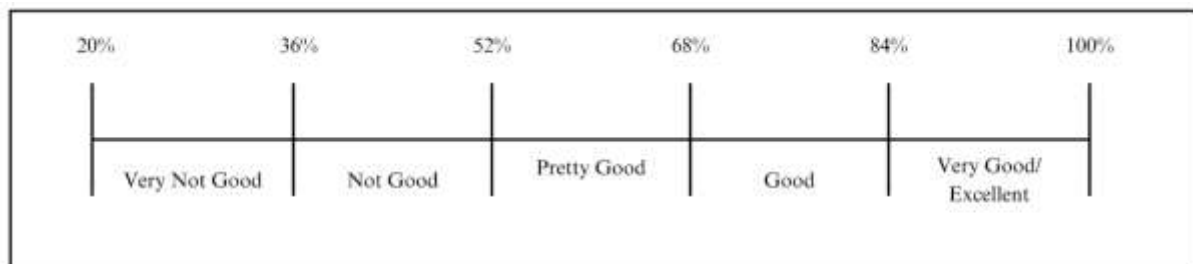


Figure 7 : Classification of Percentage Rating Categories on a Continuum
(Source: Arikunto, 2019)

4.3 Validity Testing

Convergent Validity

The convergent validity of the model was assessed by examining the Outer Loading Values and Average Variance Extracted (AVE). Table 3 presents the outer loadings of indicators for each latent variable, ranging between 0.511 and 0.787, which exceed the minimum threshold of 0.5, confirming that the measurement indicators effectively represent the constructs model's overall reliability and interpretability.

Table 3 : Outer Loading Values of Indicators for Latent Variables
Source: Processed Data by the Author (2024-2025)

	X1	X2	X3	X4	Y
X1.1	0.608				
X1.2	0.709				
X1.5	0.630				
X2.2		0.635			
X2.4		0.749			
X2.5		0.750			
X3.2			0.748		
X3.3			0.717		
X3.4			0.662		
X3.5			0.688		
X4.1				0.511	
X4.2				0.787	
X4.4				0.779	
X4.5				0.731	
Y1.1					0.558
Y1.2					0.756
Y1.4					0.665
Y1.5					0.742

However, further inspection of AVE values (Table 4) revealed that several constructs had values below the threshold of 0.5, suggesting room for improvement in convergent validity.

Table 4 : Average Variance Extracted (AVE) Values for Latent Variables
Source: Processed Data by the Author (2024-2025)

	Average variance extracted (AVE)
X1.1	0.423
X2.1	0.509
X3.1	0.496
X4.1	0.505
Y	0.469

Cross-Loadings

Table 5 shows the cross-loadings, which help assess the relationship between latent variables and their indicators. Higher loadings indicate stronger relationships between indicators and their respective constructs. Indicators such as X4.4 and Y1.2 show strong loadings, while others, like X2.1, show weaker relationships and may require further refinement.

Table 5 : Cross-Loadings of Indicators for Latent Variables
Source: Processed Data by the Author (2024-2025)

	X1.1	X2.1	X3.1	X4.1	Y
X1.1	0.608	0.175	0.190	0.171	0.221
X1.2	0.709	0.222	0.238	0.270	0.281
X1.5	0.630	0.312	0.183	0.238	0.237
X2.2	0.218	0.635	0.341	0.388	0.392
X2.4	0.170	0.748	0.445	0.485	0.535
X2.5	0.387	0.750	0.407	0.476	0.514
X3.2	0.255	0.450	0.748	0.496	0.472
X3.3	0.214	0.368	0.717	0.455	0.448
X3.4	0.328	0.339	0.662	0.393	0.432
X3.5	0.085	0.424	0.688	0.564	0.417
X4.2	0.259	0.533	0.530	0.803	0.531
X4.4	0.294	0.499	0.559	0.813	0.581
X4.5	0.280	0.470	0.512	0.754	0.517
Y1.1	0.307	0.383	0.346	0.368	0.552
Y1.2	0.299	0.514	0.525	0.601	0.759
Y1.4	0.203	0.489	0.393	0.402	0.665
Y1.5	0.239	0.467	0.435	0.481	0.744

Discriminant Validity

Discriminant validity tests the distinctiveness of constructs in the model. Based on the Fornell-Larcker Criterion, the square root of the AVE for each construct should exceed the correlation with other constructs. The study's results demonstrate acceptable levels of discriminant validity, ensuring that each construct is conceptually distinct.

Validity and Reliability Metrics

Composite reliability and Cronbach's alpha values were calculated to assess the internal consistency of the constructs. X4.1 showed strong reliability, with Cronbach's alpha of 0.699, while other variables like X1.1 showed lower values, indicating that some constructs might need further refinement.

Composite Validity

Table 6 : Composite Reliability and Validity Metrics
Source: Processed Data by the Author (2024-2025)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1.1	0.321	0.323	0.686	0.423
X2.1	0.520	0.530	0.756	0.509
X3.1	0.661	0.663	0.797	0.496

X4.1	0.699	0.702	0.833	0.625
Y	0.617	0.635	0.777	0.469

Coefficient of Determination (R^2)

The R^2 value of 0.602 suggests that 60.2% of the variance in the dependent variable (purchase decision) is explained by the independent variables. This indicates a moderately strong model fit.

Coefficient of Determination (R^2)

Table 7 : Coefficient of Determination (R^2)
Source: Processed Data by the Author (2024-2025)

	R-square	R-square adjusted
Y	0.602	0.590

Effect Size (F^2)

The f-square values indicate the effect sizes of the independent variables (X1.1, X2.1, X3.1, X4.1) on the dependent variable (Y). As shown in Table 4.3.6, X2.1 has the strongest influence, with a moderate effect size ($f^2 = 0.162$), followed by X4.1, which has a small to moderate effect size ($f^2 = 0.102$). X3.1 shows a small effect size ($f^2 = 0.054$), while X1.1 has a very small effect size ($f^2 = 0.016$), indicating minimal contribution to explaining the variance in Y.

Table 8 : Effect Size (F^2)
Source: Processed Data by the Author (2024-2025)

	X1.1	X2.1	X3.1	X4.1	Y
X1.1					0.016
X2.1					0.162
X3.1					0.054
X4.1					0.102
Y					

Hypothesis Testing

The hypothesis testing results show that Price and Brand Image have a significant positive effect on purchase decisions with p-values of 0.000 and 0.001, respectively. Other factors like Product Quality showed no significant effect.

Table 9 : Hypothesis Testing
Source: Processed Data by the Author (2024-2025)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P value s
X1.1 -> Y	0.086	0.088	0.087	0.991	0.322
X2.1 -> Y	0.342	0.338	0.091	3.779	0.000
X3.1 -> Y	0.205	0.217	0.084	2.437	0.015
X4.1 -> Y	0.303	0.295	0.090	3.350	0.001

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the research on the influence of product quality, price, promotion, and brand image on the purchase decisions of PT Sanbe Farma consumers, several key conclusions can be drawn:

- **Product Quality:** Product quality has a significant impact on consumer purchasing decisions. Consumers trust PT Sanbe Farma's products, particularly due to their safety, effectiveness, and attractive packaging design. The high product quality contributes positively to customer satisfaction and loyalty.
- **Price:** Price also plays a crucial role in consumer decisions. PT Sanbe Farma's pricing is perceived as reasonable in relation to the quality of products, which fosters consumer loyalty even in the face of price increases. The variety in pricing makes the products accessible across different consumer segments.
- **Promotion:** Promotional efforts such as advertising, discounts, and special offers significantly affect consumer awareness and purchasing behavior. These strategies help to build trust and drive repeat purchases, contributing to customer loyalty.
- **Brand Image:** The brand image of PT Sanbe Farma has the strongest influence on purchase decisions. A trusted reputation and high brand recognition strongly influence consumer preference for its products over competitors.

From hypothesis testing, brand image emerged as the most influential factor on purchasing decisions, with a significant effect shown by the Original Sample (O) value of 0.303, T-statistic of 3.350, and p-value of 0.001. Price also showed significant influence with Original Sample (O) value of 0.342, T-statistic of 3.779, and p-value of 0.000. Collectively, the variables explain 60.2% of the variance in consumer purchase decisions, indicating their critical role in driving sales, while the remaining 39.8% is influenced by other factors not covered in this study.

5.2 Recommendations

5.2.1 Recommendations for PT Sanbe Farma

- **Product Quality:** PT Sanbe Farma should continue enhancing product quality by improving raw materials, incorporating technological innovations, and refining

packaging design to maintain customer satisfaction. Expanding the product range to meet changing market demands will also help maintain competitiveness.

- **Pricing Strategy:** It is recommended that PT Sanbe Farma sustain competitive pricing policies that align with various consumer purchasing powers. Introducing price segmentation can help reach a broader consumer base across different economic levels.
- **Promotion:** PT Sanbe Farma could expand its promotional efforts by leveraging **digital media**, particularly **social media platforms**, to reach more consumers. Increasing the frequency of promotional campaigns such as discounts and special offers can boost sales. Additionally, collaborating with **e-commerce platforms** will make PT Sanbe Farma's products more accessible.
- **Branding:** Strengthening branding campaigns that highlight the company's reputation for high-quality and safe pharmaceutical products will attract more consumers. Focusing on trust and product safety could help differentiate PT Sanbe Farma in a competitive market.
- **Customer Service:** Improving customer service by offering consultations and other services related to pharmaceutical products will enhance consumer loyalty and trust, fostering long-term relationships with customers.

5.2.2 Recommendations for Future Researchers

- Future studies should consider including additional variables, such as social, technological, or cultural factors, which could offer a more comprehensive view of consumer behavior in the pharmaceutical sector.
- A combination of qualitative and quantitative methods would provide deeper insights into consumer motivations and preferences. It could also help understand the psychological aspects influencing purchasing decisions.
- Researchers could extend this study to other pharmaceutical products and brands, allowing for comparison and providing insights into PT Sanbe Farma's competitive advantages in the broader industry.
- Expanding the sample size to include a more diverse population across various regions would make the findings more representative and applicable to the wider consumer base of PT Sanbe Farma.
- Advanced data analysis techniques, such as machine learning or big data analytics, could be used in future research to uncover hidden patterns and more accurate insights into consumer behavior, contributing significantly to strategic decision-making.

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